

THE CONCEPT “LIFESTYLE” IN THE FORMAT OF A GLOSSY MAGAZINE

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The article is dedicated to the conceptual content of the new type of edition in the Russian media sphere, a glossy magazine. The aim of the article is to demonstrate the frequency of the concept “lifestyle” and transformation of its semantics in authors` columns of the leading columnists of such journals in the conditions of decline of living standards, caused by economic problems. To achieve this goal the method of discourse analysis and a questionnaire survey were used. The sample consisted of 300 people, who were offered 120 texts in the genre of an author`s column. The results gave us a possibility to assess the personal influence of women journalists of the most popular editions and also rhetorical devices and expressive means of texts that predetermine their effectiveness. Functioning of glossy magazines in the Russian media market complicates the situation with the declining living standards; as a result, stimulation of buying luxury items becomes more of a negative, than a positive practice in the eyes of the population. Thus, journalists face the demand of changing the contents, and, first of all, that of authors` columns. It is important for a columnist of a glossy magazine not to make the reader eager to buy things and spend money, but make for taste, knowing measure, ability to choose necessary, not extra things, that is, to cultivate civilized behavior as a lifestyle.

Key Words: glossy magazine, lifestyle, life quality, expressive means of a text, author`s column.

INTRODUCTION

“Lifestyle” is one of the most popular categories elaborated by Western esthetics (SchifSnan: 1997). A survey of English-language scientific literature makes it possible to observe a multi-dimensional analysis of the concept “lifestyle” that seems to be a separate ethical and cultural phenomenon, having its own conceptualization, its own developmental history, semantics, philosophical and esthetic contents and its functional milieu (Abrahamson, 1995). A group of large non-politicized media companies among whose assets magazines LS are the most important (multipage, full-color editions with glossy covers, offering visual and textual information about new fashion, cosmetology and pharmacology items, items of rejuvenation, advice of psychologists, stylists, interviews with people who have made a success in high fashion and show business). The general aim of various glossy magazines is to form people`s worldview in the conditions of everyday life becoming more esthetic. These magazines create a gender world-picture and help to be oriented in it, offering rules of effective behavior at work and during leisure

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time. They teach readers to take care of their physical and psychical health, look and feel young, live a happy life; they enrich style preferences. The enumerated topics can be defined as a package of services of the glossy magazine, the contents of which is at the same time a mechanism of enhancing of everyday practices in a society oriented at exuberant consumption. However, in our modern situation stimulating buying luxury objects seems a negative and not a positive practice to our population, because the quality of its life is constantly declining. Thus, journalists have an aim to transform the contents in the unfavorable economic situation.

Now we can say that the market of glossy magazines is going to face changes connected with the ratification of the amendments to the Mass Media Law about the limitation of a possible share of foreign shareholders in the capital of a company to 20% and the prohibition of creating new media with participation of foreign capital. Many Russian media holdings will have to change the structure of the groups of their founders and shareholders. For example, LLC "Fashion Press" that publishes "Cosmopolitan", "Domashniy Ochag", "Esquire", etc., is owned by "Sanoma Independent Media" and American "Hearst". A share in the newspaper "Vedomosti" (close joint-stock company "Business News Media" is, according to what the editors themselves say, owned by "Sanoma" and American companies "Dow Jones" and "FT Group" in equal shares. LLC "United Press" (magazines "Men's Health", "Women's Health", "National Geographic") wholly belong to "Sanoma" through three legal bodies: "Cyprian IMH Media Limited" (60,71%) and Dutch "Independent Media Holding B.V." (38,89%) and "Independent Media B.V." (0,39%). In the publishing holding "RBK" and the close joint-stock company "RBK-TV Moscow" there is a share of the Cyprian company "Pragla Limited" (more than 50%). The close joint-stock company "Axel Springer Russia" ("AS Russia") publishes a Russian version of "Forbes". The founder of this company is "AS Osteuropa", an affiliated company of "Axel Springer". The holding "Hearst Shkulev Media" publishes "Elle", "Marie Claire", "Psychologies", «Antenna TV-7», a TV-guide, "Maxim", a glossy magazine for men, and other magazines in Russia. 100% of LLC "Hearst Shkulev Media" belongs to the Cyprian LLC "DMC. Diversified Media Company Limited". "PM Web Limited", a company registered in Cyprus, owns the holding "Rambler & Co." (media creator "Rambler", magazine «Afisha», online editions "Lenta.ru", "Gazeta.ru", Championat.com, the platform of Live Journal, etc.).

The bill is formulated in the way that it does not permit Russian beneficiaries to own media assets through foreign structures (for example, Publishing House "Kommersant", holdings "RBC" and "Rambler & Co."). On the other hand, foreign beneficiaries cannot maintain control, if Russian legal bodies are registered as owners instead of them.

