

Topic: "a Program about fashion on modern Russian TV: a functional analysis"

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The relevance of the research topic due to the active process of "integration" of fashion in the media space, which today have gone far beyond the gloss and is actively exploring new horizons – television, radio, the Internet. Despite this, in theory, journalism is no existing system of ideas about fashion journalism as an independent field of journalism. This problem is compounded by the pace of development of the fashion, the dynamics of which does not allow to consolidate the conceptual apparatus of fashion journalism, constantly updating it with new terminology income. In such circumstances aktualisierte tasks specifying the place of fashion journalism in the system of adjacent identical categories; the specificity of its concepts; determine the essential characteristics and laws of functioning in the modern media space.

The object of study – a program about fashion on Russian television in the modus of their functionality.

Subject of research – the concept of the cultural-educational program "Fashion world": the functions, objectives, promotion strategy.

The aim of this work is to identify key socially important functions of programs about fashion and how they can be used to enhance the qualitative component of the "fashion" segment of the modern domestic television.

Achieving this goal involves the formulation and solution of the following tasks:

1. to describe the process of formation and stages of development of scientific views on fashion journalism and its functional capacity;
2. to define the basic functions and dysfunctions (social implications) programs about fashion as part of the essential structure of the television;
3. to provide an outline to identify features and key problems of functioning of programs about fashion on modern Russian television;

4. to develop for Russian TV channel the concept of socially significant cultural and educational programs about fashion and propose a project plan for its implementation.

Approbation of the work. Key issues and conclusions of the study were presented at the IV all-Russian scientific-practical conference "Organization and control of communicative processes" (Pyatigorsk, PSU, April 20, 2017). Following the presentations were prepared by the scientific publication of the author on the theme of "Fashion and journalism: spheres of interaction and the format of interaction" (Pyatigorsk, PSU, 2017), placed in the scientometric database RSCI.

The structure of the work is determined by the purpose, objectives and internal logic of the problem under study and consists of introduction, two chapters, which include 4 paragraphs, conclusion, bibliographical list of references, containing 94 source, including 25 of them in foreign languages and 2 applications. The total amount of work is 72 pages of typewritten text.

Conclusion: today most people have the concept of fashion continues to be associated with the dominant for a short period of time manner of dress, or change some of the standards of the other culture. However, modern fashion is not limited to clothing - it permeates the whole way of human life, covers a wide range of phenomena - the economy, politics, musical and literary passions, speech, manners, ways of communicating. The scale of this complex and multifaceted phenomenon such that it is difficult to call this region the socio-economic and cultural life were affected by his influence. And as a total, and dominant for a certain period the phenomenon of fashion deserves the most serious relationship.

The project concept was defined and justified in the name of the show is about fashion ("Fashion world"), its thematic focus (cultural transmission), genre (documentary gear), frequency, duration, and target audience.

The main stages of the project, described in detail in Annex 1, steel 1) substantiation of the concept of live TV, 2) analyzing its competitive advantages, 3) definition of the General concept, 4) development of examples of topics cycles documentaries, 5) ways to market. In our opinion, the complex implementation of these conditions and the proposed areas of work of the program "Fashion world" can become not only an important tool for socio-cultural education and education

of the society, and (subject to the necessary requirements for quality of content, diversity and according to the information needs of the target audience) will enhance the status and rating of any TV.