

A STUDY OF THE RELATIVE IMPORTANCE OF VISUAL VERSUS
TEXTUAL FRONT COVER MESSAGES IN PROMOTING THE SALE OF
SHAPE MAGAZINE TO WOMEN

MASTER'S PROJECT
BY
SUPAFADEE PLOYSANGCHOTE

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2007

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AN ABSTRACT
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Advisor : Mr.Gregory Jones.

The purpose of this study was to explore the relative importance of visual and textual messages on the front cover of *SHAPE* magazine. It also investigated the impact of both types of messages on the front cover in promoting the sale of *SHAPE* magazine. Data in the research were collected from an interview of 50 working women following the questionnaires.

The results of this study showed that people who paid attention on both visual and textual messages were the biggest group of the people who would be the readers of the magazine. Cover lines led people to come closer to the magazine to find more interesting information that suited their needs. In addition, a magazine that used a photograph of well-known celebrity to be a cover model could increase sales volume of the magazine.

การศึกษาเรื่องความสำคัญของรูปภาพและข้อความที่ปรากฏบนหน้าปกนิตยสารเซฟท์
มีผลต่อการตัดสินใจซื้อของกลุ่มผู้หญิง

บทคัดย่อ
ของ
สุภาวดี พลอยแสงโชติ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตาม
หลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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อาจารย์เกรเกอร์ โจนส์

งานวิจัยฉบับนี้มีจุดประสงค์เพื่อศึกษาความสำคัญของรูปภาพและข้อความที่ปรากฏบนหน้าปกของนิตยสารเซฟ และผลกระทบที่มีต่อการส่งเสริมการขายของนิตยสารเซฟ ประชากรในงานวิจัยคือ ผู้หญิงวัยทำงานจำนวน 50 คน โดยมีเครื่องมือคือแบบสอบถามและการสัมภาษณ์จากการศึกษาพบว่าคนที่สนใจซื้อนิตยสารเซฟส่วนใหญ่ให้ความสำคัญกับทั้งรูปภาพและข้อความ โดยใจความย่อของเนื้อหาที่ปรากฏบนหน้าปกมีส่วนทำให้บุคคลทั่วไปมีความสนใจที่จะอ่านเนื้อหาของนิตยสาร นอกจากนี้รูปภาพของบุคคลที่มีชื่อเสียงซึ่งเป็นที่รู้จักกันทั่วไปที่ปรากฏบนหน้าปกของนิตยสาร ยังสามารถช่วยให้ยอดขายของนิตยสารเพิ่มขึ้นได้

The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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.....Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

May....., 2007

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CHAPTER 1

INTRODUCTION

Background

Just about everyone will read a magazine at some time or another. Magazines are topical, generally not expensive and there is an enormous range catering for all tastes and orientations. People like to read magazines because they inform and entertain. The cover of a magazine is arguably the most important part because it is the first page that attracts the consumer's eye as he or she peruses the stand in the sales outlet. The cover is representative of the whole image of the magazine and people who make the decision to buy a magazine frequently do so by looking solely at the cover.

Even though people can read online magazines on the internet, they continue to buy magazines from newsstands in vast numbers. Magazines as a form of print text media are still a dominant media force in society. Before buying a magazine, people have to look at the front cover to further inform or guide their purchase decision. Magazines, particularly woman's magazines, try to create a sense of friendliness that binds the reader to them. The front cover is one of the most important pages of a magazine that needs particular design attention as it is the face, the first encounter; it has a duty to attract attention. Publishers therefore have to excel in creating an outstanding cover for their magazine, and critically must do so with every edition. In a sense, a woman's magazine has to try to 'magnetize' its following to buy and read it.

Communication is a process in which people exchange information. Murlin (1984 : 17) states that people engage in the process communication with others in the hope that the outcome may lead to trust in one another, mutual pleasure and psychological wellbeing. In the communication transaction participants share information about things, ideas, tasks and selves.

