DISCOURSE ANALYSIS OF AMERICAN GIRL REPRESENTATION IN “SEVENTEEN”

A Thesis
Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirements for
the Degree of Letters Scholar

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ABSTRACT


The background of this research is the growth of mass media industry which is collaborated with fashion industry. *Seventeen* is a great example of American woman magazine that focused its contents to fashion trend. Therefore, this research unveils how the representation of American girl in column of *Seventeen* was observed along the text, discourse practice (text production and text consumption). The representations that the writer explains here are forward-thinking, stylish and trendy, in column of *Seventeen* magazine.

By using Roger Fowler and co.’s model of discourse, critical linguistics, the writer analyzes the text. Roger Fowler and co.’s theory is relating the text of the magazine and ideology that implied.

The result of this research is the consumerism ideology which are appeared on text and text production in representation of American girl identity in column of *Seventeen* magazine.

As impact of text consumption, adolescent with their characteristic placed as potential consumer, either by mass media and fashion industry player. *Seventeen* as a media suggested these young women as “potential consumer” or “future market” of their client’s product that displayed almost in every articles.
APPROVEMENT

ROGER FOWLER’S DISCOURSE ANALYSIS OF AMERICAN GIRL REPRESENTATION IN “SEVENTEEN“

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The thesis entitled “Discourse Analysis of American Girl in Seventeen” has been defended before the Letters and Humanities Faculty’s Examination Committee on, February 11, 2008. The thesis has already been accepted as a partial fulfillment of the requirement for the degree of Letters Scholar.
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, January 2, 2008

Nyda Aulia
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In the name of Allah, the beneficient, the merciful.

Praise and gratitude be to Allah for giving the writer’s health. Peace and blessing be upon to our prophet Muhammad SAW, his family, his companions and his followers.

The writer would like to express her greatest love and honor to her beloved family who always give their love, support and moral encouragement to finish her study : Her lovely Parents, Bambang Wuryanto and Machdani for warning her about this thesis, her little brothers and sister (Aldy, Dito, Odi) for understanding her mad, lovely aunties Mamade, Tante Lya, Tya, Tante Lily, Tante Debby for supporting, lovely cousins: Mas Ebi, Ka Redia, Ka Yara, Ka Kya, Nikita, Lya (you are rockin’ cousin!)

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Jakarta, January 2, 2008

The Writer
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CHAPTER I

INTRODUCTION

A. Background of the Study

Magazines occupy a crucial place in U.S. literature and culture. Little
difference from newspapers in the eighteenth century, they soon became a distinct
entity in the nineteenth century, defining a national literature. As the dominant
national mass medium from the late nineteenth century to the mid twentieth
century, magazines were the premier venue for advertising nationally available
products, and they helped create a national culture of shared references,
information, perspectives, and literature.¹

Successful women’s magazines such as Godey’s Lady’s Book (1830-1898)
had large readerships (Godey’s circulation reached 150 thousand in the 1860s).
Despite the name, men and children read women’s magazines too; sailors
exchanged bundles of Godey’s when their ships met at sea and created scrimshaw
based on its fashion illustrations; later wounded soldiers requested Ladies’ Home
Journal and other women’s magazines. The label “ladies” reassured readers that
the work would be concerned with matters of the home, and would not be
improper or controversial. Godey’s published a combination of fiction (usually
with a moral), fashion illustration, sermons, and household advice, all in a

¹ Ellen Gruber Garvey, Encyclopedia of American Studies Volume 3 (New York: Grolier
Educational, 2001) p. 42
friendly tone, and ignored the Civil War. Other nineteenth-century women’s magazines of this type included, at mid-century, the *Home Journal* and *Arthur’s Home Magazine* and by the end of the century *Ladies’ Home Journal*, *Good Housekeeping*, *Delineator*, and such fashion magazines as *Harper’s Bazaar* and what later became *McCall’s*.

Although women’s magazines occasionally supported elements of women’s equality, suffragist and feminist political magazines were a smaller separate category, lacking the advertising support that came to dominate the women’s magazine. But numerous suffrage publications appeared throughout the country: Amelia Bloomer moved *The Lily* from Seneca Falls, New York, to Ohio and Indiana; Susan B. Anthony and Elizabeth Cady Stanton issued *Revolution* from Seneca Falls; Boston had its *Woman’s Journal* and *Colorado the Queen Bee*. *The Lowell Offering* (1840-1845), a literary magazine edited and published by the workers in the Lowell cotton mills, was another type of women’s magazine.²

Magazines including *The New Yorker* (begun 1925), *Smart Set: A Magazine of Cleverness* (1900-1930), and *Vanity Fair* (in its 1913-1936 version) defined a niche more sophisticated than the slicks but less esoteric than small-press magazines. Another alternative to the slicks were the pulps, printed on rough wood pulp paper, beginning in the 1890s and flourishing most dramatically between World War I and II, with an estimated two hundred titles in circulation at any point during that period. They picked up characters, writers, and readers from

² *Ibid*, p. 43
the older dime novels, with stories often written under a pseudonym owned by the publisher and shared by many writers. Such publishers as Street and Smith sold these magazines with their garish covers from newsstands rather than by subscription, repelling librarians, who refused to order magazines that appealed to readers who were young, immigrant, poor, uneducated, and working-class. Early pulps, such as Frank Munsey’s *Argosy*, published general fiction, but specialized titles soon concentrated on romance, boxing, war, detective, Western, adventure, aviation, science fiction, fantasy, and “spicy” stories. The romance titles targeted women and the adventure magazines went for men, but readers crossed over, as they had for *Godey’s Lady’s Book*. Pulps ultimately lost their readerships to television, paperbacks, and comic books. Most disappeared by the mid-1950s.\(^3\)

Nonetheless, according to the *National Directory of Magazines*, more than 18 thousand consumer magazines were published in the United States in 1998. The 758 of those titles tracked by the Audit Bureau of Circulations reported over 367 million in aggregate circulation.\(^4\)

Magazines themselves have existed in the United States since Benjamin Franklin published his *American Magazine*, or a *Monthly View of the Political State of the British Colonies* in 1741, but they were few in number and influence in colonial America. During the antebellum period various periodicals emphasized literary and social issues (such as the *United States Magazine*,

\(^3\) *Ibid*, p. 46  
\(^4\) *Ibid*, p. 47
Democratic Review, and the Dial), others advocated particular causes (such as DeBow’s Review, which urged secession), and yet others were general cultural magazines (Godey’s Lady’s Book) that attempted to reach a broad audience.⁵

An exact definition of “magazine” is difficult to pinpoint. The word is derived from an Arabic term meaning “storehouse,” and one definition calls a magazine “a storehouse of information on any subject.”⁶ However, the term “periodical” has come to be used as a convenient synonym for “magazine.” At one time, a periodical was any publication issued at regular intervals, but it now refers only to publications appearing serially, excluding newspapers. Newspapers differ from magazines in being published daily, sometimes weekly, while magazines are published weekly, monthly, or, often, less frequently. Also, newspapers are not bound, as magazines are.

