

THE ROLE OF *SEVENTEEN* MAGAZINE ON FEMALE ADOLESCENT SELF-IMAGE: IMAGES OF MODELS AND THEIR IMPACT

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Seventeen [1] magazine is the most popular monthly subscription publication for American females between the age of twelve and nineteen. With such a large reader base, *Seventeen* has dedicated itself to promoting a positive self-image for its readers for several years now. Through the course of meta-analysis the following hypothesis was proposed. Although each American middle school girl has multiple acceptable forms of what they consider to be beautiful there may be one form of beauty that the girl aspires to resemble. This in turn contributes to a positive or negative self-image. Their self-perceived ethnicity and socioeconomic status also determine the extent to which *Seventeen* magazine's issues play a role in their own self-image. In one major journal article that influenced this hypothesis [2] the author found that the Ecuadorian middle school girls she spoke to "perceive two complementary prototypes of beauty, one white and one latina." Because Ecuador imports a vast majority of their media from the United States and other nations of the Americas, her finding of the acceptance of more than one epitome of beauty very relevant to the aims of this project. There was also a noted affect of socioeconomic background and awareness of the social importance of beauty that affected the responses of the girls de Casanova spoke to, which is why socioeconomic status, ethnicity, and the level of consumption of *Seventeen*'s issues will be taken into account.

Reference

- [1] The Seventeen Magazine; Accessed: Jul. 27, 2007,
<http://www.seventeen.com/magazine>.
- [2] de Casanova, E. M. (2004, June). No ugly women: Concepts of race and beauty among adolescent women in Ecuador. *Gender and Society*, 18(3), 287-308.