

MULTIMODAL ANALYSIS OF GENDER IDENTITY IN MALE AND FEMALE  
MAGAZINE COVERS

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## Abstract

This study employs the qualitative approach and to be more specific content analysis as the research design to examine the linguistic and non-linguistic features in male and female magazine covers. These features play an important part in studying the gender identity reflected in male and female magazine covers. A total of six Cleo and Men Health's magazine covers were used in this study to analyze the linguistic and non-linguistic features in male and female magazine covers. Linguistic and non-linguistic features were given emphasis in the analysis because they carry meaning about gender identity. For linguistic features such as, adjectives, imperatives, modality and deictic markers were analyzed. However, the non-linguistic features analyzed the image acts, angle and field of vision. The other non-linguistic features were studied by analyzing the typography, color and layout of the magazine covers. The findings reveal that there are differences and similarities the way male and female magazine covers use linguistic features. However, both male and female magazine covers share the same goal which is to attract readers to buy their magazines. Moreover, gender identity is reflected in male and female magazine covers differently.