CHAPTER 5

CONCLUSION

5.1 SUMMARY OF THE FINDINGS

From whatever angle we look at a magazine, women are portrayed as sex symbols to satisfy men’s lustful needs. This is one of the main reasons why men’s magazines sell fast as soon as they hit a bookstore. This chapter will discuss the summary of findings the researcher has gathered from the data collected. The researcher will discuss the findings based on the pictures and then move on to the findings related to language. After discussing the findings, the researcher will then move on to suggestions for further research that may be done based on this study.

In the *FHM* magazine, women play an important role in the sale of the magazine. Scantily dressed women who adorn the front covers make it a great crowd puller. In our present world where modernisation is going at full speed, portraying women sexually and immorally does not have any effect on humanity. In this study, the researcher feels that women are portrayed as sexual objects in the *FHM* magazine.

The findings of a study conducted by Cordeiro (2002), showed how the *FHM* magazine portrays celebrity women as objects of desires and as sexual objects, downplaying their personality. Cordeiro’s findings reveal that for some personalities, their acute business sense to simply being an attractive entity and enviable arm-candy for wealthy men seems far more important than their dignity and pride. Comparing Cordeiro’s finding to the current study, the researcher has reasons to believe that the
findings do relate to one another. Cordeiro (2002) conducted a research on the construction of masculinity in FHM Singapore for her study. She researched on how women were portrayed in the magazine. The findings of the current study parallels Cordeiro’s findings.

Her findings about the portrayal of women show plenty of scantily dressed women in the foreign issue. The current study too has come up with similar findings. In this study, the findings show that the local edition still respects their woman and does not portray them as sexual commodities. This is may be due to the fact that our Malaysian society, though educated, still complies to cultural and religious rules where woman are not to be pictured seductively. For the foreign edition, there are no rules for women to comply when being pictured in magazines. If there was, women in the foreign media would not probably be seen pictured as sex symbols in the magazine.

The role of language also seems to differ in both editions. The foreign edition terms their women celebrities as sexual commodities first and only then as human beings. The publishers seem to have the right over the exploitation of women celebrities. Referring to the women celebrities as ‘bitch’ and ‘slut’ degrades the women physically and sexually. The local edition on the other hand does not term their women celebrities in such degrading manner. As mentioned in Chapter 4, the most over used word is ‘babes’. But that in no way means that the local edition is a better edition than the foreign edition. The publishers should consider women’s role in society before labelling them as ‘sluts’, or ‘bitches’ as these terms can affect them economically and socially. This problem should be ‘nipped at the bud’ before it gets
out of hand. Therefore, the local editors should edit every interview before sending it for publications to be fair to the opposite sex.

The researcher also believes that based on the findings from the data, women in the foreign edition are partly to be blamed when it comes to problems that plague the sexes. Because of the lucrative money received, women in the foreign media at times agree to do anything. This in another way affects other women who do not wish to be looked upon as sexual commodities. Women in the media should have a firm stand on how they wish to be portrayed. They should take other women’s interest in mind before stripping their clothes off for money.

In conclusion, if women in the media are firm about themselves, then it gives no space for men’s magazines to degrade and exploit them sexually.
5.1 SUGGESTIONS FOR FURTHER RESEARCH.

For further research, a comparison between men's and women's magazines could be done to study on how these magazines portray them. The researcher feels that the comparison should be done on foreign magazines because local editions are unable to yield much wanted data. The other aspect that can be studied is on how women are stereotyped in women's magazines. Cosmopoint magazine would be a great sample of study as the magazine does stereotype women. But the only setback in using Cosmopoint magazine is that it is very difficult to purchase it in the local bookstores. The researcher had originally wanted to use the magazine for the study but because of the unavailability of the magazine, the idea was shelved. The magazine is available from the net and the researcher feels that it would make a good research subject.

To conclude, more studies like the present one should be carried out to create great awareness of the effect of the media on the public, especially where gender issues are concerned.