In fact, however, they are equaled only by books in the varying markets they reach, and their influence has never adequately been measured. No one even knows how many magazines there are—the industry does not keep such statistics—but one source estimates that 65,000 periodicals are published in North America alone. More conservative figures put the number at 22,000 in the United States.

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The incredible diversity of magazines makes them difficult to categorize, but it is safe to say that there is a magazine for nearly every human activity and interest, no matter how exotic or obscure. The broad divisions are general (often called consumer) magazines and specialized magazines, with much overlapping between them.

Specialized magazines comprise by far the larger category, within which business, industrial, and professional magazines make up the dominant group. These magazines tend to be put out by conglomerate publishers. In the United States, the largest is McGraw-Hill, followed by Cahners Publishing, Chilton, and Ojibway Press.

Among general magazines in the United States, the leaders are two pocket-size publications, Reader’s Digest and TV Guide, each with a circulation of nearly 20 million. The single largest group is women’s magazines, including Ladies’ Home Journal, McCall’s, Good Housekeeping, Family Circle, Woman’s Day, and Ms. The two leading men’s magazines are Playboy and Penthouse.

The three newsmagazines, Time, Newsweek, and U. S. News and World Report, also have large circulations. Of special interest is The New Yorker, which is unusual in that it has a relatively small circulation (about 500,000) but carries more lines of advertising aimed at upper-income consumers than any other general periodical. A number of small but influential general magazines reach the intellectual community, including Harper’s, The Atlantic, and The New Republic.

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7 Ibid, p. 77
Some of these specialized magazines, such as Iron Age, serve an entire industry, while others, such as Undersea Technology and Business Automation, serve only a small segment. As new industries arise, magazines are organized to bring news and information to the people who work in them. Data processing and electronics, for example, are relatively recent fields that already have spawned dozens of periodicals. In addition, large industries publish magazines, both general and professional, for their employees and for the public. Furthermore, specialized magazines are produced for nearly every conceivable sport, hobby, or other leisure-time activity.

Young women magazine as Seventeen is also categorized as specialized magazine. Seventeen is a magazine which fulfilled of various rubrics about young women, such as: fashion, beauty, health, faith, real life, stars, etc.

For 60 years, Seventeen has been a strong voice for young women. Seventeen is a leading magazine for women, ages 12-24, each month reaching 13 million readers nationwide.\(^8\)

Prior to Seventeen’s debut in 1944, the only publications geared toward young people followed either a comic book format or a fan-magazine approach. Seventeen today remains an influential force in youth culture.

Over the past five decades, Seventeen has helped shape teenage life in America. Seventeen has represented an important rite of passage, helping to define, socialize and empower young women. Seventeen has been a significant

\(^8\) www.hearst.com, accessed on 2\(^{nd}\) March 2007
force for change—creating notions of beauty and style, proclaiming what’s hot in music and movies, identifying social issues, celebrating the idols and icons of popular culture.

Young women continue to buy *Seventeen* in record numbers. One in every two American female teens—and one in every five American young women ages 18-24—reads *Seventeen*.

In *Seventeen*, young women are guided to pass their transformation phase. This phase is the most important process from puberty to adolescents. Young women learn who they are, what their goals in life, what they want, and what they need. *Seventeen* is also the ones that will drive growth going forward. It is an ideal medium for young women in the 21st century. It would create engagement in a time of massive consumer attention deficit and would connect to the audience in a personal way—literally, a reflection of who they are.

In critical research against *Seventeen*, the research began by a “Prejudice” of reality that will be analyzed, such as, “why beauty and woman’s body always exploited in young woman’s magazine like *Seventeen*?”, or “how does *Seventeen* present the image of American young women?”. By representation theory, the writer wants to find out the representation of American girl in *Seventeen*.

Therefore, in this research, the writer wants to analyze *Seventeen* by using Discourse Analysis of Roger Fowler and co., because this magazine created their own image about young women in America. Mediated by vocabularies and
grammar, *Seventeen* tries to imply what kind of American young women they truly want to show and what are the ideology they try to imply from the readers.

By discourse analysis and theory of representation, we will know not only how the text is but also why *Seventeen* delivered those messages.

**B. Focus of the Study**

This research is focused on how American girl’s representations in *Seventeen* are and what ideologies behind the representation itself are by discourse analysis.

**C. Research Questions**

1. What representations of American girls are described in *Seventeen*?
2. What are the ideologies behind their representation in each article?

**D. Significance of The Study**

1. Understanding and describing the representation of American girls in *Seventeen*.
2. Describing the ideologies and their representations in each selected article.

**E. Research Methodology**

1. **Objective of the Research**

   The objective of this research is to understand the descriptions of American girls in *Seventeen* and to know the ideologies and their representations in each selected article.
2. **Method of the Research**

The method which is used in this research is qualitative method; the result of this research will be described in analytical description. Meanwhile, this research will be attached with discourse analysis by Roger Fowler, Robert Hodge, Gunther Kress, and Tony Trew. In the study of literary work, the writer will find the representation of American girls in *Seventeen* and the ideologies behind by analyzing the grammar and vocabularies inside *Seventeen* magazines which is called critical linguistics approach.

3. **Research Instrument**

In this research, the researcher herself collects the data from two editions of *Seventeen* in 2005 as research instrument which are January for New Year edition.

4. **Technique of Analysis**

In this research the technique which is used is discourse analysis based on critical linguistics. Critical linguistics views language as social practice, in which a group has a conviction and spread out its ideology. Critical linguistics is mainly development of linguistics. This theory looks how grammar and certain vocabularies bring out certain implication and ideology. First the writer reads the content of each edition and underlines words or sentences which reveal the representation of American girls. Then, for describing the ideologies, the writer tries to see and find how certain chosen vocabularies and grammar brought an implication and certain ideologies.
4. **Unit of Analysis**

Unit of analysis in this research is the content of *Seventeen* magazines, especially January and April 2005 editions. *Seventeen* is a teen-magazine, published by Hearst Magazine.
CHAPTER II
THEORETICAL FRAMEWORK

A. Representation

1. Theories of representation

First, the reflective approach, means thought to lie in the object, person, idea or event in the real world, and language functions like a mirror, to reflect the true meaning as it already exists in the world.

