

Forever young! advertising in women's magazines and their promises of time management

Abstract

In this research, we investigate the beauty industry and the promises related to the maintenance of youthful appearance, specifically how they are disclosed in media targeted to the female audience. Our research proposal is anchored in the analysis of articles and advertisements, surveyed during the year 2011 in three women's magazines of national circulation: Claudia, Boa Forma and Plástica e Beleza. The study of the statements was based on Critical Social Psychology, showing that the media targeted to female public indicates "recipes" and products in which the readers can supposedly improve their lives, their appearances and manage the dissatisfaction related to time effects. We believe it has been possible to give rise to reflections not only about the healthy, beautiful and young body, but also to ask ourselves about the aging vision that the cultural industry provides us with and how we are influenced by it.

Key-words: Social psychology; Body; Woman; Youth; Cultural industry; Advertising.