Modification of the market cannot but influence the conceptual contents of glossy magazines on lifestyle and fashion. The mainstream of institutionalization

of media discourse is introduction of new meanings that are adequate to the economic situation, to the concept "lifestyle".

METHODS OF RESEARCH

The experiment was aimed at defining the direction of transformation of the contents of glossy magazines keeping in mind the declining of the quality of life of the population. Five magazines were chosen, in which columns are written by popular and authoritative columnists with strong personal influence: Alyona Doletskaya, Kseniya Sobchak, Evelina Khromchenko, Kseniya Buryenina and Viktoria Davydova.

A questionnaire survey of 300 students of higher educational establishments of St Petersburg was conducted. They were asked to answer "yes" or "no" to a number of questions, connected with the contents of the examined journals, and to estimate 120 texts of these authors' columns according to a 10-point scale from the viewpoint of adaptation of lifestyle to the present economic situation and forming the need to buy new things (consumer electronics, cosmetics, leisure activities).

The Discourse analysis showed frequency and semantics of the concept "lifestyle" as the mainstream of transformation of the contents in unfavorable economic conditions, when the quality of life is declining (Table 1).

TABLE 1: DISCOURSE ANALYSIS RESULTS

<i>Author of the text</i>	<i>Rating</i>	<i>Frequency of the concept "lifestyle"</i>	<i>Personal position (evaluation)</i>	<i>Personal influence</i>	<i>Correlation with the economic situation</i>	<i>Degree of trusting the author</i>
Doletskaya	10	112	10	10	8	7
Sobchak	10	116	10	10	9	6
Khromchenko	10	120	10	10	10	10
Buryenina	8	81	5	4	2	1
Davydova	5	67	3	2	1	1

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Before 1991 the functions of Russian women’s magazines included critic of American and European editions that advertised expensive things as means of constructing the lifestyle known as glamour. In the context of this critic the idea of The Soviet way of life was established: “The democracy of our social life, our social everyday routine does not leave any space to tasteless luxury, sheer decoration, that is, to trying to make all things and all that surrounds us, look “rich” Our society fully rejects such an understanding of “beauty”, that was born in the epoch of capitalism, when the word “beautiful” meant “rich”. In our days we should clearly differentiate real beauty and shallow loveliness. We should fight with the bourgeois worshipping of expensive things that are sometimes devoid of real beauty” (Cantor, 1963: 15).

A famous Russian researcher of journalism and communication A.A. Grabelnikov states that that journalism has lost its positive influence on the harmonious development of a personality lately; in particular, on the attention to luxury items. The society is split into two parts, the rich and the poor, the state does not do any effective work to consolidate it. Consequently, the feeling of unity, of a single native land, is also lost. An individual has become single, his/her connections with the state, his/her feeling these connections has weakened. Nowadays Russian society needs a common national ideology, more than ever (Grabelnikov, 2001: 110, 111).

Mass media can strengthen existing norms, form new norms (touching upon the existence of unfamiliar spheres of activity) and change them radically. This observation is especially actual when the press addresses ideological or ethical statements, national or religious problems and other ideas, that belong to a person's worldview (Korkonosenko, 2011: 29; Missonzhnikov, B.Y., Teplyashina, A.N., 2014: 41, 78).

In our opinion, to understand the phenomenon of influence of a glossy magazine, it is necessary to deal with the concept of expectations. It is characteristic of human mind that definitely formed flows of information have probable influence on the subconscious. Such an information (that is identical to promises) has been called "expectations". The concept "expectations" is of considerable importance in forecasting of behavior of people and communities (and, consequently, of events). A glossy magazine makes everyday life more beautiful, imparts the feeling of a "holiday" into it, makes readers participants of what happens to media persons, keep them aware of events.

Sociology has a number of concepts that characterize ideology as a set of value discourses, spread by different media (Althusser, 2000: 31-38). For example, it is characteristic that former Soviet republics changed their attention to the values of the bourgeois way of life, under a certain influence of journalism (Althusser, 2000: 41). From the economic point of view, the press becomes a sphere of profitable investment, and the profit becomes a stimulus of activity and a criterion of success (Althusser, 2000: 57).

In the mid-1980s perestroika opened a way to cultural and trade exchange with the West, that relies on strong expansion of the ideology of consumption. "Consumption is a modern phenomenon, characteristic to a society of abundance, - wrote J. Baudrillard, a French philosopher. - Consumption is a deep and intensive process of choice, organization and regular change of household items, in which every member of a society is a participant" (Baudrillard., 1999: 3). This definition helps us to understand the attention of business to glossy magazines as agents of the advertisement strategy of corporations.

