

## SUMMARY

Topic: « Fashion journalism: topical problems of formation and development prospects», Author: Koroteeva Julia  
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**Key words:** fashion journalism, print media about fashion and lifestyle, high fashion.

**Topicality:** Many issues associated with the term of fashion journalism can be categorized as ambivalent because fashion journalism established as an existing objective group, but has not yet emerged subjectively. Fashion journalism in Russian media market is mainly presented by magazines about fashion and lifestyle, focused on weaker sex with a certain lifestyle appropriate to their material prosperity.

Internationality of fashion press is built on a unity of interests of its audience to the news from the world of fashion industry, which limits elite periodicals with the scope of fashion.

In magazine market on the contrary started to form a circle of fashion publications which return elitism from just a consumption and a high fashion world to the area of social thoughts, the world of art and a culture. This corresponds to the Russian cultural model and fits into the context of the development and maintenance of the national press and on the background of formed Russian lifestyle and lack of appropriate ideology it became extremely relevant.

Despite all these facts, the work of Russian fashion publications is not reflected in works of local researchers.

Actuality of this study is the need for understanding and typological profile fashion media features, characteristics of the model, the study of the theoretical and practical aspects of the functioning of this type of publication in the modernization of society.

Topicality of research is consist of need for reflection typological and profile features of fashion media, study theoretical and practical aspects of the functioning of this type of publication in the modernization of society.

**The aim of the work** was to study the historical past and the formation process of journalism fashion, to analyze of the state and degree of development in the modern world.

To achieve the objectives were formulated and solved a number of the following **the goals of research:**

- To examine occurrence preconditions of fashion journalism and to identify factors of development;
- To specify typological identification of fashion media
- We acquainted with the major trends of further institutionalization of fashion journalism in modern media discourse
- To develop a set of recommendations for further development of fashion journalism.

**Theoretical and practical significance:** Theoretical and practical significance of the study lies in the fact that the work is one of the first comprehensive studies block the main problems that are associated with the development and operation of domestic fashion journalism.

**Results and recommendations.** It should be noted that the problem of the status of fashion-journalism as an academic discipline is one of the most pressing.

If fashion journalism as a specific type of activity is widespread, the question of fashion-journalism as a science is still controversial.

In this regard, it becomes relevant to study the history of the fashion-journalism as a science, its subject matter, objectives, methods, and other places in the system sciences.