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THE REPRESENTATION OF MASCULINITY IN MEN'S HEALTH MAGAZINE ON ADVERTISEMENTS: MULTIMODAL DISCOURSE ANALYSIS

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Abstract: Advertisements become engaging media to introduce and promote products. Men as masculine creation become one of interesting visual to represent the product and engage the target market. This study aims to discuss the visual and linguistic elements in the advertisements. In addition, this study reveals the interplay of those elements to make meaning and masculinity portrayal in the advertisements. The data are Nivea Crème, Pond's face wash, Versace Eros perfume, and Skechers shoes. The theory used in this study is visual images by Kress and van Leeuwen (2006) and SF-MDA by Halliday and Matthiessen (2004), supported Generic Structured Potential by Cheong's framework (2004). This research used the descriptive qualitative method. Therefore, it is in the form of words, sentences, and images. The result of this study indicates that the representation of masculinity is changing over time. Masculinity portrayal such as stylish, independence, actives in sport, and character such as adventurous, strong, calm, muscular body are found in the data. The producer uses process material with goal, attributive, circumstance to represent the product to the targeted market.

Keywords: *advertisements, masculinity portrayal, men's health magazine, multimodal*

INTRODUCTION

In this world, two types of human gender, men and women, are created. Men refer to masculinity, while women refer to femininity. The term masculine does not exist without the term feminine as the opposite (Connell, 2005). Every activity carried out by a person will always be judged by others, including different characteristics from gender types. Masculinity refers to men. The portrayal of masculinity could be seen from the appearance, behavior, and activities (Connell, 2005). The view of masculinity is not only reflected by the direct response, but also by conveying the meaning of the phenomenon. Nowadays, masculinity becomes a commodity for many events, such as advertising or mister international pageant (Habib, Ratnaningsih, & Nisa, 2019). Mostly, the masculine is depicted to represent the products, campaign, the issue, etc. Therefore, it can be found in any mass media through advertisement.

The study of masculinity is under a study of gender. The study of gender in the advertisement is introduced by Goffman (1976). He categorized gender stereotypes in advertising pictures in the USA. The representation of men or women is the model, professional role, and gender role in the family portrayed. Nowadays, people tend to consider something that makes them attractive using visual aspects.. Therefore, advertisement is one of the priority sources which provide linguistic and visual elements. Advertisement becomes a popular tool to promote a product to the target market (Goddard, 1987). In the present day, advertisement is not only for promotion references but also for campaigns and information about social matters. Also, advertisement plays a vital role in communicating messages; it becomes part of human life. A product is advertised to make people understand or make awareness to potential buyers through mass media such as television, radio, internet, and magazine..

Many countries have subscribed to one of the famous magazines named Men's Health. Men's Health gives the media guidelines to improve men's life through updated fashion, grooming products, healthy and nutrition tips and tricks, and the newest entertainment. Therefore, it is worth using Men's Health magazine as a media source to represent masculinity. The representation has a function to reveal and explain research through the media which uses printed advertisement. This study used some advertisements that contain masculinity aspects. However, this study did not analyze the magazine as a whole, so it is essential to select advertisements before using them as data.

The research done by Dina and Ariyanti (2017) has the same field. However, they used video advertisements concerning the usage of language features in different gender using Lakoff (1973) and Mulac et al. (2001). Another study by Ningsih, Erna, and Albert (2014) analyzed how the electronic advertisement's linguistic and verbal elements could provide the message using Halliday's theory with Cheong's GSP (2004). They found the positioning of the actors, the colors, and the language used from the two advertisements. Meanwhile, Lubis and Sinar (2014) found the beauty standard depicted in society through selected printed advertisements from two different magazines, the Harper's Bazaar Indonesia and Men's Health Indonesia Magazine. First, they used Gunther Kress in visual images, and then Halliday's metafunctions and Cheong's GSP. The aim is to reveal language in social practice through selected printed advertisement in relation to it.