Second, the intentional approach, it means that it is the speaker, the author, who imposes his or her unique meaning on the world through language. Words mean what the author intends they should mean.

Third, the constructive approach, acknowledges that neither things in themselves nor the individual users of language can fix meaning in language. Things do not mean: we construct meaning, using representational systems – concepts and signs. According to this approach, we must not confuse the material world, where things and people exist, and the symbolic practices and processes through which representation, meaning and language operate. Constructivists do not deny the existence of the material world. However, it is not the material world which conveys meaning: it is the language system or whatever system we are using to represent our concepts. It is social actors who use the conceptual systems of their culture and the linguistic and other
conceptual systems of their culture and the linguistic and other representational systems to construct meaning, to make the world meaningful and to communicate about that world meaningfully to others.\(^9\)

Representation is a practice, a kind of ‘work’, which uses material objects and effects. But the meaning depends, not on the material quality of the sign, but on its symbolic function. It is because a particular sound or word stands for, symbolizes or represents a concept that it can function, in language, as a sign and convey meaning – or, as the constructionists say, signify (sign-i-fy).\(^10\)

Representation is the production of meaning through language. In representation, constructionists argue, they use signs, organized into languages of different kinds, to communicate meaningfully with others. Languages can use signs to symbolize, stand for or reference objects, people and events in the so-called ‘real’ world. But they can also reference imaginary things and fantasy worlds or abstract ideas which are not in any obvious sense part of our material world. There is no simple relationship of reflection, imitation or one-to-one correspondence between language and the real world. The world is not accurately or otherwise reflected in the mirror of language. Language does not work like a mirror. Meaning is produced within language,

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\(^10\) *Ibid.* p. 26
in and through various representational systems which, for convenience, we call ‘languages’. Meaning is produced by the practice, the ‘work’, of representation. It is constructed through signifying – i.e. meaning-producing – practices.

We have explained above that there are three different approaches proposed a direct and transparent relationship of imitation or reflection between words (signs) and things. The intentional theory reduced representation to the intentions of its author or subject. The constructionist theory proposed a complex and mediated relationship between things in the world, our concepts in thought and language.

2. Representation vs. Language

Along with the growth of language and its function, history plays its role, at the beginning language’s function is to communicate. Communicate the feeling, communicate your opinion, communicate the truth, etc. At this moment, language is a media to represent; to stand for, represent who you are, represent the reality, represent the biggest nation, represent American girl. In short, language is representation equipment.

The concept of representation has come to occupy new and important place in the study of culture. Representation connects meaning and language to culture. Representation means using language to say something meaningful
about, or to represent the world meaningfully, to other people. Representation is an essential part of the process by which meaning is produced and exchanged between members of a culture. It does involve the use of language, of signs and images which stand for or represent things. Three different accounts or theories of representation are: the reflective, the intentional and the constructionist that the writer had explained above.

Representation is the production of meaning through language. The Shorter Oxford English Dictionary suggests two relevant meanings for the word:

1. To represent something is to describe or depict it, to call it up in the mind by description or portrayal or imagination; to place a likeness of it before us in our mind or in the senses; as, for example, in the sentence, “This picture represents the murder of Abel by Cain.”
2. To represent also means to symbolize, stand for, to be a specimen of, or to substitute for; as in the sentence, ‘In Christianity, the cross represents the suffering and crucifixion of Christ.’

This is how you give meaning to things through language. This is how you ‘make sense of’ the world of people, objects and events, and how you are able to express a complex thought about those things to other people, or communicate about them through language in ways which other people are able to understand.
Representation is the production of the meaning of the concepts in our minds through language. It is the link between concepts and language which enables us to refer to either the ‘real’ world of objects, people or events, or indeed to imaginary worlds of fictional objects, people and events.\textsuperscript{11}

So, there are two processes, two systems of representation, involved. First, there is the ‘system’ by which all sorts of objects, people and events are correlated with a set of concepts or mental representations which we carry around in our heads.

We have called this a ‘system of representation’. That is because it consists, not of individual concepts, but of different ways of organizing, clustering, arranging and classifying concepts, and of establishing complex relations between them. For example, we use the principles of similarity and difference to establish relationships between concepts or to distinguish them from one another.\textsuperscript{12}

Meaning depends on the relationship between things in the world—people, objects and events, real or fictional—and the conceptual system, which can operate as mental representation of them.

Language is therefore the second system of representation involved in the overall process of constructing meaning. Our shared conceptual map must be translated into a common language, so that we can correlate our concepts

\textsuperscript{11}Ibid, p. 17

\textsuperscript{12}Ibid.
and ideas with certain written words, spoken sounds or visual images. The general term we use for words, sounds or images which carry meaning is *signs*. These signs stand for or represent the concepts and the conceptual relations between them which we carry around in our heads and together they make up the meaning-systems of our culture.\(^{13}\)

Any sound, word, image or object which functions as a sign, and is organized with other signs into a system which is capable of carrying and expressing meaning is, from the point of view, a ‘language’.

At the heart of the meaning process in culture, then, are two related ‘systems of representation’. The first enables us to give meaning to the world by constructing a set of correspondences or a chain of equivalences between things – people, objects, events, abstract ideas, etc – and our system of concepts, our conceptual maps. The second depends on constructing a set of correspondences between our conceptual and a set of signs, arranged or organized into various languages which stand for or represent those concepts. The relation between ‘things’, concepts and signs lies at the heart of the production of meaning in language. The process which links these three elements together is what we call ‘representation’.\(^{14}\)

### B. Discourse Analysis

\(^{13}\) *Ibid.* p. 18

\(^{14}\) *Ibid.* p. 19
What is discourse analysis?

Discourse analysis is a general term that are related to many disciplines and summarized in many definitions. The main point is discourse analysis has a relation with the study of language and the using of it. Meanwhile, language involves the using of grammar and vocabulary. The writer considers that Roger Fowler’s discourse analysis definitely becomes one of discourse analysis that focuses on grammar and vocabulary.