Business expressed vivid interest in mass media. Women's magazines were the first to become the center of publishing industry, their look, the technology of their edition and the structure of their ownership change. They give up the propaganda of the Soviet way of life and discussions of labor and education, and based upon the materials of Western glossy magazines, spread the ideology of consumption, that is not typical for their country. The first glossy magazine "Burda" begins to be edited in the USSR, it becomes a strong competitor to Soviet women's magazines. Then the public became acquainted with other brands, including powerful transnational projects, such as "Vogue", "Cosmopolitan", "Marie Claire", "Elle", "Harper's Bazaar", "L'Officiel", "GQ", "Esquire", "Playboy", based on symbolic values of Western European and American culture. In the 20-year period

of their existing in the sphere of Russian media, they have considerably influenced the public, changed the mentality and formed a new ideology.

The dynamic of publishing business demands a scientific classification of various magazines. In the first quarter of the XX century, this work was begun. In the Encyclopaedic Dictionary of F.A. Brockhaus and I.A. Efron a big article is devoted to a typology of magazines; in particular, they stress the difference between Russian and foreign editions: "Foreign editions, that correspond to ours, can be divided into three categories: 1) monthly editions with mixed contents, that contain belletristic literature, popular scientific and critical articles and reviews of current political, social and literary events; 2) weekly magazines for family reading, abundant mainly in Germany and England, in most cases illustrated, with much staff for easy reading; 3) special editions dedicated to different branches of science, that are usually published four times a year, sometimes monthly or weekly. Some English editions stand apart; most of them are quarterly editions of political parties. Foreign journalism has many features in which their editions differ from Russian ones. Their quantity is usually not so large; their aim is not to be instead of books, but to give people a possibility to follow the current life or to give some material for easy reading. Mainly newspapers have some political meaning; many magazines, especially popular ones, are known for their unscrupulousness, especially those of the type of English "*magazines*", various content of which is characterized only by its being interesting to public. That is why the role of journalists in social development is less important abroad" (Mazayev, 1892: 112).

DISCUSSION

Certainly, the author of the article in this famous dictionary underestimated the influence of European journalists on the development of the Russian press, maybe because he was not acquainted with scientific works on the history of foreign press. The famous work "General Press History" by L. Salamon was edited in St Petersburg a bit later than the Encyclopaedic Dictionary of F.A. Brockhaus and I.A.Efron. Other works belong to a later period (Friche, 1892).

A.I. Akopov thinks the merit of the first periodic scientific journals is that they had special issues in different scientific branches formed a journal/magazine as a type of periodic edition, a separate and important element of culture (Akopov, 2002:183). The uniqueness of a journal/magazine as a type of edition is that it is addressed to certain categories of readers; the appearance of each new edition shows us some degree of maturity of a definite social group. A journal/magazine is a kind of indicator of a particular need in constantly changing information on a certain problem or topic", - states L.V. Sokolskaya (Sokolskaya, 2006, '2: 218).

Characterizing magazines as a kind of print media, M.I. Shostak writes, that they "publicly demonstrate and discuss opinions of various layers of the society, present problems and peculiarities of functioning of state structures, scientific and

cultural establishments, separate organizations < >, meeting private interests work to enlighten the society, to popularize science, to organize leisure" (Shostak, 2007: 79). The main functions of printed magazines, teaching, informing and entertaining, could be definitely seen in the XVIII century, established themselves over the next centuries and still exist nowadays. In the course of historical development of the society, these or that editions came to the fore. If the task of enlightenment prevailed at first, nowadays the other two tasks are in demand that is connected with sociocultural transformations of two historic periods going one after another, following the change of values and social norms.

RESULTS

The views of St Petersburg school of journalism on the typology of mass media present a methodological basis for marketing media activities in segmentation of the public and presenting the informational product on the market. Basing on the research of the typology of mass media, glossy magazines can be expediently classified according to:

gender – for women and men;

territory – international, Russian; regional, city;

thematic:

Luxury (LifeStyle, fashion, travel);

Celebrities (stars, whose life is unattainable, but worth copying).

Celebrities are famous media people, constantly seen on the screens of television and cinema, that influence the way of life, behavior and even style of common people. Glossy magazines quickly and eagerly took advantage of the opportunity to make American and European people interested in stories about beautiful life letting celebrities come to every house and become accessible... Such magazines were not very popular in Russia, as many of them contained translated materials about the life of foreign celebrities, most of whom were unknown in Russia. But another tendency has been observed recently. Information about lives of Russian celebrities makes for growing popularity of magazines. "7 Days" and "Caravan of Histories" have become rather popular among such editions. "7 Days" (edited since 1995) is dedicated to culture and entertainment events in the world of television, cinema and show business. "Caravan of Histories" has been edited since 1998 and it contains only original reports and biographies of the most interesting people of the country.

