

Sexist Discourse in *Cosmopolitan* and *Men's Health* III.

Abstract

In the academic disciplines of sociology (gender studies) and applied linguistics (critical discourse analysis) there is a lack of research that fuses together sexism and critical discourse analysis (CDA). This thesis presents the Mexican editions of two North American magazines, *Cosmopolitan* and *Men's Health* targeted towards middle-upper class Mexican youth. The purpose of this thesis is to provide an example as to how one article from each magazine use specific lexicon, sentence and discourse structures to construct stereotypical gender ideologies and identities in relation to relationships and sex. Another purpose of this thesis is to present these findings to the habitual readers of the magazine so that they may critically question and negotiate what they believe is sexist discourse and if they decide to accept it or reject it. By providing an alternative point of view from the traditional gender ideologies, this may help to reduce manipulation that might occur between the magazine companies' and its readers.