Almost 99 percent of our authenticated history passed before the development of some form of mass communication. Indeed it was not until 1800s that high-speed printing, a development itself of the Industrial Revolution, brought books and newspaper to the masses (Williams. 1982 : unpagged). The research institute MRI reports that 84 percent of adults read magazines. A study of the history of magazine design and formatting reveals a struggle to leave the traditional book and traditional newspaper typography behind and create a new synthesis of text and visual image. Murlin (1993 : 12) notes that a magazine is a combination of a newspaper and a pictorial book. In early history, pictures and writing were one and the same; indeed the picture is still read by the human eye just as writing is (Wills. 1971 : 27). Twenty-five centuries have passed and there have been momentous developments: The first two letters “alpha and beta” of Greek writing, the appearance of the printing press in Europe which set the stage for mass communication through printed materials. According to William (1982 : 7), printing accompanied the Renaissance, and high speed printing and inexpensive newsprint came along with the Industrial Revolution. There is no evidence to indicate any mass consumption of magazines in the pre-industrial era.

Objectives of the Study

The major objectives of this study are:

1. To find out what front cover format elements most appeal to a woman and influence her to buy *SHAPE* magazine.
2. To assess the relative importance of textual and visual messages in the above purchase decision.

Significance of the Study

The influence of textual and visual communication elements on front cover format that influence potential readers of woman's magazines will be revealed. Other researchers can use this study as a reference for further study. Because magazines are 'cutting-edge' media as they struggle against the power of electronic media, information on cover format design regarding the correct balance of text and visual image is of critical value to those marking in this field.

Scope of the Study

1. Textual and visual communication elements in front cover format will be examined and explored.
2. A popular woman's magazine *SHAPE* with a readership of five million readers per month in the U.S. alone has been chosen as representative of this genre of magazine.

Definition of Terms

1. Visual communication is usually understood as the process of sending and receiving wordless or no auditory messages through picture, image, drawing or diagram.
2. Textual message is any message conveyed through the printed word, however unconventional the text may be.

CHAPTER 2

RELATED LITERATURE

The related literature in this chapter is classified into the following three main areas:

1) Magazine, 2) Cover Design and 3) Previous research.

1. Magazine

A magazine is a periodical book with a paper cover and usually has large-sized pages which consist of writing, photographs and advertisements. A magazine contains a variety of articles that are usually financed by advertising and is intended to drive further purchases by readers. Magazines fall into two broad categories: consumer magazines and business magazines. Consumer magazines are aimed at the public and are usually available through bookstores and newsstand outlets. They range from general-interest publications through to highly specialist ones. Business magazines are frequently available only on subscription. In some cases magazine subscriptions are available to any person able and willing to pay, however in some cases free subscriptions are available to readers who meet a set of criteria established by the publisher (2006 : <http://www.wikipedia.com>).

The first magazines were distinguished from books only by their light cover, as text was wrapped from top to bottom in single or double columns and illustrations, usually hand-drawn, were placed over a full page opposite the text. The earliest magazines were literary or political journals published exclusively for the rich and the price was high.

In the early 20th century, the magazine assumed a new importance as a pictorial and written medium of communication extending to all class of society. In this modern era, magazines have become ubiquitous. Ward (2005: <http://www.magazineart.org>.) even goes to the extent of saying that magazines shape our lives, and the rest is history.

The front cover is an important part of the magazine as it initially attracts the reader with text and pictures so designed to provide a 'taster' of what can be seen within the covers. Wills (1971 : 5) states that the visual image on the cover represents the personality of the magazine. Indeed, the art of photography is the backbone of pictorial magazines, and its primary role is journalistic as it must work harmoniously with the text and within the composition (Owen. 1992 : 198). The earliest magazines did not always have what people now think of as a cover as the front page. The early magazine provided only a title and publication data and there were no descriptive words indicating what was to be found inside the magazine. However, by looking at the front cover of a modern magazine, prospective readers are now able to determine how far that magazine will fulfill their needs. The front cover is an 'important advertisement' and 'serves to label its possessor' (McLoughlin. 2000 : 5).

The Evolution of the Modern Magazine

From the 1890s to the 1960s, the poster cover evolved. Here, the picture on the cover need not even relate to the contents found inside the magazine. The advantage of the poster cover is that it can be used for many editions. Cover lines became an essential part of cover design in the 1940s and then, in the late 1960s, typography

became the important element of the cover. During the 1980s, magazines started listing their content on the cover. In the 1980s and 1990s, magazine designers put good photography and contents together. During this time glamour photography came into being. Here, the photography of a model emphasizes the subject, instead of the fashions or products endorsed (2006 : <http://www.wikipedia.com>). Magazines featuring glamour photography were usually marketed as 'art magazines' or 'health magazines'.

