

# CHAPTER I

## INTRODUCTION

### 1.1 Reason for Choosing the Title

The development of mass media nowadays is quite obvious. The development covers many aspects including the variation of qualities, forms, shapes, sizes, purposes, contents, and also target audiences. The keyword of mass media (<http://en.wikipedia.org/wiki/massmedia>) is 'very large audience'. The term refers to population of relatively big area such as cities or even a nationwide. What the writer can draw from that kind of notion is that, *Olga! Girls Magazine* is also one of mass media, since it has the effects and circulation to a large number of audiences.

Basically, there are four functions of mass media towards culture: surveillance, correlation, transmission, and entertainment (Laswell, 1948). *Olga! Girls Magazine* can be classified into the last criterion. Entertainment is the main purpose of the magazine. The reason is quite simple. There are piles of entertainments nowadays but only few containing educational messages. *Olga!* tries to insert educational element in the articles issued.

One of the writer concerns is that teenagers are not likely active readers because active readers can be identified by the following criteria. Active readers are always selective in choosing the media they read. They also only read media in order to fulfill a particular interest. Active readers

