

## The Portrayal Of Female Fashion Magazine (Rayli) And Chinese Young Women's Attitudinal And Behavioral Change



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### Abstract

The main purpose of this study is to investigate the influence of the portrayal of female fashion magazine (Rayli) and Chinese young women's attitudinal and behavioral change. Rayli magazines as a female fashion magazines study sample. The style of presentation, contents and advertisements in Rayli magazines were concluded.

A qualitative semi-structural interview method was used in this study. Collect data from previous studies to conduct questions for the materials of interviews. Fifteen Chinese young women who live in Nanning at least one year were invited into this interview. A uses and gratification theory was used as the foundation of this study to help the researcher figure out the answer of research questions. This research used thematic analysis to analyze the data collected from semi-structural interview.

According to the findings, there are six concepts that will influence Chinese young women's attitude and behavior toward lifestyle and work. If Rayli magazine or other female fashion magazines want to improve themselves or want to occupy an important position in female fashion magazine industry in China. This study can be seemed as a guideline to help female fashion magazines improving their contents.

**Keywords:** Portrayal, Female fashion magazines, Rayli magazine, Chinese young women, attitudinal and behavioral change, lifestyle and work.

### Background

Female fashion magazine exists as a text format. It enhances the communication between media and audiences. In the process of female fashion magazine incorporate itself

into human being's daily life. There is a profound effect to people's cognition, emotion and behavior which were led by female fashion magazine.

In China, there are different brands of female fashion magazines, such as Vogue, Elle, Cosmopolitan, Harper's Bazaar, Rayli, ViVi Shi Zhuang, and Fashion and so on. This research will focus on one female fashion magazine in China. Rayli magazine will be treated as a sample to help the researcher analyze Chinese young women. Rayli Costume and Cosmetic Magazine was the first published magazine of Rayli press, and it also owns the first circulation in China. It has the biggest population of readers in China. Rayli Costume and Cosmetic Magazine have high market share in female fashion magazines area and a large influence to Chinese women (Ma, 2007). This study will separate the influence of the portrayal of female fashion magazine (Rayli) into three aspects. The first aspect is the style of presentation, the second aspect is the contents of Rayli magazine and the third aspect is the advertisements.

This study aims to interview the young women in Nanning, because:



(1) Guangxi Province locates in three important economic circle, and it is bordering on Guangdong Province. Guangxi occupy a very important place in the economic relationship between China and South Asia.

(2) With the rapid development of the fashion industry in Nanning. In recent years, Nanning is becoming a fashion metropolis in China.



(3) Numerous studies research the fashion magazines in other cities of China. For example, Rosenberg (2013) examined the tactics and effects on Women by analyze China's magazines advertisements. This researcher took people in Nanjing as sample.

Research Questions:

- (1) What concepts the female fashion magazine (Rayli) bring to Chinese young women?
- (2) Do Chinese young women change their attitude toward lifestyle and work after reading female fashion magazine (Rayli)?
- (3) Do Chinese young women change their behavior toward lifestyle and work after reading female fashion magazines (Rayli)?

### **Problem Statement/ Statement Significance**

Significant of the Study:

This study is significant to female fashion magazine industry and the readers who are Chinese young women as follow:

1.3.1 This study will be significant to female fashion magazine industry.

Look at the history and the quantity of sales, fashion magazines play an important role in fashion industry. This research wants to attract fashion industry's attention, and hope more people can focus more on printed female fashion magazine industry.

1.3.2 This study will be significant to the readers who are Chinese young women to improve themselves specialty toward lifestyle and work.

The reason why women are willing to read female fashion magazines is they want to enhance themselves from inside and outside. Female fashion magazines give them an opportunity to face their beauty directly.

### **Objective / Aim**

1.2.1 To examine the concepts that female fashion magazine (Rayli) brings to Chinese young women.

1.2.2 To explore the influence of the portrayal of female fashion magazines (Rayli) to Chinese young women's attitude toward their lifestyle and work.

1.2.3 To explore the influence of the portrayal of female fashion magazines (Rayli) to Chinese young women's behavior toward their lifestyle and work.

### **Methodology**

This research aims to exam whether the fashion magazines will be positively effect Chinese young women's attitude and behavior toward lifestyle and work. In some researches, qualitative methods were used to find out the perceptions of respondents and measure the effects of proposed subject based on the interpretation of the data collected (Moeran, 2009). Semi-structural interview will be chosen as the qualitative method of this research. The semi-structured interview guide provides a clear set of instructions for interviewers and can provide reliable, comparable qualitative data.