In this era the photograph is less important than the content, however both still have to work together to rouse the reader to buy magazine. In the 21st century, the cover line is as important as the cover art. Indeed cover lines can even now be larger than the name or logo of the magazine.

Magazines for Women

As is the case with other kinds of magazine, so many woman's magazines have a specific group of readers; readers who want to be part of a womanhood or 'sisterhood' community that is reflected in the magazine articles. Women are a powerful group of purchasers, partly because they frequently want to look good and want to be up-to-date with the latest beauty and style tips. Woman's magazines can serve their needs through articles and advertisements. McLoughlin (2000 : 27) argues that such magazines seek to "further consolidate and fix an otherwise more unstable sense of both self and gender", and so magazines seem to be central to vast numbers of women as they create a femininity culture where a common experience of womanhood is shared. A magazine

may become a familiar friend for a female because it advises her, provides entertainment, pleasure and relaxation in articles not too taxing or serious.

Once in the shop, the decision to buy might well depend more on the front cover format than anything else because readers frequently look closely at the cover before looking at price. If the front cover is not interesting, people may not look no further and decide not to buy.

SHAPE Magazine

SHAPE is one of the world's best selling lifestyle magazines for active women and it is licensed for publication in several countries around the world. SHAPE is a popular, and one could conclude, trusted name in women's health and fitness magazines as it has over 5 million readers per month in America alone. From diet and exercise to psychology and health, SHAPE presents, so it is claimed, only scientifically sound research based articles. Readers tend therefore to feel confident that they are getting the most current and reliable information with each issue.

SHAPE also recognizes that fitness is much broader than simply shaping a better body and being 'fit'. Rather it is about creating a better life. Each issue offers articles on a wide range of debate, comment, advise, research findings, recommendations, opinions and advertisements designed to help the female reader become healthier, more energetic, confident, motivated and less stressed. The more conventional beauty and fashion magazines feature articles and commentary for women to enhance their

appearance, while SHAPE is more concerned with the 'inner woman' and her self-esteem.

People all look at the world through a culture that filters our experience through its language and symbols, just as the cover models look at us through a forest of words. Like the cover models, we live inside the alphabet, and inside a technological culture made possible by the power of literacy.

Grow (2002 : n.p.)

2. The Cover Design

The cover is the public 'package' that reflects the character as well as the content. The cover must impress; indeed impart a sense of urgency and importance and show a sense of the inherent worth of the product. Though the picture is important in attracting people, cover lines serve a necessary function to drive the buying impulse. Cover lines can slow down the perusal process to impart important information contained within the magazine in the event that the cover image does not catch the readers' attention sufficiently. This is where celebrities come in as many publishers might say that the only way magazines can compete with television, the Internet and other electronic media is through the magic drawing-power of 'beautiful' people: the famous, the attractive, the converted.

However, great magazine covers do not blindly follow dominant trends irrespective of how well no formatted they might be. Rather, the magazine covers that are the trend

setters are the ones that meet any of the following standards: exhibit a distinct personality through type and/or image, or make the most out of limitation.

The magazine format expresses basic visual identity and is largely a functional device which helps readers recognize the magazine. Publishers need to be sure that the selected image grabs attention whilst, at the same time, identifies the entire scope of the magazine. Owen (1992 : 198) notes that photography can serve as background texture or as a dynamic component of form, or typographically as a unit of visual punctuation. The first cover of a new magazine will have a lasting impression and it will be difficult to correct any misdirection that may occur unintentionally; publishers do have to choose the cover image so very carefully. The cover needs to look lively and worthy of the reader's time. Johaneck (2006) indicates that successful covers grab attention, look important, elicit action and promise a benefit. The logo is part of the cover that makes people remember the magazine. In addition, the name of the magazine should be carefully selected. In this, the publishers should avoid jargon because such terms might not be familiar to the reader, and it might even lead to a misunderstanding about the whole image of the magazine. Fonts play an important part in projecting the personality of magazine. Some magazines develop their own unique fonts, color palettes and individual formats that become representative of the magazine 'personality'. Although the logo is primarily intended to be used on the cover of a magazine, it also has to work in all aspects of marketing, sales, and as a tool in promotional materials. Logo color is critical, as is consistency in logo presentation.

