

## References

Alexander,Susan M. (2003) Stylish Hard Bodies: Branded Masculinity in Men's Health Magazine.

Chandler, D. (2002). *Semiotics: The Basics*. London: Routledge.

COAD, David (2008): *The metrosexual. Gender,sexuality and sport*, NY, Sunny Press

Cohen, S. (2006). Media exposure and the subsequent effects on body dissatisfaction, disordered eating, and drive for thin- ness: a review of the current research. *Mind Matters: Wesleyan J Psychol*, 1, 57-71.

Connell, R.W. (1987). *Gender and Power*. Cambridge:Polity Press.

Derrida, Jacques. 1966. "Structure, Sign and Play in the Discourse of the Human Sciences." Pp. 278-82 in *Writing and Difference*, translated by A. Bass. Chicago: University of Chicago Press.

Eco, Umberto (1976) *A Theory of Semiotics*, Bloomington: Indiana University Press.

Jerome,Collin. (2008). Men and Masculinity in Men's Stylish Lifestyle Magazine. *Centre for Language Studies*.

McLoughlin, L. (2000). *The Language of Magazines*. London: Routledge.

Miller,Kelly. (2014). Can Women's and Men's Health Magazines be Judged by Their Covers? Differences in Magazine Models and Headline Frame. *Health & Wellness Promotion*.

Mitchell,W.J.T. (2002). Showing seeing: a critique of visual culture. *Journal of visual culture*.

The History of Magazines. (1999). History of Men's & Women's Magazines. Retrieved July 08,2018, from: <https://www.magazines.com/history-of-magazines>

WHEATON, Belinda (2003): Lifestyle sport magazines and the discourses of sporting masculinity, in BENWELL, Bethan (2003): Masculinity and men's lifestyle magazines, Oxford, UK, Blackwell Pub. /Sociological Review.