



**UNIVERSITI TEKNOLOGI MARA (UiTM)  
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**COM363  
PROFESSIONAL PROJECT**

**THE TRADITION OF EXPLICIT IMAGES IN  
COSMOPOLITAN MAGAZINE IN ORDER TO BOOST THE  
SALES**

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**Abstract:** Since magazine often mirror the prevailing attitudes and stereotypes held by society, one would expect the explicit images of women or models in the Cosmopolitan magazine has been accused as the publisher wanted to raise the sale of the magazine. Therefore, the purpose of this study is three-fold: to examine if sexy images that was chosen by editors of Cosmopolitan magazine can boost up the sale. Next, to identify the type of informants that Cosmopolitan magazine is targeting to be their readers. Last but not least, the purpose of this study is to study the acceptance of the society of Malaysia which has opposite cultural belief in the usage of sexy images in this country. In this study, the researchers will be using qualitative method which is an integrative approach to conduct an in-depth interview with the informants in order to answer our research questions by selection of purposive sampling. Furthermore, in-depth interview gives the opportunity to gather descriptive data about people's behavior, attitudes and perceptions. The informants consist of the editor and publisher of Cosmopolitan magazine and a frequent reader of this magazine.

**Keywords:** magazine, explicit images, fashion magazine, sexual appeal, social impact.

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