White (1976 : 3) states that cover is made up of four elements:

- 1.The basic format should be standardized to define a recognition value and give the publication a familiarity from issue to issue. Notwithstanding, no matter how good a format may be, it is essential that it should be flexible enough to allow the form of expression required.
- 2.The logo or the trademark of a publication is the symbol that immediately comes to readers' minds when the magazine is mentioned. It is used not only on the front cover but in all written materials for the publication, such as stationary, promotional material and promotion letters. Publications spend enormous sums on the design and market testing of their logo image because logos are so essentially representational.
- 3.The illustration or picture is one important part of the cover format and publishers have to think carefully about its size. The size of a photographic image in particular depends on quantity photography and 'photoshopping' of the original image. The picture does not need to refer directly to the headline of the magazine contents if cover lines are placed around the picture. This is because the picture is a minor story in itself and might have a greater capacity 'magnetize' the reader's attention.
- 4.The cover lines are as important as the illustration. People might buy a magazine because they only read cover lines and this illustrates the power of words that can mobilize people as effectively as can a picture. However, there are no rules as to how much cover lines should be used.

Indeed, the precise amount can be a publishing 'life or death' decision for a magazine editor. Such are the vagaries in grabbing potential reader's attention in the commercial market.

The elements of magazine cover design:

Master Head the name of the magazine displayed in the chosen typeface. This visual branding is usually done in a typeface unique to the particular magazine and is intended to be very recognizable.

Dateline month and year of publication, often with the price. Note that a monthly magazine usually hits the news-stands the month before the cover date.

Main image in the classic way the publisher may chose to use a single image of a model making full eye-contact with the reader.

Model credit here a famous model is used to increase consumer interest.

Cover lines distributed around the main image, but done so in a way so as not to be detracting.

Main cover line promotes the major article of a magazine.

Selling line a short, sharp description of the title's main marketing point or perhaps setting out its editorial philosophy

In conclusion, the front cover of a magazine consists of functions that make people be more interested in the magazine.

3. Previous Research

Davies (Online) conducted a semiotic analysis of teenage magazine front covers by examining samples taken from issue 359 of *More* magazine, compared to an issue of *19* magazine, dated January 2002. (19 - the title of the publication is expressed in numbers, not spelled as in the word 'Nineteen' - is a young woman's magazine.) He/she found that

the front cover is the 'flagship' of the magazine as it initially attracts the reader and is a taster of what can be seen within the contents. This researcher found that there are many similar defining paradigmatic and syntagmatic elements on the covers of *More* and *19* that would attract a teenage girl to purchase either magazine. These demonstrate effectively the dominant ideology of teenage femininity in the media. Applying semiotic analysis to the magazine text allowed people to identify social ideologies of the teenage girl. This extensive examination of the front covers of these magazines involved a decoding of the codes of color, font, layout and spatial arrangements as well as the titles, taglines, language and central images to critique the 'construction' of the teenage girl in the media.

Rameth (1994) studied the motivation that makes readers choose and purchase stock analysis business magazines, how such magazines are utilized and readers' satisfaction with them. He found that the most important motivation for these purchasers was access to magazine data that informed decisions on whether it was appropriate to buy or sell a given stock. Significantly, most of the subjects in the sample found this criterion to be the most significant one influencing their purchase of stock analysis magazines. The research also revealed that sex, age and social characteristics were the three variants most related to the choice and purchase of this type of magazine.

Varintra (1997) studied the various roles of magazines, the factors relating to the formulation of magazine contents and the dimensions of consumption in each of the

target groups. The result of the study show the critical role the magazine genre plays in providing both knowledge and entertainment. It also serves the advertising business. For the latter function, the media thus transmit, and further cultivate, the consumption patterns of the reader. The factors engaged in the formulation of the content of the magazine can be divided into two categories. First, the internal factors are the pattern of ownership which is most important for the editorial staff. Second, the external factors include advertisements, current issues, receivers' preference, and the economic situation.

CHAPTER 3

METHODOLOGY

This chapter describes data collection and the procedures used in the study with the presentation of the analysis with illustration at the end of the chapter.