Discourse Analysis by Roger Fowler, Robert Hodge, Gunther Kress, and Tony Trew

1. Vocabulary

   Roger Fowler, Robert Hodge, Gunther Kress, and Tony Trew are a group of lecturer in East Anglia University. Their existence, especially showed by publishing of the book which titled Language and Control in 1979, then, this approach is called critical linguistics. Critical linguistics views language as social practice, by which a group place on a steadiness and spread out their ideology. What these scientists did is to see how certain grammar and chosen vocabularies bring out the implication and certain ideology. Based on Halliday revelation about structure and function of a language, Roger Fowler and co. try to construct the analysis model. Function and language structure become the basic of grammar structure, which grammar provides an
equipment to be communicated for common people. Fowler and co. replace grammar and those practice to know ideology practice.\(^\text{15}\)

According to Roger Fowler and co. language is classification system. Language is describing how the world reality is seen, giving possibility of someone to control and arrange experience against social reality. Even though, this classification system is different between someone and one group to another. As different group has a different culture, social and politic experience. Roger Fowler and co. argued that “In this way classification becomes the site of tension and struggle on one level between individuals, as each tries to impose his or her system on others or gives way to superior power. On another level, the struggle goes on between social, ethnic, national, or racial groupings.” Even fowler and co. se how different experience and politic could be seen from language which used, that describe how the social battles are happened significant meaning of classification could be seen from how one same event is mentioned in different language. These different languages, are not merely technical but it is what we called ideology practice. As we know those different languages will give a different reality also when it is accepted by common people. Language provides a tool how common people should understand the reality.

\textbf{a. Vocabulary: make classification}

\(^{15}\) Eriyanto, \textit{Analisis Wacana: Pengantar Analisis Teks Media} (Yogyakarta: LKis Yogyakarta, 2003), second printing, p. 133-134
Generally, language gives classification. One reality categorizes like ones, but finally it is differed with another reality. Classification is occurred because of the complexity of reality, so that people than make a simplifiers and abstraction from those reality. Reality not only could be organized, but at the end is differed from another. Classification provides arena to control information and experience. Classification is meant an event should be looked in one side not another. Then, word forces us to see how reality should be understood.

When describing a reality, language users are using culture experience, social, and their purposes in language. Therefore, some vocabularies not only un-neutral and describe the reality but also contain values. Critical linguistics’ duty here is to analyze and investigate the possibility of language using to legitimize someone or an idea or marginalization someone or that idea.

b. Vocabulary: limit our perspective

Language basically is limitative – we are let to think ones understanding, not another. Chosen vocabularies are used to show media’s interest when seeing and making a meaning of an event. Some events could be described by different words.

c. Vocabulary: battle of discourse

In reportage, each party has its own version or opinion of a case. They have truth claim, real truth and explanation of one case. They not
only have different version but also achieve hard so that their version are considered the right one and more determine in impact public opinion. In effort for winning that public acceptance, each party is using its own vocabulary and gives an achievement to force so that vocabulary is more acceptable by public.

d. Vocabulary: marginalization

Base argument of Roger Fowler and co. is certain language choice – word, sentence, proposition – bring out some ideological values. Words are not seen as something neutral, but bring implication of certain ideology. Here, the using of word, sentence, structure, and certain of sentence form, proposition is not merely considered as technical grammar problem or linguistics, but expression of ideology: an effort to create public opinion, make it straight, and straighten their own party and expel other parties. Language usage is viewed un-neutral because bringing out implication of some ideology. Text produces “reader position” for common people, which means providing perspective of how one text should be read and understood – even purpose of a text also involving transactional relation with the reader.

On word choice level is questioned how an event and actor which involved in which an event is described. Its name at least related with
three aspects: both involved actor and the event. How by certain word choice, actors are described and how some events are described to influence against meaning when accepted by common people.

2. Grammar

In general, there are three models that recognized by Roger Fowler and co. first, transitive model. This model related with the process, seeing which part that considered as causal of an action, and other part as an effect of an action. The second model is intransitive. In this model an actor is related with a process but without explaining or describing the effect or object is attached. Third, relational model. This model is describing relationship between two entities or parts. This relationship could be accusative (relationship between noun and noun) or attributive (relationship between noun and adjective to show quality).¹⁶

One significant aspect and special character from Roger Fowler and co. is transformation. Grammar is not something standard, but it has flexible structure, changeable, could be omitted, could be added, and could be

¹⁶ Ibid. p. 152.
combined with other sentences and restructured. Those changes not only change its structure but also change the meaning from the whole language that used. One kind of transformation type is passivity that is changing sentence’s grammar from active to passive. The effect of passivity is subject position become more neutral, because what it is emphasized is not the subject but the object. Next, passive sentence not only neutralize the subject but also the subject could be omitted in sentence’s structure. Moreover, in passive sentence, subject position in a sentence could be replaced by other complement, such as place, time or situation.

According Roger Fowler and co., by changing sentence’s structure into passive, it is not only about readable or easy to understand, nothing but syntax manipulation, as by changing into passive, someone (agent/actor) could not only be hidden but also be omitted in reportage.

Other transformation type is nominalization. It is happened when sentence or part of sentences, description of an action or participant is formed into noun, generally change verbal into nominal. In nominalization, either subject or object could be omitted.

Roger Fowler and co. is focused on main point that is representation, how group, someone, activity or certain event is showed in public discourse. Representation process is mediated necessarily by language. The focus here is not a bias or distortion from language usage, but how certain language usage is not objective and brings out certain ideology. Therefore, Roger Fowler’s
model is focused on misrepresentation and discrimination of someone or group in public discourse. We can see here how language usage intentionally or not is marginalized and discriminate someone or group from public.

3. Analysis Framework

How to use analysis model of Roger Fowler and co. in analyzing a discourse? For Roger Fowler and co. what have to be concerned for the first time is language which media used is not something neutral, but having aspect or certain ideologies. The most significant point here is how the reality does is described by media. Reality could be seen how an event and involved actor are represented on news by language. We recognize here that language as representation of those reality possible to change and totally different rather than the reality.

An article if it is analyzed by Roger Fowler’s model, so the focus is on language practice. There are two points, first, word, how an event or involved actor will be described by language. Word is not only a sign or identity but related with certain ideology, what meaning that want to be communicated to public. Or which party that will have a benefit with those words and which party is taking disadvantage and marginalized. Second, in word structure or
sentence. How words are arranged into sentences, understood not merely as technical problem of linguistics, but language practice. It is emphasized how arrangement pattern, combination, structuring that giving an effect: organize one party is having more advantage or positive image rather than other party, or certain event understood in some categories more benefit rather than different categories.

