

## LINGUISTIC FEATURES ON THE COVERLINES OF COSMOPOLITAN UK MAGAZINES

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### Abstract

This study discusses linguistic features on magazine coverlines. Linguistic features can be said as linguistic elements contained in a text, in this case is on magazine coverlines. Coverlines are lines of text on the front cover of a magazine. The aims of this study are to identify the linguistic features found on magazines coverlines and to analyze the features. In addition, this study will also investigate possible reasons behind the use of these linguistic features. Data of this study are taken from coverlines on The Cosmopolitan UK Magazines issued in 2021. The data were grouped, tabulated and analyzed through language and text analysis, the language of magazine by McLoughlin (2000). Based on the analysis, the linguistic features found can be categorized into lexical feature, grammatical feature, poetic feature and figure of speech. The reason behind the selection of selected features and their use on the cover is more to grab the attention of the audience which is expected to make them pick the magazine up and take a look inside.

**Keywords** – *linguistic features, coverlines, magazine*

### Introduction

Magazines are among the most popular media texts in society. Based on Oxford Online Dictionary, magazine is periodical publications covering a particular subject or area of interest containing articles and illustrations. Magazines have very specific audiences, niche audiences, and clearly differentiated genre. However, they have same codes and conventions used in its cover. Codes are means for creating meaning and for constructing and analyzing media works. Conventions form the ways media work by using codes.

Codes and conventions of magazines can be examined from the magazine's cover. One type of codes and conventions of magazine's cover is coverlines. The front cover is the most important magazine advertisement and also to label its owner (McLoughlin, 2000:5). It said so may be because a magazine's cover that involved coverlines in it are persuasive selling tools, certainly by using and processing language feature. Coverlines are used to give the reader an idea of what is in the magazine. There are quite a few coverlines, which are spread around the magazine cover. Coverlines tell short descriptions of the stories that can be found inside the magazine. To persuade readers, language tricks use in create a coverline. Language tricks use known as stylistic device. It is used to grab and keep the reader's attention.

Various research has been carried out by some researchers in revealing the language devices on magazine. Previous study is study about language style done by Hapsah in 2008. It analyzed kinds of language style in magazine advertisement headline. Another study is done by Ariwibowo (2021). It studied language and visual feature used in National Geographic magazines cover. The next study is done by Anigbogu (2015). It explained linguistic devices employed in newspapers editorials. However, these various researches do not yet have specify the linguistic feature used in magazine's coverlines which is interesting to analyze to find out

how these feature work to grab the reader attention. This study aims to identify the linguistic features found on magazines coverlines and to analyze the features.

### Methods

This research is descriptive qualitative research. It describes the linguistic feature on magazines coverlines as the object of study. The data were taken from *Cosmopolitan Magazines*. There are nine magazines cover used as data sources. Those are the magazines edition of December 2020/ January 2021, edition of February 2021, edition of March 2021, edition of April 2021, edition of May 2021, edition of June 2021, edition of July/ August 2021, edition of September 2021, and edition of October/ November 2021. The focus of this study is the linguistic features found on those magazines coverlines. The collected data were classified analyzed based on language and text analysis, the language of magazine by McLoughlin (2000). The result of this research is presented descriptively.

### Finding and Discussion

Linguistic features can be said as linguistic elements contained in a text, in this case is on magazine coverlines. Linguistic element found in magazines coverline sometime said as stylistic devices. Crystal (2008: 4) stated that stylistics is a branch of linguistics which situational characteristics use a variety of languages made by individuals and social groups in their use of language. Wales (2014:8) added that the purpose of most stylistics is to express the formal features of a text and show its functional significance for text interpretation.

Text producers have to cram a lot of information into limited space to let readers know what is available to them. (McLoughlin, 15: 2000). The result of data analysis show that the feature of linguistic found on *Cosmopolitan* magazines coverlines are lexical feature, grammatical feature, poetic feature and figure of speech. Lexical feature is linguistic characteristics in the form of lexical items. This creates a certain style of special interest in magazines. Style is indeed a distinctive way of using language for certain purposes and certain effects. Style is a distinctive way of using language for certain purposes and certain effects. Grammatical feature related to grammatical technique use in coverlines. This feature not only covers declaratives, imperatives, interrogatives, and exclamative, but also teasers, modifiers, and ellipsis. The poetic and figure of speech feature involves rhyme, alliteration, assonance, puns, polysemous, and another figure of speech.

#### a) Lexical features

Lexical features found on the coverlines are in the form of noun, verb, adjective, and the use of determiner. The most common noun found on the coverlines are the used of proper noun and abstract noun. The verb that found on coverlines are infinite verbs. The adjectives that found the most is descriptive adjective. And the determiner mostly found on the coverlines are article (the) and demonstrative (this).

Data 1

**RuPaul**

CATEGORY IS:

BODY CONFIDENCE & BEING YOURSELF

By Little Mix's Jade Thirlwall

(*Cosmopolitan* December 2020/ January 2021)

Data above consists of proper noun. The proper noun on above coverline is RuPaul. RuPaul Andre Charles is known mononymously as RuPaul. He is an American drag queen, actor, model, singer, television personality, and author.