Data Collection

To find out the effect of front cover of magazine toward consumer making decision to buy woman magazine, the researcher conducts a survey by using questionnaire. 50 sets of questionnaires will be completed by working women represented the average readers of woman magazine. The questionnaire was distributed from January,22 2007 to February,20 2007. The target population of this study was 50 working women. These women were randomly selected at Nanglinchi District. The questionnaire focuses on verbal and nonverbal communication that present on front cover of woman magazine. In this study, front cover of *SHAPE* magazine is selecting as data and study.

Next, the researcher further explore whether verbal or nonverbal communication on the front cover of magazine play more important effect to consumer buying decision by developing post questionnaires completed by the target group.

Procedures

This study is a qualitative-quantitative research based on content analysis. The procedures of the study are dividing into 3 steps:

1. Collection of *SHAPE* magazine front covers containing verbal and nonverbal communication.
2. Each of 50 interviewees are presented with a pile of six month's editions of *SHAPE* in the same sequential monthly order-July to December 2006. Interviewees will then be asked to peruse each issue and then select from the pile the monthly edition or editions they feel they would buy were they to see them in a magazine outlet.
3. Interviewees were then asked to answer 14 questions that related to the selected 'would buy' issues.

Analysis Presentation

The data gathered from the questionnaire were analyzed and calculated in percentages in order to discuss how the respondents replied to each research question. The findings of the study will present in the table together with discussion about the findings provide. Additionally, the statistic of the effect of verbal and nonverbal communication on front cover will show in the table. Lastly, the questionnaire that will complete by working women will analyze and discuss. The findings of the study are to be collated from the interview form. The data will be used to identify which issues are most popular and would, therefore, conceivably sell in big volumes. Those issues (in conjunction with a related statistical analysis) will then be further examined by the researcher to identify those significant textual and visual differences that account for this greater level of consumer response.

CHAPTER 4

FINDINGS

This chapter presents findings in relation to the following:

1. To find out what front cover format elements most appeal to a woman and influence her to buy 'SHAPE' magazine.
2. To assess the relative importance of textual and visual messages in the above purchase decision.

Table 1

Frequency of Preference of Messages

Preference of Types of Messages	Frequency	Percentage
Preference of Textual Messages	17	34 %
Preference of Visual Messages	12	24 %
Preference of Both Types of Messages	21	42 %

According to the table , people who prefer for textual messages are 34% of the sample group. This group of people read through cover lines before buying a magazine. People who prefer for visual messages are 24%. People who are prefer to read and then look at the picture of the front cover of *SHAPE* magazine before decided to buy it are the biggest group of sample in 42%. This shows that both textual and visual messages are effected to people that should be consumers of the magazine.

Table 2

Frequency of Purchase of *SHAPE* Magazine - July to December 2006

Magazine Issues	Frequency	Percentage
July	20	40 %
August	18	36 %
September	23	46 %
October	33	66 %
November	27	54 %
December	29	58 %

This table indicates that the issue most likely to be purchased was the October edition with 66% giving it a 'would buy' rating. The next most popular issue was the December issue with 58% of group of sample saying they would purchase it. This is in contrast of the July edition where only 40% of interviewees ranked it as a 'would buy'.

CHAPTER 5

CONCLUSIONS AND DISCUSSIONS

In this chapter, the data which were analyzed according to the research questions of the study is show. Discussion and recommendations for further studies are also included.

Conclusion

This study used 50 working women around Nanglinchi District as the target population. The questionnaire focuses on verbal and nonverbal communication that present on front cover of woman magazine. The study was conducted to explore whether verbal or nonverbal communication on the front cover of magazine play more important effect to consumer buying decision.

The data clearly showed that 42 percent of interviewees are concerned about both textual and visual messages. Significantly, the reading of both major and minor cover lines was a priority. However, a highly visual celebrity photograph is essential as it presumably has the capacity to 'grab' more attention from people than other kinds of visual messages. Here one could conclude that the 'impulse purchase' drives consumption of *SHAPE* magazine.

The group of textual preferable interviewees only read through cover lines before buying a magazine. This group of people carefully read information on the contents

before making a decision, with no attention being paid to the celebrity model or the photography colors, except expressing a preference for opaque colors like black and dark blue in text because they are easy to read.

Visual messages are related to the printing fonts and colors used on the front covers and to the model photography, usually of a celebrity. This group reported that they would choose the October and December issues because they felt they wanted to read more about subjects like the models' beauty tips, their favorite restaurant and the exercise regimens they followed.