Roger Fowler argued that: “As we have seen, critical linguistics is an instrumental linguistics looking beyond the formal structure of language as an abstract system, towards the practical interaction of language and context. I think critical linguistics with history rather than, say, sociology because the broadest possible frame of reference is needed: there is no knowing what the critical linguist will be interested in next. But there are more specific connections of aim and method with history. Like the historian, the critical linguist aims to understand the values which underpin values and changes in formations. As for method, one aspect at any rate, the critical linguist, like the historian, treats text both as types of discursive practice and as documents. Like the historiographer, the critical linguist is crucially concerned with the ideological relativity of representations.”¹⁷

C. Ideology

Deriving from Marxist theories of society based on class conflict, the concept of ideology has always been a key analytical tool in cultural studies. In recent times, cultural theorists have redeveloped it in terms of discourse. Throughout this explanation the writer will deal with ideology as a product of discourse, that is, as a particular mode of knowing the world through signs and texts.\(^\text{18}\)

Ideology is the process of representing material social relationships, and of attempting to reconcile them in discourse.\(^\text{19}\)

In this chapter, we turn to the manner in which the naturalizing process making signs seem obvious and universal is part of social structures (groups and institutions) which produce and receive discourse. The writer will examine how discourse and society intermesh: the ways that texts represent, and are represented in, social contexts of behavior and values.

In previous the writer has considered that a text is not a homogeneous structure containing a single meaning, but is made up of disparate codes producing multiple meanings, such as in intentional or constructionist approach of representation. To read a text is to engage in a series of strategic placements through which meanings often compete for dominance. This dialogical process


\(^{19}\) Ibid.
may result in one set of meanings taking precedence over others, through various strategies of containment and domination. Textual analysis can enable the writer to map out these strategies.

The textual analysis of ideological coding is concerned with discursive practices which turn specific group interests into universals, so that a text seems to speak on behalf of an entire society. At stake here is the phatic authority of the text to command the attention and respect of its readers, to speak the truth of the world as if it were a matter of commonsense. As analysts, our task is to denaturalize the text, demonstrating that its commonsense meanings are not givens, but the product of ideological coding.

Throughout this analysis the writer sees that ideology is not a set of false beliefs held by a particular group or individual. Rather it is a semiotic process which brings individuals and groups into certain power relations and provides social identity and knowledge about the world. One way in which it may do this is through the power of texts to transform one thing into another, their ability to represent something, or state of affairs, as something else.

The text motivates readers to consent to a certain way of thinking about the world. Yet it also enables them to believe they are thinking about things in traditional and accepted terms.
CHAPTER III
REPRESENTATION OF AMERICAN GIRL AND IDEOLOGY BEHIND EACH ARTICLE IN SEVENTEEN

As the writer has written in chapter II “to represent” means to symbolize or stand for, like exactly what the writer wants to describe in this chapter. The writer will explain the representation of American girl from several articles. By those representations, the writer will relate it with the ideology of consumerism. Both of representation and ideology are completing each other because the ideology itself is the process of representing material social relationships (chapter II page 21). These two significant aspects will be discussed in connection to Seventeen existence as print media.

In this chapter, the writer describes articles, pictures or any sign drawn from four articles that the writer chose to analyze. The description is based on Roger Fowler and co.’s Discourse Analysis theory, but not the whole theory only part of it that related with the text in Seventeen, such as vocabulary which limit our perspective, here, Seventeen leads us to think one understanding, make classification is one of vocabulary use to differentiate one reality to another, or nominalization use when sentence or part of sentence, description of an action is changed from verbal into nominal..
A. Representation of American Girl in *Seventeen*

*Seventeen* as leading girl’s magazine in America provides the reader with fashion, beauty, health, faith, real life, stars, fun stuff, and web calendar, mail, editor’s letter, and horoscope. *Seventeen* also has “on the cover”; these pages told us about what issue that on the top. Most of these pages is all about fashion and beauty from page 16-48, it is approximately about 32 pages about appearances, and these stuff of fashion and beauty are explained more in Special Horoscope issue from page 82-103, total pages is 53 pages, whereas for health only two pages, faith: six pages, real life: 48 pages, stars: ten pages, etc.

*Seventeen* has a range age for the reader between 15-24 years old; it has a vision, mission and energy for becoming a right media for young girls which are forward-thinking and also stylish and trendy.

But, the writer will only describe some titles from every rubric to explain the representation of American girl, since Seventeen has been a significant force for change—creating notions of beauty and style, proclaiming what is hot in music and movies, identifying social issues, celebrating the idols and icons of popular culture, like what the writer has written in the first chapter. Some of the articles are Find Your Perfect Career, Perfect Fit, Make Up Insider and Elements of Style.

From these articles, the writer finds some representations as described below:
A.1. Forward-thinking

Forward-thinking: think about your future

**Find Your Perfect Career**, one article which has topic about forward-thinking, includes in 6 pages, first page content of a big picture fill in half page—the picture is showing Elle in Legally Blonde 2, a girl who is described as not only beautiful but also smart because Elle is a lawyer who walks into a court in a white suit, blonde hair. While everybody in court stares at her fabulous appearance. Then we can look the title in a bigger font “Find your perfect career” which “perfect” is written in a big red color and bigger font. The way to write “perfect” represents Elle’s appearance; blonde, smart, fashionable; which in short *Seventeen* called is amazing (Figure 1). Elle is looked fancy after all in Legally Blonde 2. We can quote what magazine writes: “In Legally Blonde 2, Elle’s optimism led her to success-making her a true ideal seeker!”
More in Find Your Perfect Career: What job fits you best? The next six pages—packed with insider tips—will help you discover (and land!) the job of your dreams! They put a quiz so the reader will know what job fields are fit with them, and then they describe in details their personality which related to the job. On the next page, every personality gives amazing jobs that fit them, including profile of some young women who land the job; name, age, job, college, major, starting salary, salary potential, what they do, best part of the job, worst part of the job, their career advice, and web sites of job vacancy, college, etc.