While, this study aims to reveal each of the visual and linguistic elements and analyze the representation of masculinity in advertisements using Multimodal Discourse Analysis. That is important because masculinity, which is part of stereotypes from social construction, is changing. Therefore, to support the analysis, this study uses the theory from Kress and Leeuwen (2006) for visual images and generic structured potential by Cheong (2004). Then for linguistic aspects, this study uses the theory by Halliday and Matthiessen (2004). It is hoped that this study can provide new options for readers in the linguistic field.

REVIEW OF LITERATURE

Masculinity Portrayal

The stereotype of masculinity becomes an exciting topic because that stereotype is changing and related to social life. Besides, masculinity can be found in any mass media which employ male models to become the brand ambassadors of products. According to Connell (2005), masculinity is socially constructed and dependent on a specific historical time, culture, and local (behavior). The portrayal of masculinity can be seen as how they behave, dress, and show their bod. For example, in the study of gender role in advertisement announced by Goffman (1976), masculinity is dominant, family men, and superior. However, a picture of masculinity stereotype has grown and changed over time. Then, according to Simpson, as cited in Rubio's article (2010), men are depicted as metrosexuals, who work in an urban space with a high salary, narcissistic, attentive to his appearance, and self-care. It is related to the previous study that found *new man* behavior.

For example, it was found that men are known as soft men who know about feminine behavior. Therefore men are more dominant than women (Anggara & Muktiono, 2015). Then men are depicted as active in physical activities (Courtenay, 2003).

Multimodal Discourse Analysis

Multimodal discourse analysis is an approach to multiple modes of communication such as text, color, music, gesture, sound, and image. In addition, it can be related to the social phenomenon or social interactions (Kress, 2010). It is a method of discursive analysis that not only shows how individuals communicate but also how they interact with one another to create semiotic meanings. Thus, multimodal is the study of how multiple communication modes make meaning, yet multimodal refers to field application rather than discipline or a theory (O'halloran Kay L & Bradley, 2012).

Systemic Functional Linguistic

Text is one of the essential things to inform or understand something. However, in the social context, text has limited functions. It can be given in the form of one word, sentence, paragraph, clause, complex clause, phrase, or sound. Then, text can be studied in the SFL approach that focuses on text's meaning (Halliday & Matthiessen, 2004). The first sense of function is in the technical and grammatical sense, in which grammar is known as function, not in clauses. The second is in the whole paradigmatic organization from the grammar functions. The system here is metafunction which has three categories: ideational, interpersonal, and textual (S. Knox, 2013).

The ideational metafunction or representation aims to construe experience of the world. It delivers a picture and allows encoding the meaning of attitudes, interactions, and relationships. Then, the interpersonal metafunction is construing the relationship between the producer and receiver of a text. Again, it allows encoding the meaning of attitudes, interactions, and relationships. While, in textual metafunction, the function of language is construing experience and enacting interpersonal relations (Halliday & Matthiessen, 2004, pp. 29–30).

Generic Structure Potential (GSP)

GSP by Cheong (2004, p. 165) offers a framework to analyze print advertisement through visual and linguistic elements to make meanings. The visual elements are Emblem (the logo), Lead, and Display. Then, the linguistic elements are Enhancer, Emblem, Announcement, Call - Visit information, and Tag.

Lead is interpersonally most silent through choices in position, size, and color (O'Halloran, 2004, p. 165). Lead is Locus of Attention (LoA), which is more noticeable in the advertisement. The goal is to attract people to give attention to the advertisement. The display is known as the characteristic of the Lead. The display consists of Explicit, Implicit, congruent, incongruent (metaphorical) aspects. The display in explicit is related to the tangible object, while Implicit is known as an intangible object. Then congruent realizes the product with no symbol involved, while incongruent realized the product with symbol involved. (O'Halloran, 2004, p. 171).