The last group is the biggest group. People in this group said that both visual and textual messages are equally important in the sense that they compliment each other. Visual messages initially attract readers and then textual message are perused as readers seek out additional information or verification of initial impressions. Textual messages thus provide additional information that helps people decide if the particular magazine is worth buying or not. Textual messages are important for this group of interviewees because these messages give information about subjects like the beauty secrets of the celebrity cover models or their tips on how to lose weight in two weeks.

Individual interviews based on the 'would buy' data indicated that a higher percentage of people pay attention to visual messages than textual messages, although there is a significant percentage of people who first peruse the visual messages and then seek out additional information from the textual. Significantly, there were no interviewees who first peruse the textual information and then seek out additional information from the visual.

Discussion

Many interviewees reported that they did not know anything about 'SHAPE' magazine prior to the interview. This may be because the magazine is new on the Thai market with just twelve issues made available till March 2007. From the finding, a photograph that plays as visual message has more influence to people who might be readers of *SHAPE* magazine than textual messages. A photograph has the power over people because it captures the quintessence of a single moment and makes that moment permanent, people can look at it over and over again. The image of well-known people can help to increase the sales volume. The market for photographic services demonstrates the aphorism "one picture is worth a thousand words" (2006 : Wikipedia, the free encyclopedia). Photography is the process of making pictures by means of capturing light on a light-sensitive medium. Traditionally the product of photography has been called a photograph. Many people use pictures and images to replace the word 'photograph'. There are two types of photography that are preferable for health magazines. The first type is glamour photography. It is the photographing of a model that emphasizes the subject of a magazine, instead of the fashions or products endorsed. The next type is editorial photography or photographs that are made to illustrate a story or an idea within the context of a magazine. This kind of photographs is usually assigned by the magazine (2006 : Wikipedia, the free encyclopedia).

In conclusion, a front cover of magazine is depended on both visual and textual messages. Mostly, people paid attention to the textual messages more than visual messages because articles are the main sales point of magazine.

Limitation of the Study

1. In this study, data related to six issues of *SHAPE* magazine's front cover were collected from July 2006 to December 2006. There should be a study of other magazines in the same 'lifestyle' category to provide more comprehensive results.
2. There should be a similar study conducted on the front cover format of other categories of magazine.

Recommendations

1. In bookstores, there are many kinds of woman magazines that use different strategies to grab attention from people. A study about the strategies used on the front cover of magazines should be conducted.
2. The online magazine is become more popular to readers than before. A study about the promotion plan of the traditional magazine to survive in the age of Electronic era should be conducted.

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APPENDIX

APPENDIX A: Samples of front covers of *SHAPE* magazine

SHAPE

smart • active • life • style

8 **Stop!**
พฤติกรรมกินผิดๆ

* แพลงโอม *
สาวทรงตรง

มันส์สุขภาพ
สืบประการ

21 วัน

ปฎิวัติสวย
ด้วยมือคุณ

หน้าท้องแบนราบเร้าใจ

6
Weeks

สวย

ทั่วเรือนร่าง
เร็ว ง่าย
ไม่ใช้อุปกรณ์



smart•active•life•style

SHAPE

ป่วย...

เพราะกินหรือเปล่า?

เคล็ดลับ “ส”
เสริมบุคลิก

พลิก
เบ้าพิว

ลับเฉพาะ!

เรื่องอ้วนกับเมแทบอลิซึม

30 วัน

กระชับสโฟก-ต้นขา

อย่าพลาด อย่าท้อ สมารต์ ดูดี Shape Makeover Award P.65

ประกาศ
รางวัล
P.57

กลยุทธ์

หยุดกินเกินพอดี



smart • active • life • style

SHAPE
THAILAND
13W

SH

SPEED BEAUTY
สวยทันใจในชั่วโม่งเร่งด่วน

อ้อม-พียดา
กับ 5 เหตุผลสู่ความสำเร็จ

9 ความจริงผู้หญิงต้องรู้
ลดความเสี่ยง
มะเร็งปากมดลูก

ท่าบริหาร J. Lo
เพื่อหุ่นสวยแบบ

7 วิธีกู้ภัย
เพื่อผิวสวย

Let's Go Party p.50
6 ลูกแต่งเก๋ไปงานเลี้ยง

รักในออฟฟิศ
พีดด้วยหรือ

Special!
ลุ้นรับรางวัล
p.117

กินให้สวยแบบดารา **Hollywood**

BS
SHAPE
13497134
30.00 บาท

smart•active•life•style

SHAPE[®]