In detail, this quick quiz for the reader includes five short questions. Then we can measure the score from the most answer. This quiz is to know what type are you and it is taken from the book of the author Renee Baron. The type is divided into four kinds of type; there are security seeker, experience seeker, knowledge seeker, and ideal seeker. Then Seventeen writes a detail from every personality type. Seventeen puts a fact about every type, such as security seeker: 40% of people in the U.S. are security seekers; experience seeker: 40% of people in the U.S. are experience seekers; knowledge seeker: 10% of people in the U.S. are knowledge seekers; ideal seeker: 10% of people in the U.S. are ideal seekers. Then, Seventeen lead the reader to find their perfect career by mentioning the page.

On the four next pages, every page mentions perfect career for every type. Seventeen writes it down the same sentence in every page: “Here’s the inside scoop from three smart career girls”. Seventeen put on their photos in their work
places. The girls focus on the camera and they present what they do, such as: the accountant with her big smile, sitting in her desk with the wide-opened laptop, some papers, and pen in her hand; veterinarian: she takes care of a reptile in a laboratory, a teacher in her classroom hand on drawing book, and also with the investment banker or other career girls. Seventeen writes down their name, job, college, and major. Seventeen also make it in detail from starting salary, salary potential, what they do, best part of the job, worst part of the job and their career advice (Figure 2).

Seventeen puts on more amazing jobs, facts, survey results, web sites, etc to give more info for the reader.
A.2. Stylish

Stylish: elegant, fashionable, or distinctive way of living

We can see how Seventeen represents the beauty of American young women. In Fashion rubrics, such as, Perfect Fit: Find pants that flatter! We can see how every model feel pretty with their size, skin, tone, even race. Seventeen puts on models that can represent every age, race, and shape of body. Based on their motto that “real beauty comes from the real girl”, Seventeen uses ten models chosen from the website to present pants, Seventeen writes: The search is over! We found pairs that look great on every body.” Then we can see every model stands with their own style wearing pants that fit on them and flattered (Figure 3).
Figure 3

Arielle, 16 is wearing a pant from Express. Arielle is considered as petite so she should try a higher waistline that elongates her body so she will look taller. Beside the pants there is an arrow to show the store in where the pants are available, not only the stores but also the sizes and prices. So, in conclusion, in three pages Seventeen gives the readers the detail of pants that flattered by showing the models. The models stand in pose, Seventeen writes down their name, age, size and the lack of their body such as: too curvy hips, curvy thighs, long legs, straight hips, etc. Then, Seventeen help the readers by giving them info about pairs that look great on every body. It is emphasized by the models that look perfect in their pants, for the petite ones you will look taller by trying a higher waistline pant. Seventeen gives more tips about what shoes should the readers wear. Of course, shoes that is right for the pants. Seventeen tip is using a suggestion or imperative sentence such as: “Show off your favorite boots with shorter pants”, “Pointy-toe heels should just peek out from under your pant legs”, or “Printed sneakers will add a little fun to your basic baggies.” As usual, under every shoe, Seventeen mentions the stores, sizes, prices, and web sites. And as an icon, Seventeen puts on the celeb style, it compares two Hollywood’s celebrity who wears the right pants. Seventeen gives two types of pants, cropped and long. For cropped pant, Seventeen compares Avril Lavigne and Mischa Barton, the result is Mischa Barton is wearing the right pant and shoes. While for the long
pant, *Seventeen* compares Jessica Simpson and Joy Bryant, and the result is Joy Bryant is wearing the right pairs.

Moreover we can read the use of words that *Seventeen* intentionally emphasize: “Our real-girl models (of all sizes!) Try on the latest trends in trousers.” The using of “real-girl” means that every girl in America is pretty, fabulous, and fashionable.

### A. 3. Trendy

**Trendy:** prevailed tendency, direction, or style

There are more articles about young women and even the make-up tips are given not only to be pretty, but to look “glamour” or “trendy” as celebrities did. For instance, in *Makeup Insider*: We got the top celebrity beauty gurus to share their best tricks for looking bronzed year-round. There are J’Lo, Lindsay Lohan, Ashanti, Christina Aguilera and more who share their tricks to look tan all winter long. There are photographs of those celebrities in bronzed skin and also some products like tanner or body spray (Figure 4). Obviously, they really understand how to fulfill American young women’s need to look glamour.
Pay attention to rubric **Elements of Style: 3 vests 4 ways.** Here, we can see a picture of *Seventeen* model, wearing a similar dress to that worn by a catwalk model (Figure 5). *Seventeen* model stands with her hands in the pocket serves as a perfect pose just like a model of one designer, Daryl K. Meanwhile, we can see that all of these three models wearing a similar dress. They wore a vest, each of them designed by DSquared, Daryl K, and Michael Kors. Nevertheless, if we look closer, there is a difference between the style of catwalk model and *Seventeen’s* model version. The original has a glamour image, while the one seems simple, wearing sweater, jeans and tie (worn as belt) and slip shoes. All items can be found at stores and have a reasonable price. It represents that American young women are stylish, trendy and flexible; they can decide what clothes to wear in daily or special occasion. If we read the content, *Seventeen* also writes: Perk up your winter wardrobe with one of these fun vests! These words attract the readers to open the page where they will find the article.
To represent an icon of American young women, Seventeen includes an interview with Gwen Stefani. We can see her on the cover of Seventeen. Her makeup, face, smile, everything is perfect. She was using mascara and red color for lipstick, no blush-on or eyes shadow, looked fresh as the way she is. It represents natural beauty that still makes her looked beautiful (Figure 6).
Here, *Seventeen* tries to emphasize that both stylish and trendy are needed as a girl. Because when you have your own style, your style is still need to follow the trend, even from your idol, celebrities, or the catwalk model in fashion world.

**B. Ideology**

**B.1. What is each article trying to imply**

The commercially successful magazine of the late twenty first of the century, *Seventeen*, is an excellent example of the way ideology often operates in a complex and contradictory manner. In basic terms, it is about girl-teenage life which mostly near to beauty, fashion, friends, family, and idols. It also, however, reproduces long-standing habit of consumerism.

Here, the writer wants to describe the ideology from each article which represents American girl and the descriptions are as follows:

**a. Find Your Perfect Career**

Otherwise, the general topic is related with women career’s life, such as Find Your Perfect Career, *Seventeen* still puts forward beautiful actress’s photograph in half page and some beautiful smart girls which emphasizes that being smart and beautiful is better than you only have one of them.
In other words, this article implies what job fits you best and becomes your dreams.

b. Perfect Fit

Representation analysis in Seventeen is always focused on values that a girl should have, some of them are of being beautiful, confident and independent. For instance, in rubric Perfect Fit, which the content is suggest the girls to appear attractive by wearing pants that fit on their body and all at once covering lack of the body.