The emblem is known as the product's logo, and it might be the name of the brand. Thus, the function is to give identity and status of the brand. This framework could be found everywhere. Then, the announcement is known as the most salient linguistic item. Enhancer comprises the linguistic elements. It can be explained more about the announcement, usually in paragraph forms, and smaller font sizes. The enhancer aims to suggest the readers buy the product. Lastly, the tag provides some information that does not consist of the enhancer and usually adds some words to support the information. Thus, the tag explains something missing in the enhancer form. Lastly, Call-visit information is the appearance in tiny print and is non-salient. In addition, the readers can visit the company's address for further information about the product (O'Halloran, 2004, pp. 171–174).

METHOD

This study uses systemic functional multimodal discourse analysis because the data consist of more than one mode (O'Halloran, 2008). Furthermore, the data are advertisements in the magazine which have images and text. Therefore, it is suitable to use qualitative research. According to Cresswell (2013, p. 190), qualitative research is the data analysis that consists of the word or sentence, not in numerical like calculation

or diagram data. Also, the documentation technique is used to collect the data to clear the research questions.

The data criteria are the advertisements that consist of the word *men, male, or for him*. It indicates that those advertisements are formulated for men and represent masculinity. However, the advertisement comes from a famous brand. Then, the model does not always appear in the data because masculinity can be identified by the compositions of advertisement like color, product, the information sentence, size, and position. Furthermore, the advertisements must consist of a minimum of one word to support the representation of masculinity. Therefore, this study analyzed the visual and linguistic elements used in advertisements. Next is the interplay of visual and linguistic elements in the advertisements. Moreover, masculinity is presented in the advertisements.

The data, classified according to the types of advertisement, were taken from Men's Health magazines published in 2015-2016. The data were then analyzed by using Generic Structure Potential proposed by Cheong (2004), Visual Images by Gunther Kress and Leeuwen (2006), and Systemic Functional Linguistics by Halliday (2004) and David Butt (2000).

FINDINGS AND DISCUSSION

Findings

The data are selected from the advertisements in Men's Health magazine. Four advertisements represent masculinity and include in the criteria.



