**The Evolution of J-14 Magazine**

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**The Evolution of J-14 Magazine**

 If my memory serves me right, I read the J-14 magazine until a decade ago – in 2013. It was among the popular magazines appealing to teenagers during that period. J-14 magazine debuted in the early 21ST century (2001) and contained controversial news, including the latest fashion trends, celebrity rumors, and Q&A, which many teenagers were interested in learning (Koerner, 2005). Additionally, the magazine had a membership option that gave teens access to extra features such as detachable glossy posters, "Life's Big Questions Real Life," and Guy Guide

 To be precise, the magazine was established in 1998. It released its initial issue in January of the same year. The publishing enterprise that founded J-14 magazine, Bauer Publishing, was based in Englewood Cliffs, NJ. Also, the company contributed to the In Touch Weekly publications. J-14 publications catered to young people between the 11 and 16, who were barely into their adolescence and were primarily passionate and fascinated with boy bands as well as upcoming young celebrities, including One Direction, Taylor Swift, Selena Gomez, etcetera (Koerner, 2005). The audience could use the surveys in this issue to learn more about these celebrities' interests, personalities, as well as the most recent trends in fashion from the 2000s. As opposed to alternative magazines targeting a more mature audience (adults) and included more adult-rated content that was uninteresting to adolescent readers, the J-14 magazine was the most appropriate since most parents were against their children engaging and reading such adult-rated magazines.

 With technological innovation and advancements, people can now access and read up-to-date and recent celebrity rumors on news sites like Facebook pages, Instagram, and ET; maintaining conventional publishing methods has been a struggle. However, J-14 is still operational and publishing. Unfortunately, more magazines and publications have gained a competitive edge, thus making J-14 magazines less popular among teenagers. Interestingly, even with these emerging and subscribed platforms being widely used as sources of information and news, the corporation still allows the audience and viewers to subscribe to its issues. This approach contrasts previous years where the company did not require its audience to subscribe in order to access its content. The publications can be found on J-14'S online platform, Amazon, and the magazine store.

An interesting concept is that the company appears unchanged from when I last saw it, except that it now has a polished appearance and is increasingly centered around content that appeals to older adolescents of up to 19 years. The fashions have significantly changed over time, but they ooze minimal feminine vibes and add elements that appeal to adults. The magazine continues to include the sexiest fashions, including celebrity-inspired looks and advice on how to dress and find reasonably similar.

Additionally, thanks to trendy fashions, increased marketing, and new cosmetic trends, teen magazines have significantly impacted America's popular culture. However, there is also the detrimental effect that these magazines inflict on teenagers as well as young adults. They present unrealistic expectations of beauty as well as expensive fashion styles for young people. Thus, they stimulate their audience to believe they can accomplish what they see in the issues. Also, they tend to reduce the audiences' self-esteem and sense of self-worth, thus adversely impacting children's emotions and perceptions at a young age.

**Reference**

Koerner, B. (2005, March 18). *A Tabloid for 'Tweens*. Slate. <https://slate.com/culture/2005/03/j-14-a-tabloid-for-tweens.html>