SHAPE
THAILAND
ILSW

7 เบลิก
ความงาม
ห้ามพลาด

● สยบภัยอาการปวดท้อง ●

**Buddy
Diet** จับคู่เพื่อนซี้
ร่วมพิชิตหุ่นสวย

8 เคล็ดลับเด็ด
สวยให้ขีด
ทุกสภาพอากาศ

➤ สะโพกเฟิร์ม
ยกกระชับกัน 3 ทานริหาร

Special!
ลุ้นรับรางวัล
p.113

แต่งเซ็กซี่อย่างมี
สไตล์

สุดยอดโปรแกรมวิ่ง
หุ่นฟิต สะโพกเพรียว
ใน 4 สัปดาห์!



Sexy & Naughty • พลอย-เนอมาลัย
“เข้ายิมเพราะหวานใจ”

smart • active • life • style

SHAPE
THAILAND
ILSW

25 ยอดเทคนิค
ออกกำลังกายให้ได้ผล

สวยด้วยวิถีชีวิต

- หุ่นดี
- แข็งแรง
- สุขภาพดียั่งยืน

สาววัย 20, 30, 40 ต้องอ่าน!
เคล็ดลับกระชับหุ่น
ท้ากาลเวลา

4 ท่าสุดง่าย
พัดหน้าท้องเฟิร์มกระชับ

Boost Your

Relationship

Special!
ลุ้นรับรางวัล
p.110

VJ พัดต้า
กับลีลาบนเจ็ตสกี

14 cool
Winter Jackets!
ต้านภัยพิวหน้าหนาว

ดูแบบสวยๆ
ในมือถือฟรี

www.shape-thai.com

12 54 5 765 23 2 6

4 871 125 2 720 9 9

smart • active • life • style

SHAPE[®]

ยอดกิจกรรม

- ✓ BURN โยมันตันใจ
- ✓ สะโพก-ต้นขาเพรียว
- ✓ ต้นแขนกระชับ

SUPER-SEXY!

3 ท่าอ้อต
เปลือยหลัง-ไหล่

เดอร์ส
ที่ทำให้คุณ
สวยที่สุด

พิเศษ
ตอบคำถาม
ชิงรางวัล
p.118

10 สูตรเด็ด
สพาดังทั่วมุมโลก

สวย สง่า
หน้าท้องเฟิร์ม
เหตุผลที่ควรรักฟิตเนส

8 เทคนิคปลุกตัวรักกิน
อร่อยได้แบบไม่อ้วน

HOLIDAY GIFT GUIDE



Healthy & Happy บาตาลี เกสโรวา

APPENDIX B: Sample of interview form

July	August	September	October	November	December
Interviewee 1. As example, this interviewee would buy this edition only					
		Interviewee 2 As example, this interviewee would buy this edition →	Interviewee 2 As example, this interviewee would buy this edition →	Interviewee 2 As example, this interviewee would buy this edition	

APPENDIX C: Questionnaire in Thai

แบบสอบถาม

ส่วนที่ 1

1. คุณมีความสนใจที่จะอ่านนิตยสารเกี่ยวกับสุขภาพและการออกกำลังกายของผู้หญิงหรือไม่
2. คุณเคยรู้จักนิตยสารเซฟมาก่อนหรือไม่
3. “เซฟ” เป็นนิตยสารที่นำเสนอเกี่ยวกับผู้หญิงทำงานยุคใหม่ ทั้งทางด้านวิถีชีวิตและความ เป็นอยู่ที่ดี ซึ่งประกอบด้วย การออกกำลังกาย การกินอาหารถูกสุขลักษณะ สัมพันธภาพและ การพักผ่อน เป็นต้น คุณคิดว่าหน้าปกของนิตยสารเซฟสามารถทำให้คุณมีความรู้เกี่ยวกับ เนื้อหาที่เกี่ยวข้องกับสิ่งที่ได้กล่าวถึงข้างต้นหรือไม่
4. เมื่อคุณเห็นหน้าปกของนิตยสารเซฟ คุณมีความสนใจที่จะอ่านเนื้อหาภายในเล่มเพิ่มเติม หรือไม่ เพราะเหตุใด
5. คุณคิดว่าเนื้อความย่อของเนื้อหา รูปภาพ และการออกแบบที่ปรากฏอยู่บนหน้าปกของ นิตยสารเซฟนั้นเข้ากันได้ดีและสามารถช่วยดึงดูดใจให้คุณอ่านตัดสินใจซื้อนิตยสารหรือไม่

