

The Evolution of Popular Magazines in Mass Communication

Paul Butland

Mairi Richter

CMNS 2160 (01)

Department of Journalism, Communication and New Media

Thompson Rivers University

March 20, 2022

Introduction

This proposal will serve as an outline for my final assignment. The mass media of popular magazines has evolved over the last century, and there have been many historical importances and changes over time. Print media such as popular magazines provide articles on entertainment profiles and are generally immaterial for the reader because they are written on the era's popular culture. My final assignment will focus on key details of popular magazines in the media over the past hundred years and their impact on the world around us.

Key Events (Focus)

My final assignment will compare popular magazines from the past century to the modern world and discuss the contrasts of these changes. I will be identifying how this type of communication media impacts our culture.

Key Debates and Controversies

This report will identify points of conflict in the popular magazine industry over time; digital formatting is gradually replacing this type of print media. This will eventually result in a significant change in how people read and purchase magazines.

Key Events and Contrasts

My final assignment will focus on two significant developments in the history of popular magazines through the media: the advancement of print magazines in the 20th Century and the growth of digital format in the 21st Century. The report will also address the differences between how print magazines are read and distributed and digital forms.

Research Methodology

The research will be gathered through online and scholarly sources. The project will conduct a review of critical events in popular magazine history throughout the past 100 years and compare the development of various formats of distribution to readers worldwide. Information will be gathered through the TRU online library and Google Scholar. Any additional research will be accessed through online journals and articles. A schedule and timeline for the research proposal are included. This task will take approximately two-three weeks to complete.

Schedule and Timeline

Mass Media Assignment Due April 15, 2022	Week 11	Week 12	Week 13
Conduct Research			
Organize Research			
Form Outline			
Import Info to Outline			
Edit Assignment			
Complete Assignment			

Annotated Bibliography

Haveman, H. (2015). *Magazines and the Making of America: Modernization, Community, and Print Culture, 1741-1860*. Princeton: Princeton University Press.

<https://doi.org/10.1515/9781400873883>

In this book of cultural sociology, Haveman analyzes how magazines in American colonial times led to a modern age of culture in the United States. It is comprehensive in that it discusses how magazines empowered faiths and organizations, building a nation through interest groups with a common background while bridging differentiated communities. It further details how magazine print publications helped construct American society during the colonial period and how this media has become a popular culture industry. This particular annotation does not reflect on the author's opinions or research.

This source will be helpful for my project as it outlines popular magazine culture during the American colonial period and explains how it developed into an American culture industry for magazine readers. This book supplies information on the history of magazine backgrounds in the United States and its effect on popular culture. Finally, this source will outline how the history of popular magazine culture has changed throughout the past 150 years.

Kitch, C. L. (2005). *Pages From the Past : History and Memory in American Magazines*. The University of North Carolina Press.

In this eBook of journalism based on the author's research, Kitch explores the history of popular magazines in American culture during the 20th century. Kitch thoroughly examines the role of journalism in magazine culture in over sixty publications, and details how it created memories and identity for Americans. In addition, she discusses the role of race in counter-memory, the lasting impression of celebrities in American culture, and important events in American history, such as September 11, 2001. This particular annotation does not reflect the author's views, opinions or usefulness of the writer's research.

This source is relevant to my project as it outlines the history of American magazines during the 20th century and how this type of media impacted American culture. This source provides a timeline on how popular magazines of the 20th century have advanced and changed throughout the history of the United States, which is a major factor in my project.

McDonnell, A. (2015). Remake, Remodel: Women's Magazines in the Digital Age. *The Journal of American Culture*, 38(2), 180.

In this journal of American culture, McDonnell discusses the rise of digital women's magazines in the late 20th and early 21st century. She provides a comprehensive exploration of the revolution of popular magazines like the women's genre and the industries' attempt to adapt to the digital format of the modern era. McDonnell's journal also points out how this shifting media landscape is changing labour organizations and the professional identity of women's magazines in popular culture. This particular annotation does not reflect on the author's views or the usefulness of the person's research.

This source analyzes the development of popular magazines in digital format from print media and how this revolution transformed American culture in the late 20th and early 21st centuries, which are the key time frames I will focus on in my project. Further, it compares genres such as women's magazines and how this type of media has changed from print design to digital format.

Conclusion

This mass media analysis will compare popular magazines in the 20th century and discuss how changes in this type of media have changed over time. Areas of focus will include the development of print magazines and the growth of digital magazines in the past thirty years, and how this new method is replacing the old format of reading. This essay will outline differences between the two forms and how digital magazines are read and distributed.