Figure 1. New Nivea Men Crème 2016
 Source: <https://archive.org>



Figure 2. Pond's Men Face Wash 2015
 Source: <https://archive.org>

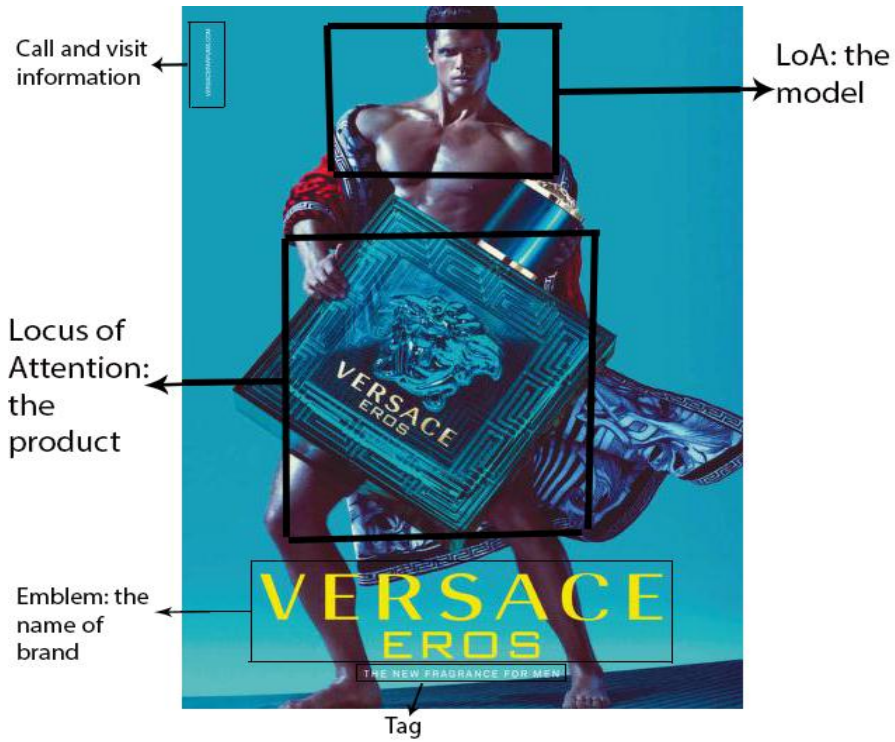


Figure 3. Versace Eros Perfume 2015

Source: <https://archive.org>



Figure 4. MEB Skechers Shoes 2015

Source: <https://archive.org>

a. Visual Element

There are some categories of products, such as perfume, skincare, and shoe products. It is found that the advertisements consist of Lead of Attention, Complement Locus of Attention, and display. It shows that all advertisements have already applied the framework. They employ models to support the advertisements. The model presents dressed well and stylishly in Figure 1 and Figure 2. Even there is depiction as topless and manly in Figure 3 and then active in sports activity like running in Figure 4. Also, the visual section can be found in the color, position, and size of the product in the ads. The gaze of the models depicted in Figures 1, 2, 3, and 4 look forward and has an attractive pose. It is found that the color of the data is various. The first advertisement and the third advertisement applies blue color, but they advertise different product types. Then the second advertisement applies black color as the background and the product with a different color in the text announcement. The last is the yellow-bright dominated on the background of the fourth advertisement. Then the model is pictured to move forward.

Meanwhile, the position of the products is depicted in front of the post. Then, the size also helps to interpret the products, and the purpose is to deliver and describe the advertisement to the target market. Each advertisement will have a different meaning. And then, the display is also applied explicitly through the shown product, and the readers do not need to imagine the product's appearance. It is found that the product in Figure 1 is Nivea men. It is placed on the left-hand side. Then, in Figure 2 is Pond's men face wash. It is placed in the same position as the product. Next, in Figure 3, is the Versace Eros perfume advertisement. It is placed in the center of the advertisement. Last is the Skechers shoes which collaborate with an athlete in the USA as the LoA named MEB. The model is acting like a person who does running exercise. The interplay to make meaning of every advertisement will be explained in the discussion section.

b. Linguistic element

There are announcements, enhancers, emblem, call-visit information, and tag in the linguistic section. However, in the perfume advertisement in Figure 3, the announcement and enhancer are absent. The absence indicates that the producer wants to create a simple representation of visual and linguistic elements. The emblem in figure 3

is the name of the brand, Versace Eros. The producer puts them at the bottom of the advertisement, which means the producer wants to present more detail about the brand.

The announcement in Figure 1 is the producer using imperative demands mood such as in “*Men!*” It seems that the producer wants all male readers to pay attention since there is a new product. The producer uses the ellipsis verb process in the enhancer. It will be explained in the appendix. Next, the primary announcement is using process relation attributive to describe the product as relational experience, and the carrier is the participant carrying the attributes, while an attribute is the something that appears (Butt, David g, 2000, p. 58):

Table 1. Result of Advesrtisement 1 (New Nivea Men Crème 2016)

It	starts	with you
goal	Process: material	Actor
This	is	your face crème.
Carrier	process: relation attributive	attribute

Next, the location of the announcement is at the top center, which is more salient since the producer wants the reader to pay attention to it, same as in Figure 4. Meanwhile, the text uses the pronoun “you” to create a relationship between the producer and the reader. For example, “You can’t beat Meb. But you can join him” these sentences could have meant that there is no competition, but the reader can be in the same position as America’s top marathons named MEB. Finally, the producer uses process material to encode experiences in the external, same as the below (Butt, David G, 2000, p. 51).