Data 2

**YOUR FUTURE IS HERE!**

What to buy and wear next season

(*Cosmopolitan* September 2021)

Data above consists of abstract noun. The abstract noun on data above is the word ‘future’. The noun ‘future’ is an abstract noun. It is a word to express a period of time that will come after the current time. It names a time (intangible) that has yet to come.

Data 3

**DO LESS, ACHIEVE MORE**

Because work’s about balance...not burnout

(*Cosmopolitan* May 2021)

The verbs on data above, ‘do’ and ‘achieve’, are belonged to infinitive verb. It is the basic form of a verb that presents an action as an idea or a concept.

Data 4

**THE NEW STYLE RULES**

Hint: one of them actually involves your pyjamas...

(*Cosmopolitan* March 2021)

The data above show descriptive adjectives. The descriptive adjective is the word ‘new’. It is an adjective that modifies a noun or pronoun by describing it or expressing its quality.

Data 5

**THE RISE OF CLUB SOBER**

**HOW DO YOUR DRINKING HABITS SHAPE UP?**

(*Cosmopolitan* February 2021)

Data above show the used of determiner ‘the’. It is a word that presents a noun or provides information about the quantity of a noun. It presents before a noun and before other adjectives used to describe noun.

b) Grammatical feature

Grammatical feature that found on coverlines are in form of declaratives, imperatives, interrogatives, and exclamation sentence.

Data 6

**YOUR SUMMER STYLE GUIDE\***

Bags! Sunnies! Swimwear!

\*Flame emojis: incoming

(*Cosmopolitan* July/ August 2021)

Data above showed the declarative sentence. Declarative sentence is a sentence indicating a statement, offering an explanation, providing a fact, or conveying information.

Data 7

**BOSS YOUR BREAK-UP**

One writer's journey to healing her heartbreak

(*Cosmopolitan* July/ August 2021)

Coverline above showed imperative sentence. Imperative sentence is sentence used in delivering command, request, or forbiddance. The sentence on data above is used to convey command

Data 8

**Are your mates making you skint?**

IT'S TIME TO TALK TO YOUR FRIENDS ABOUT MONEY

(*Cosmopolitan* June 2021)

The sentence on coverline above is interrogative sentence. Interrogative sentence are used to asks direct question and end with a question mark.

Data 9

**HELLO, GREAT SKIN!**

- Expert hacks
- Insider secrets
- The ultimate blemish-busters

(*Cosmopolitan* April 2021)

The coverline above showed us the used of exclamatory sentence or exclamation sentence is a statement that expresses strong emotion.

c) Poetic and figure of speech

The poetic and figure of speech found on this research is the used of rhyme, alliteration, assonance, superlative and contraction.

Data 10

**PRESS REFRESH**

YOUR 2021 CAREER KICK-START

(*Cosmopolitan* February 2021)

The data above showed rhyme. Rhyme is a sound correspondence between words or the end of words, especially when used at the end of lines

Data 11

**Sun, sea** and ... salary?

YES, YOU CAN STILL GET A JOB ABROAD

(*Cosmopolitan* July/ August 2021)

The coverline above showed the used of alliteration. It is a literary device that reflects repetition in two or more nearby words of initial consonant sounds. The consonant that repeated on the data above is letter ‘s’ on word ‘sun’, ‘sea’ and ‘salary’.

Data 12

Your **bad date** playbook

How to spot the three most toxic personality traits

(*Cosmopolitan* June 2021)

Data above showed the form of assonance. Assonance is literary device that show the same vowel sound is repeated in adjacent words. It is the repeated of vowel ‘a’ in ‘bad’ and ‘date’.

Data 13

THIS YEAR’S **BEST** IN BEAUTY

THE PRODUCTS OUR TEAM REALLY RATE

(*Cosmopolitan* December 2020/ January 2021)

The data above showed the used of superlative. Superlative is adjective that describe the most extreme level a noun. The superlative on data above showed by the word ‘best’. Which offers a comparison to the highest degree: ‘good/better/best’.

Data 14

Are dating **apps** keeping you single?

It’s that, or the nightmare known as 2020

(*Cosmopolitan* December 2020/ January 2021)

Data above contains contractions which occur when words are shortened. The contraction is ‘apps’, from word ‘applications’. It is a feature of in-group language. This contraction can be recognized by readers who fit the target age range of the magazine.

McLoughlin (2000:21) stated “text producers use an array of linguistic tools in order to attract our attention”. By that statement we can conclude that the possible reason of those linguistic feature used in coverline are in order to attract the reader attention or the audience which is expected to make them pick the magazine up and take a look inside. Which this is also mean the audiences will buy the magazines.

## Conclusions

Linguistic features have important role in the magazine’s coverlines compositions. Linguistic feature found in this study is lexical feature, grammatical feature, and poetic and figure of speech. Lexical features found on the coverlines are in the form of noun, verb, adjective, and the use of determiner. The most common noun found on the coverlines are the used of proper noun and abstract noun. The verb that found on coverlines are infinite verbs. The adjectives that found the most is descriptive adjective. And the determiner mostly found on the coverlines are article (the) and demonstrative (this). Grammatical feature that found on coverlines are in form of declaratives, imperatives, interrogatives, and exclamation sentence. And the poetic and figure of speech found on this research is the used of rhyme, alliteration, assonance, superlative and contraction.

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