In rubric Perfect Fit: Our real-girl models (of all sizes!) Try on the latest trends in trousers. Find the perfect pants for your body. The meaning of “real-girl” is a girl with all sizes; tall, short, slim or big. Find the perfect pants means real-girl does not have a perfect body; too short, too tall, big hips, too long legs, etc. so to look better you have to find the perfect pants, such as try higher waistline pants so you are looked taller, try a boot cut bottom that balances your curvy hips, try a stretch fit without pockets to glide over your curves with no extra bulk, etc. Moreover, they added, “find pants that flatter!”, flatter in Webster’s English dictionary means to praise excessively or insincerely, especially to win favor; to display to advantage; to represent as more attractive etc. than reality: to gratify the vanity of; to encourage falsely. While the Merriam Webster’s dictionary more emphasize that flatter is represent too favorably. Oxford dictionary writes flatter is to praise somebody too much
or in an insincere way, to give a feeling of pleasure or honor to somebody, to make somebody look particularly attractive or seem more attractive than they really are, to please oneself by believing something good but usually not true about oneself or one’s abilities. It teaches the reader that when they find that perfect pants they will seem more attractive than they really are, even in insincere way. Once more, outer beauty becomes significant.

c. Make Up Insider

*Seventeen* has more articles about young women and even the make-up tips are given not only to be pretty, but to look “glamour” or “trendy” as celebrities did. For instance, in *Makeup Insider*: We got the top celebrity beauty gurus to share their best tricks for looking bronzed year-round. There are J’Lo, Lindsay Lohan, Ashanti, Christina Aguilera and more who share their tricks to look tan all winter long. There are photographs of those celebrities in bronzed skin and also some products like tanner or body spray (Figure 4). Obviously, they really understand how to fulfill American young women’s need to look glamour. According to Webster’s English Dictionary, glamour means charm, allure, attractiveness, beauty. Here, *Seventeen* tries to deliver message that being tan does not mean “real tan” but being tan along winter makes you being
in trend and glamour, and also makes you live the way your celebrities did.

d. Elements of Style

In rubric Elements of Style, which represents the trendy of American girl there is an ideology behind its subtitle: *Elements of Style: Perk up your winter wardrobe with one of these fun vests!* According to Oxford dictionary, “perk up” means to become more cheerful or lively, especially after a period of illness or sadness. While, “perk somebody or something up” means, to make somebody feel more cheerful or lively or to make one’s clothes, a room, a garden, etc. look better or more exciting.

Whereas, January 2005 edition is followed by winter, the reality of winter is cold, no sunshine. It is a gloomy weather. But *Seventeen* used “perk up” to categorize the reality of winter as something you should welcome with new wardrobe; fun vests. This is of course related with the meaning of “perk up”; to make the reader to feel more cheerful and lively even it is winter though. *Seventeen* tries to differentiate and represent the meaning of winter. Winter’s nuance become more cheerful or lively and more exciting by your new style. Whereas, based on Webster’s English dictionary, “perk up” means to recover self-confidence; to become lively or cheerful. This chosen vocabulary, “perk up”, is what Roger Fowler said in his theory; vocabulary: limit our perspective. The readers are led to
understand one meaning that is the need of new wardrobe to become cheerful or recovering self-confidence.

This is the real message that Seventeen tries to deliver to their readers, American girls. If Webster’s English dictionary writes “perk up” as to recover self-confidence, it is more prove that self-confidence for Seventeen is come from the outer beauty.

We can see how Seventeen used words on the subtitle: Update your winter wardrobe! Just layer a one of these vests for a cute look. First, Seventeen changed the grammar of the sentence, what Roger Fowler called transformation. One of a kind is nominalization.²⁰ Seventeen did not mention the subject in the beginning, so by omitting the subject for “update your winter wardrobe” it could be everyone of the reader; American, Afro-American, Asian, or slim, fat, black, white, any kind of young women. But when we look over the model that stood beside the subtitle, she is a slim and slender American woman (Figure 5).

On the page 16, Seventeen wrote: “3 vests 4 ways”, but still if we look more detail, the readers are not only suggested to buy a new vest but they also show the T-shirt, skirt, boots, belt, sweater, jeans, tie, new shoes, pants or sneakers depend on their style (classic, sporty, girly, wild). By classifying the four elements of style: classic, sporty, girly and wild,

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²⁰ Nominalization is occurred when sentence or the part of it, is formed into nominal. In nominal, a subject is not in the first but the event.
Seventeen do use word or language to classify how a girl should dress, if their style is not one among them, it can say they are not in, which means either they are not cute or look amazing. It is one of Roger Fowler theory, vocabulary: make classification. This classification offers the reality, but in fact, reality can not be organized into four classifications just like what Seventeen has made. To make the readers easier for getting those items, they mention the prices and the stores also.

From the representation which the writer has explained before, we can see the narrative of Seventeen sets up a series of construction, tips, and some advices which educates the girl of being a girl. At the ideological level, these education work through a series of girl-problems which are resolved in favor of a particular girl power version of the world.

The girl as a model in Seventeen represents the American girl, an individual whose fashionable, trendy and forward-thinking are based upon some articles that Seventeen bring out through magazine. This magazine put more articles about fashion and beauty than others. This magazine does not put too much about other issues; it is bringing out what near to teenager. Seventeen tries to be a part of the teenage life itself. Seventeen pick out some new clothes, new trend, or show in detail the way the girls should be to be their idol, just like what the writer describe in representation before.
In the whole content, *Seventeen* puts forward figure of a girl which is fashionable, confident, and independent. Every article which is brought out not only showing beauty, but offering beautiful mind and physical; with a beautiful mind, it can support the career life in the future, and also accuracy in choosing cosmetic product.

But when we see the cover in the beginning, we immediately know that *Seventeen* is all about beauty and girls. Girls with all their stories, dreams, needs, hearts, smiles, tears, and every little complicated thing in girls aged 15-24 years old are summarized in one magazine, *Seventeen*. Its cover is showing Gwen Stefani, as teenager’s icon who is beautiful, confident and independent. The beauty of Gwen’s figure is showed by her fresh performance, only with mascara and bright red lipstick. Simple but beautiful. Then, the titles displayed on the cover are written in colorful and big letter, some of the titles are about the beauty of hair and face, tip of body shape, and career (Figure 6).

