Time Out for Women Magazine: A New Magazine Prospectus Informed by a Historical Review and Qualitative Study on the Media Uses of Mormon Women

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Abstract
This project uses a qualitative research approach to understanding Mormon women’s uses and gratifications of magazines. The first study provides a retrospective look at the uses and gratifications of readers of the Relief Society Magazine (1915–1970) in order to understand where media targeted to Mormon women has been. Through interviews, focus groups and questionnaires, the study finds the main reasons Mormon women read the Relief Society Magazine was to provide (a) a handbook for daily life, (b) a community, (c) intellectual stimulation, (d) an aspirational ideal, and (e) an escape from daily life. When the magazine ceased publication, readers felt a sense of loss and recognized a need to move on. The second study researches Mormon women’s current uses and gratifications of media, with a focus on magazine use. Through focus groups and questionnaires, the main uses and gratifications of current media among Mormon women include (a) interaction, (b) cognition, (c) and diversion. Mormon women’s media use is also influenced by warnings from others about the dangers of particular media or too much media use. This project then presents the concept and design for a new magazine targeted to Mormon women and seeks to fulfill the needs and gratifications found in the research discussed here.

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Fine Arts and Communications; Communications

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Language
English

From celebrity gossip to magazine covers to memes, media is telling us something, shaping our understanding of the world, and even compelling us to act or think in certain ways. Understand the author’s goal. What does the author want you to take away from a piece of media? Is it purely informative, is it trying to change your mind, or is it introducing you to new ideas you’ve never heard of? When kids understand what type of influence something has, they can make informed choices. Why did they make it? Was it to inform you of something that happened in the world (for example, a
The exploitation of women in mass media is the use or portrayal of women in mass media (such as television, film and advertising) to increase the appeal of media or a product to the detriment of, or without regard to, the interests of the women portrayed, or women in general. This process includes the presentation of women as sexual objects and the setting of standards of beauty that women are expected to reflect. Feminists and other advocates of women’s rights have criticized such exploitation. The media has a patronizing tone of voice because it definitely knows more than we do. More emotions, less thinking. Users from all over the world try to figure out how to steer clear of it. Keeping people uninformed. The media and the government can manipulate a society if the society doesn’t understand the techniques. And this happens due to a lack of education. Chomsky thought that access to information was very different for the elite and the ordinary people. However, times have changed, and the digital era gives us a chance to find any information we need. And education level can’t be a factor here. Encouraging people to like mediocre products.