The researcher will target 15 Chinese young women on age 18 to 30 who live in Nanning over two years. To be selected into the research, the respondents should be the periodic readers of Rayli magazine. During the interview, the researcher should notice to identify the potential value of the information and all the question should tightly related to the topic that the research is studying.



A thematic analysis will be used in this study to identify the reactions through focusing on respondents' opinions (Moeran, 2010). This analysis focuses on identify and describe both implicit and explicit ideas within the data, that is themes (Guest, MacQueen & Namey, 2012). Researcher will review the collecting data, make notes to group them into categories. "Thematic analysis helps researchers move their analysis from a broad reading of the data towards discovering patterns and developing themes" (Boyatzis, 1998). Data will be gathered by semi-structural interview. Before the researcher interviews the respondents,

the questions will be listed first. In order to interview smoothly and get as much information as possible, the respondents will be interviewed in Chinese. The researcher will make an appointment with the interviewees before having the interview respondents. The whole interview will be lasting in average 20 minutes to 30 minutes per person.

## Conclusion and Significance

Research Question 1 asked what concepts the female fashion magazine (Rayli) brings to Chinese young women. The findings of this research state that Rayli magazine disseminates six concepts to Chinese young women. These concepts are:

1. Gentleness and Femininity;
2. Asian Orientation;
3. Practicality;
4. Confidence and Positive Attitude;
5. Healthy and Exquisite Lifestyle;
6. Ordinary to Extraordinary.

Research Question 2 asked whether Chinese young women change their attitude toward lifestyle and work after reading female fashion magazine (Rayli). Compare to the Chinese women in old China. There were a lot of changes after female fashion magazines came into China. Female fashion magazines want to change the stereotypical thoughts of the society to Chinese women. And the magazines encourage Chinese women to change their mind on themselves, to live for themselves and work for themselves. The results of respondents said that the portrayal of Rayli did influence Chinese young women's attitude toward lifestyle and work.



Research Question 3 asked whether Chinese young women change their behavior toward lifestyle and work after reading female fashion magazines (Rayli). The same with the research question 2, compare with the old China, Chinese women's behavior on lifestyle and work have changed a lot. The appearance of female fashion magazines did provide a way to make Chinese women to change. Rayli magazine persuade Chinese young women to pursuit an

exquisite lifestyle, to live better and work successfully in their working area. Rayli magazine did push Chinese young women to change their behavior on lifestyle and work.

According to the conceptual framework, the portrayal of Rayli magazine was divided into three parts, combined with the results of finding. Photograph, color of use, dress skill, makeup and skincare, health and fitness, and articles are the aspects that influenced Chinese young women the most in attitude and behavior. This finding echoed the past study that talked about fashion magazines can give people a lot of what we crave, a sense of what we could have, what we could look like and how much we can "improve" ourselves through our attitude and behavior toward lifestyle and work.

Based on the conceptual framework and the interviews, the respondents also talked about the cover of Rayli, and the advertisements in Rayli. However these aspects cannot influence Chinese young women's attitude and behavior as much as the aspects were mentioned at last paragraph. Some respondents stated that the cover of Rayli will sway over their decisions on buying behavior. But it cannot change deeply on their behavior toward lifestyle and work.

Uses and gratifications theory is an approach to understanding why and how people actively seek out specific

media to satisfy specific needs. People choose to read female fashion magazine (Rayli) based on their needs and their social background. In this research, the audiences of Rayli magazine want to learn fashion dress skill, makeup and other useful information. Then, they are persuaded to buy Rayli magazine and pushed to change in their lifestyle and work. According to the study of Vasilyeva (2015), "Mass media have an influence to define the role and influence the society. This power was well-documented over the years. Mass media in every country create different models and images of various events, situations and phenomenon in the society." Therefore, female fashion magazine (Rayli), as one of the mass media, in highly possible persuades and changes public attitude and behavior towards lifestyle and work.





### Recommendation for Further Application

The findings and conclusions of this study should be taken cautiously due to its limitations. This study presents insights into each element of Rayli magazine with a detailed description and readers' comments. This study can be seemed as a guideline to help female fashion magazines improving their contents.

### Recommendation for Further Research

This research studies the portrayal of Rayli magazine and its influence on Chinese young women's attitude and behavior toward lifestyle and work. Since this study only focuses on Rayli magazine in China, the other researches can study different female fashion magazines such as Vogue, ELLE, Cosmopolitan or other female fashion magazines in different countries etc. These female fashion magazines can do a study about how they can influence women's attitude and behavior on different aspects. This study used qualitative semi-structural interview. But the future researchers will explore the portrayal of female fashion magazine by using quantitative research.





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