Next, the confident power inside is packaged in inspiring interview with Gwen Stefani; this interview includes in two pages which one pages is closed-up picture of Gwen (Figure 7) and other page is the transcript of the interview itself. It is obvious that Gwen Stefani on the cover and the interview, Perfect Fit, Find Your Perfect Career are implying the importance of outer beauty. Even they are talking about different topics
but actually they have same purpose; to persuade readers to concern about their “appearance”.

Figure 7

Generally, Seventeen presents a discourse which suggesting girl so that they are able and brave to appear according to their maximum ability. This representation is connected with identity forming that puts forward from the magazine’s cover that has explained above, giving an impression of woman identity that beautiful, confident and independent.

Seventeen has a range age for the reader between 15-24 years old; it has a vision, mission and energy for becoming a right media for young girls which are forward-thinking and also stylish and trendy. Although Seventeen represents a positive side of American young women and offers a lot of good articles but still Seventeen is a magazine who run a business
in media field so they try to deliver their idea but also sell the products of their clients as well. We can see above how many pages they offer for beauty and fashion and then compare it with pages for health, education, or real life. More pages, of course, are used for fashion and beauty. And the way they form a discourse is still about how important outer beauty is.

From the discussion above we can see two sides that Seventeen offered, the product itself and “tools” for American young women in running their teenage life.

B. 2. Ideology of Consumerism in Seventeen

In fact, what Seventeen or others female teenager magazine did are offering certain life style against the reader. Life style here means ‘life style as big city’s teenager who are always seemed stylish, glamour and trendy (see on Elements of Style and Makeup Insider). One of life styles is care of style and your body. For supporting that life style, teenager is forced to consume products. Because of that, this life style forming makes female teenager reader get into what we called ‘consumer culture’. For instance, in rubric Elements of Style, behind the article that try to imply that the girl can use one multifunction vest, in fact, obviously it is about purchase new products. It is clear enough in the picture from up to down, Seventeen provides products that fit with your style. More in Find Your Perfect Career, even these girls are given information about career, it is still highly recommended to appear attractive and Seventeen giving info about salary and potential salary. This
salary info will lead them to earn more money so it can support their needs to be stylish and trendy.

The renaissance of consumer culture is characterized with development of lifestyle. In contemporary consumer culture, according to Featherstone, that term means individuality, self-statement and self-consciousness. Body, clothes, leisure time, meal and drink choice, vacation and many more becoming individuality taste indicator and one’s lifestyle.

In consumer society is occurred adoption process in which one way to learn how is consumption activity and development of lifestyle. This study is conducted through various media, such as teenage magazine. This media press gives a lot of self-improvement, personal transformation and how to create lifestyle.

Consumer culture now is turn over its direction; they are not only become a trend of executive employees but turn down into teenager. Teenagers are one level which is seen as priority of global culture form (Naisbitt and Aburdene, 1990). Young generation is both action and reaction of consumer culture: young people are media and symbol of change in production and consumption cycle.\(^{21}\)

From business field, American female teenager is a very potential market target. There are three reasons why teenager becomes the most

interesting market target. First, female teenager is direct consumer or first consumer. Individually, their capacity to buy is still low but when one product becomes their needs, the parents will cover it. Second, female teenager is a great persuader in any environment. Consumption in a family generally is determined by each teenage in a family. Third, female teenager is a future consumer (or “candidate of potential consumer”). As the time goes by, teenager which is funded by their parent in the past will have their own income. So that, if producer needs a loyal consumer, proper becomes nice with these teenagers from the beginning.

Moreover, according to survey of SWA magazine in the year of 2000 about shop passion of young elite big city’s mothers, mothers are holding control and decide things which related to fulfillment of family and house needs. For distributor, these young mothers (20-35 years old) have a double role. First, they are primary market, who spends their money for personal needs. On the other hand, they are also decision makers for family consumption. So, “young mom” is the most potential market.\(^\text{22}\)

In conclusion, female teenagers are potential as a target of loyal consumer, so that after settled, married or become young mother, they are still as a consumer. They have to “be taught” since early to treat body and keep their performance. They also need to be introduced with famous branded from now cause later when they have settled, they will cover their body with

\(^{22}\text{Nina M. Armando (2004), p. 40.}\)
clothes and accessories from those international branded. Then female magazine, such as, Teen Vogue, CosmoGirl!, Seventeen, and others are in a central position growth of world capitalism system that required the grow market that provided to absorb consumer products produced in developing industry country.

Teen magazine such as Seventeen, CosmoGirl!, or Teen Vogue are considered create the idea of consumerism to the teenager because of some things. As fast growing magazine in business, these magazines have a strong relation with global capitalism that need consumer to absorb consumer products that they produced. This media will participate to facilitate accepting process against those products and also life styles and values that supporting by create idea about “becoming the real consumer” in teenager.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

*Seventeen* as a leading magazine which means through as a media by its visualization, include of words, sentences, photographs becomes an instrument of ideology.

Text consumption, especially for rubric Find Your Perfect Career, Perfect Fit, Makeup Insider, and Elements of Style, has led the reader’s interpretation according to *Seventeen*’s perspective about fashion and career, and globally about American girl. So, the representation of American girl in this magazine assumed as the reality of true American girl. More assumption is the reader will consider this rubric as the fact. In contrary it is the media which led them to one perspective; American girl is a young woman who is forward-thinking, stylish and trendy.

American girl representations in *Seventeen*’s rubric are observed from the text contained of consumerism ideology and packaged into teenager life styles in one magazine such as *Seventeen*.

The affirmation of consumerism ideology is considered by the text production itself. Every chosen vocabulary put forwards one understanding which *Seventeen* tries to imply.
By discourse analysis, the writer can infer that both ideology and power is a part that always present when the choice of syntax or grammatical is drawn.

The writer can explain here that power is like two sides of a coin, sometime it can be an instrument to spread out the influence, but also the follower in society. This difference could finally influence whoever has more roles in defining discourse or which discourse is more dominant in issue.

B. Suggestion

*Seventeen* as a media suggested these young women to be consumptive, according to *Seventeen*, these young women are “future market”. They will be grown up and have their own carrier, married, and rise up their own family. This future market will become a decision maker in their family. So, by giving those advices from now are the best way they can afford to introduce the products.

The writer suggests the reader to be more open-mind, do not trap in this beauty products. Be beauty as the way you are, be fashion as the way you dress, be glamour as the way you choose.
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