ส่วนที่ 2

1. คุณมีความต้องการที่จะอ่านนิตยสารเซฟเมื่อคุณเห็นสีสรรของหน้าปกนิตยสารหรือไม่ และ ส่วนประกอบใดที่เกี่ยวข้องกับสีซึ่งสามารถดึงดูดความสนใจของคุณ
2. คุณคิดว่ารูปภาพของบุคคลที่มีชื่อเสียงซึ่งปรากฏอยู่บนหน้าปกมีผลทำให้คุณตัดสินใจซื้อ นิตยสารเซฟหรือไม่ ทำไมจึงเป็นเช่นนั้น
3. คุณคิดว่าการแสดงท่าทางและการแสดงออกทางสีหน้าของนางแบบมีผลต่อการตัดสินใจซื้อ นิตยสารเซฟหรือไม่ ทำไมจึงเป็นเช่นนั้น
4. ขนาดและสีสรรของตัวอักษรที่ปรากฏอยู่บนหน้าปกของนิตยสารเซฟมีผลต่อการตัดสินใจซื้อ ของคุณหรือไม่
5. คุณมีความเห็นเพิ่มเติมเกี่ยวกับรูปภาพ สีสรร และตัวอักษรที่ปรากฏอยู่บนหน้าปกของ นิตยสารเซฟอย่างไร

ส่วนที่ 3

1. ตัวอักษรที่ใช้บนหน้าปกของนิตยสารเซฟช่วยอำนวยความสะดวกในการอ่านหรือไม่
2. เมื่อคุณได้อ่านเนื้อความย่อของบทความหลักบนหน้าปกของนิตยสารเซฟ คุณมีความรู้สึกอยากซื้อนิตยสารเพิ่มขึ้นหรือไม่
3. เมื่อคุณได้อ่านเนื้อความย่อของบทความย่ออื่นที่ไม่ใช่บทความหลักที่ปรากฏบนหน้าปกนิตยสารเซฟ คุณมีความต้องการที่จะซื้อนิตยสารเพิ่มขึ้นหรือไม่
4. คุณมีความคิดเห็นเพิ่มเติมเกี่ยวกับเนื้อความย่อหรือข้อความที่ปรากฏบนหน้าปกของนิตยสารเซฟอย่างไร

APPENDIX D: Questionnaire in English

Questionnaire

Part 1 General Information

1. Are you interested in reading woman's health and fitness magazines?
2. Did you know about *SHAPE* magazine before?
3. *SHAPE* magazine is about the modern working woman – her lifestyle and well-being: exercise, nutrition, relationship, relaxation and so on. Is this made clear when you look at the cover?
4. Are you interested to read more of *SHAPE* magazine when you see its front cover?
Why?
5. Do you think that the cover lines, photography and design on the front cover of *SHAPE* magazine go together well and are sufficiently attractive to make readers want to buy it?

Part 2 Questions on Responses to Visual Images

1. Do you want to read *SHAPE* magazine when you see the front cover colors? What is it about the colors that appeals to you?
2. Do you think the celebrity photography on the front cover make you want to buy *SHAPE* magazine? Why is this so?
3. Does the front cover model's physical pose and facial expression make you want to buy *SHAPE* magazine? Why is this so?

4. Does the font size and color appearing on the front cover of *SHAPE* magazine make you want to buy it? Font means the shape, size and color of individual letters.
5. Is there anything you want to say about the visual on the front cover of *SHAPE*? (Please explain)

Part 3 Question on Responses to Textual Messages

1. Is the font used on the front cover of *SHAPE* magazine easy to read?
2. Do the main cover lines of *SHAPE* make you more interested to buy the magazine when you read them? A main cover line gives information about the major article subject for the edition.
3. Do the minor cover lines of *SHAPE* make you more interested to buy the magazine when you read them? Minor cover lines give information about the supporting articles in the edition.
4. Is there anything you want to say about the written messages on the front cover of *SHAPE*? (Please explain)

VITAE

VITAE

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