Table 3. Result of Advertisement 4 (MEB Skechers Shoes 2015)

You	can’t beat	Meb
Actor	Process: material	goal
But you	can join	him
Actor	Process: material	goal

In the enhancer part, material processes “**Don’t plan on beating** Meb to the finish line were found. **Follow** his lead instead. Meb wears Skechers Go run 4 to run more efficiently and you can too. **Designed** with virtually seam-free upper and our mid-foot strike technology, these shoes **will help** you get your miles in.” Enhancer aims to explain more about the announcement, usually in paragraph forms, and has a smaller font size. Meb, as the model, helps to get the goal and represent the value of a product through the text.

The announcement in Figure 2 is a facial wash product from Pond’s. Then in linguistic elements, the tag #getRecharged indicates the product is one of men’s daily kits since it can bring a new freshness to their faces after the outdoor activity. Next in comp. LoA, there is a *deep clean* phrase indicating that men’s skin will be cleaner and brighter after using the product. Therefore, this product is needed. Also, in this advertisement, the producer uses process-relational to encode relationship belongs to the attribute (Butt, David g, 2000, p. 58)

Table 3. Result of Advertisement 2 (Pond’s Men Face Wash 2015)

Pollution out	face wash	for bright + energized skin
Process: relational	Attribute	goals
An anti-pollution	Breakthrough	from the Pond’s institute
Goals	Process: material	Circumstances

Another announcement contains a material process "**with activated** carbon and coffee bean icy scrub." Again, the producer wants to show the benefits of the product. In addition, the word *new* is found in figures 1,2,3,4, describing that these products are newly released and become something important for men as a specific target market during 2015 – 2016 in Men’s Health Magazine.

Discussion

The Interplay of Visual and Linguistic Elements and Masculine Portrayal

Generic Structure Potential by Cheong (2004) and Systemic Functional Grammar by David Butt (2000) are already applied above. In this section, the relations between

visual and linguistic elements are discussed. The portrayal of masculinity is blended with the analysis. There are some interplays that make meanings with more than one modes. The aim is to share the messages to the readers.

In the first interplay, the male model's presentation is depicted as alone and independent, which is different from what stereotype of portrayal men as family men (Goffman, 1976). The model as LoA is known as a symbolic attributive process (Kress & Leeuwen, 2006). The models help explain and describe the product to the reader.

In Figure 1, the LoA model wears a blue shirt unbuttoned similar to the picture the background and the product. Then in Figure 1 and Figure 2, the models give an attractive pose and direct gaze with smiling, offering the product to the readers. A position of the LoA model is on the top right side, which indicates that the model is the most salient picture and the model looks already applied the product in his skin (Kress & Leeuwen, 2006, p. 178). The LoA: model is placed under the emblem (the logo) in Figure 1 and Figure 2 to show that the model supports the emblem: the brand logo. The producer wants to tell the readers that the look of fresh and active like the model is the way men should have. According to Kress and van Leeuwen (2006, p. 180), the product placed on the left-hand side means the reader has known the product well. It is a proof of the appearance of the emblem.

While in Figure 2, the primary announcement *pollution out* as process relational relates to the LoA model picture depicted like *oiling out* and supported with enhancer which explains experience belonging to the product or attribute (Butt, David g, 2000, p. 58). Those elements are created to convey a message and reassure the reader about the product. According to Kress and van Leeuwen (2006, p. 233), the usage of black color background aims to highlight all information on the advertisement. Black color or darker with high saturation can be used to show the value and convey adventurous characteristics for men. The LoA model shows it wears a shirt and leather jacket with the black color. Therefore, the text part has different colors, such as in Figure 2 and Figure 4, indicating the producer wants to make intensive engagement between the product and the target market. While the LoA model and Comp. LoA product has the same position indicates that they have the same important message and value.

