

## CHAPTER FOUR

### CONCLUSION

In this chapter I would like to put forward the conclusion of my analysis of masculinity in the two covers of *Men's Health* magazine that were released in 2014 and 2016. The conclusion will be based on the discussion and findings in the previous chapter. I will also present my personal opinion regarding the matter, as well as some suggestions for general readers and other researchers who might be interested in conducting the research related to Semiotics, masculinity or any similar topics or data source.

The purposes of this research are to identify the visual and textual signifiers in the magazine covers and to find out whether the signifieds of those signifiers are related to masculinity. After analyzing the covers using Semiotics theory, I find out that the two covers have exactly the same number of signifiers. There are fifteen signifiers in each cover. The signifiers consist of twelve visual signs, namely the size and the position of the model, the model's coloration, the man who becomes the model, his hairstyle, his face shape, his facial expression, his facial hair, his body

hair, his pose, his body, his apparel, and his accessories. Besides, there are three textual signs, namely the text position, text color and the cover lines. The identical signifiers make me come into thinking that the magazine itself has a standardized and organized way in making a good and attractive cover. This is done with the intention of making the best cover while exhibiting and at the same time accentuating the value the magazine thinks highly of.

The number of signifiers in the cover between visual and textual signifiers is also significant. More visual signifiers can be seen in both covers than the textual ones. This is because basically as someone looks at a magazine, he or she will look at the cover first and then take the magazine with the most interesting and conspicuous cover in the first place. That is enough reason to make a cover with more pictures than some text or writing because the majority of people will show more interest in and attention to a picture than text. After they think the picture is something they want to know more about, then they will tend to read the text or writing.

Moreover, after analyzing the visual signifiers which are the strong aspect in both covers, I have an opinion that actually the important visual signifier is the model only. The model stands as the most important aspect in the visual signifiers because all visual signifiers which are analyzed come from the model. Every single visual signifier is drawn from the model and consequently, the model should be someone of great importance or significance. The chosen model should be able to carry out, show and represent the value that the magazine wants people to know only by looking at the model himself.

As the explanation above is taken into account, I am sure that the visual signifiers (the models' pictures) in the two covers are the main issue and therefore, this puts the textual signifiers to a less important position. The textual signifiers in the covers can be said as a supplement (except for the magazine's title) to the main issue, especially all those cover lines which are basically put there to support the model and the principal value of the magazine.

A further analysis of this research is conducted to know how all these signifiers are able to carry out and reveal the masculinity concept. Here, the advantages of using Semiotics are prominent because it is a study which lets someone know more than only the surface and naked eye can perceive and to reveal some hidden value, which in this study is the masculinity concept. Most of the signifiers and signifieds in the two covers can be related to masculinity concept except for the size and position of the models, the models' coloration, and the text position which are supportive not to the masculinity concept, but more to the composition of the covers.

The masculinity concept is drawn from the visual signifiers which, after being analyzed, show some strong connection. Most of the masculinity evidences are obtained from the visualization (the models' pictures) which is the main focus and the strong aspect in the two covers. The textual signifiers as mentioned before are less significant and stand as a support. Yet, the colors used in the text are colors that are closely related to masculinity and the cover lines are all topics which are exclusive to men and can be used to define masculinity.

This thesis analyzes two male models who at a glance can show masculinity a man can possess with the bodies and expressions standing out the most. In spite of the two models being both masculine, Djokovic in Cover Two is more masculine because from ten visual signifiers analyzed and proved to have the masculinity concept, Djokovic's masculinity is more prominent in seven aspects, while Jackman's is in three aspects. Jackman excels in characteristics of the model, hairstyle and facial hair, while Djokovic excels more in face shape, expression, body hair, pose, body (shape), apparel and accessories. Nonetheless, both of them show masculinity a man is able to possess and they succeed in representing the masculinity value the magazine wants.

As a matter of fact, some of the signs above have other meanings besides masculinity, or they can somehow more inclined to derivative forms of masculinity, such as physical, facial, and sex attractiveness. Moreover, the meaning and concept of masculinity can be different and diverse due to different countries, areas, cultures, and etc.

Therefore, I suggest that other researchers interested in doing an analysis on a similar topic should find more sources and theories that are trustworthy. Besides, they should be more keen and considerate to any other sources and theories outside Semiotics or Linguistics because this kind of research needs a thorough and punctilious analysis and also open and susceptible to interdisciplinary analysis. It is also best to try doing an analysis on more than two covers or with a different edition and year of publication, aiming at the data with exactly the same year and edition or the one with a bigger gap (5-10 years or USA ed. and Asian ed.). As for textual

signifier analysis, it is also possible to do more analysis on the content of the magazine and try to analyze the content of each cover line.



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