

POINT OF VIEW:
EXAMINING THE MAGAZINE INDUSTRY STANDARD

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ABSTRACT

Point of view permeates every aspect of magazines. As a relatively modern concept, the journalistic device went previously unstudied in scholarly form. The research question, “How and why do U.S. consumer magazine writers and editors establish point of view in their publications?” was posed to 11 magazine professionals, including writers and editors, using in-depth interview techniques. What emerged was a definition of the concept: Point of view is a journalistic technique found primarily in magazines that incorporates framing, explanatory journalism, tone, voice and analysis. Apart from framing theory, the concept of pragmatic objectivity and the history of the medium were used to better understand point of view.

Editors and writers were divided into five groups: high-end general-interest publications, newsweeklies, city and regional magazines, niche publications and men’s and women’s magazines. Two individuals were interviewed from each category, except for high-end general interest, which had three participants. Participants included the voice of the movement, Richard Stengel of *Time* magazine, as well as David Von Drehle of *Time*, John Byrne of *BusinessWeek*, Lauren Collins of *The New Yorker*, Garrett Graff of *The Washingtonian*, Vanessa Grigoriadis of *Rolling Stone*, *New York Magazine* and *Vanity Fair*, Justin Heckert of *ESPN The Magazine*, Tom Junod of *Esquire*, David Katz of *Esquire*, Todd Purdum of *Vanity Fair* and Scott Stossel of *The Atlantic*.