Then in Figure 3, the famous model as the LoA named Brian has acted like carrying the big perfume in his hand with his chest and muscle. It indicates that muscular

men have the physical strength to protect them and look strong as masculine characteristics (Connell, 2005). The strong can be described as characteristic for the Emblem: product, Versace Eros. The depiction of LoA model connects with Eros, who was the Greek god of sexual attraction mythology. The portrayal of Eros was a badly behaved nude boy but had an erotic and romance character (Reed, 2013). At the same time, this advertisement indicates sexuality portrayal since the model exposes his chest. Also, the LoA: model tries to introduce the product with the tagline, the new fragrance *for him*, indicates that the perfume is made for a special person. The product's position under the LoA model indicates that the producer wants to show the product's detail (Kress & Leeuwen, 2006, p. 187). It is related to color meaning. The usage of blue color indicates that the producer wants to deliver characteristic of cold and calmness through the LoA models (Kress & Leeuwen, 2006, p. 235). In addition, the character of color blue means that people have a strong opinion, which can represents men's character. At the same time, the color blue has been used in Figure 1 and Figure 3.

The following interplay is in Figure 4. According to Kress and van Leeuwen (2002, p. 358), yellow color has characterized a modern, active person who has a wide field of interests combined with Skecher's shoes. The announcement *beat* as process material relates and connects the same as the acting from the LoA model, a top marathon athlete from the USA. The usage of material process indicates that the producer wants to tell the experience about the product (Butt, David g, 2000, p. 51). The producer represents that men should behave as active in sport. The product is displayed on the bottom left-side page indicates that the product is famous for the reader. This position means the producer wants to show more product specifications. While the model is pictured move forward under the announcement. It indicates that the producer wants to explain the direction of action and it is called as Real (Kress & Leeuwen, 2006, pp. 180–187). Then, the usage of the pronoun *you* or *your* in Figure 1 and Figure 4 creates a friendly condition between the producer and the male readers and then conveys the value of masculinity activity.

While Connell (2005) said that masculinity is not feminine, the product such as crème and face wash breaks the stereotype. It proves that the traditional masculinity stereotype, which is the behavior or appearance. It can be changed into new masculinity according to the time, especially in the media (Edwards, 2005). Nevertheless, the body

cannot change, so that the models must be male. Furthermore, the text sections give information that these products are formulated for men. Therefore, the interplays between visual and linguistic from different positions, colors, sizes, texts, and models are helpful to find the representation of masculinity from advertisements.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The advertisement is the media for representing the product, news, and stereotyping about social construction. This study reveals masculinity through advertisements in Men's Health magazine. First, visually, Locus of Attention was found in either the model or the product. Most of them are famous people who become attributive to support its product. Then, emblem as the logo of the brand which appears in all the advertisement. While in the linguistic part, announcements, tag, call and visit information and enhancers are found even though the enhancer is absent in the third advertisement, perfume. Also, the producer puts process material and relational to engage the attention of the target market. Then the product such as crème and face wash are advertised in many media and become trust issues that connect to the men's needs. Therefore, the producer makes an attractive advertisement and uses some visuals and texts to describe the product. However, the portrayal of masculinity could be seen in their appearance or behavior. It is found that *new men* are starting to take care of their faces and bodies. It is relevant to the model's action with modern style. In addition, there is a model who shows his muscle to support the masculine portrayal. The character, such as strong, alone, independent, cold, active in physical activity, and adventurous, is supported by the colors choice as semiotic meaning, position, and size help to interpret the product in advertisements.

Suggestions

Advertisement becomes engaging media to give information or entertainment. Even stereotypes in social construction could be found there. As it seems in the finding section, it is interesting for the students in the linguistic field to know the meaning of advertisement through the interplays of visual and linguistic elements. Then, for the next researcher, this study can be used as a literature study. Especially for those who want to study multimodality more deeply. Afterward, multimodality is about visual and linguistic,

and sounds or movement video graphic can be analyzed as long as the data are video. In contrast, this data are in the form of printed advertisements. The last, it is hoped that this study can inspire the next researcher to know more about multimodal discourse analysis.

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