Magazines LS can be divided into two types: image and consumption magazines. Image magazines pay much attention to reproduction of an actual image and style. For the readers of these magazines this or that thing has its status. Consumption magazines pay more attention to practical aspects of life.

An image magazine is oriented to well-to-do public that corresponds to the concepts of mass-market and premium. An image magazine has more illustrations than text, and in a consumption magazine it is vice versa.

Among lifestyle magazines we can define a subgroup that is called “weekly gloss” or “one underground trip” magazines. Such magazines (“Liza”, “Dasha”, etc.) are distinguished by easier reading material. They are about how image makes for self-esteem, how to improve appearance and become more erudite. Language of trusting communication is typical for them, they contain practical advice, they play the role of a club. The standard of such a journal is a glossy cover, about 100 pages of various materials, “live” fashion-shooting and the print run of not less than 10 thousand copies. Preparation of texts and materials done by specialists in different spheres, and quality printing demand high costs, that makes an issue of such a magazine expensive. The “image” status of the magazine, the reputation of advertisers, among whom are famous brands and trademarks that are able to pay 4 thousand euro for an advertisement page in one issue. Consequently, their reader is a woman whose life standard is higher than average, who is familiar with the modern practice of consuming pleasant things and satisfying her wishes. The high price of the edition guarantees it falling into the hands of just such women, who are its reading public. A wide range of topics makes these journals interesting for any permanent reader. We should mention that the bright and colorful illustrations and the positive and optimistic tone of the magazine immediately attract a numerous and democratic public.

The specific feature of such magazines is that, unlike specialized journals, dedicated to house design, cars, sport or fashion, these editions cover different spheres of the life of the modern society, including work and leisure. The role of a “lifestyle” magazine as a transmitter of ideas, tendencies and phenomena of mass culture is hard to overestimate. As foreign and Russian researches state, such magazines are a meaningful informational source and a powerful instrument of forming behavior patterns, that are then spread and reproduced by individuals in their everyday life. A considerable part of recent research (both theoretic and applied) is aimed at examining problems connected with mechanisms of manipulating the reading public used by the LS, introducing hedonistic stereotypes and purely consumptive behavior models (Bekyrov et al., 2015, Nikonov et al., 2015).

The Guild of periodical press editors characterizes LS the following way: “Reading a “lifestyle” magazine one gets a more or less complete idea of the life style of the social group, to which one wants to belong: what clothes one should wear, what perfume and cosmetics one should use, also what books to read, to what music to listen, what films/ballets to watch, where to rest, how to build relationships with the beloved person, with one`s mother, boss, colleagues, etc.” (Danilova, 2006: 31).

One more specific feature of LS magazines is the ideology of success, equally for men and women. Success indicators are work, career, a premium class automobile... A lifestyle if defined with words: “take all that life can give you”,

"there is nothing impossible", "program yourself to be successful" "become a star", "never ignore your feelings".

An image magazine is oriented at well-to-do audience, which correlates with the concepts of mass-market and premium. An image magazine has more illustrations than text, whereas a consumer's magazine has more text than illustrations.

The target audience of most glossy lifestyle magazines are men and women from 25 to 45 years old. Successful older cultural figures, politicians and businesspersons are usually regarded as models. At the same time, there are no talks about the old age and its problems, about getting old, unless we read stories about overcoming the old age.

Of all glossy magazines, the most tolerant to the old age is "Domashniy Ochag", that is designed for mature women. Its editor states, that "Real glamour does not mean being young and have long legs. It is a composition of experience, sexuality and femininity, that is characteristic of ladies from 50 to 70" (Sheyn, 2006: 67). However, we cannot but notice that the magazine presents the Western stereotype of understanding of age: passing from one age period to another, a woman should become more wealthy and respectable, whereas Russian social reality gives little hope for it.

As many researchers state, any glossy magazine represent a lifestyle as a new system of values. There is a metaphor belonging to A. Toffler: a glossy magazine is like a factory producing styles of thinking. "When charismatic figures become lawmakers of styles, styles incarnate and are sold to public through social subgroups or little clans, that we call subcultures. Taking symbolic raw material from mass media, they manage to put together separate fragments of clothes, opinions and expressions and build something coherent: a lifestyle model. As soon as the model is ready, they act like any good corporation: they sell it. They look for customers. They offer: not just one product or idea, but a way of organizing all products and ideas, not just one convenience, but a whole style or complex of prescriptions that will help you to reduce the ever growing complexity of choice to controllable size. Most of us are eager to have just such prescriptions. An organizing principle of the human life is the most powerful and the most useful senior principle in the confusion of moral positions, in the mess provoked by the "over choice". This is just what lifestyle offers. [In the future] caring for a style will become violent. This superfluous care for a style is not just interest to one's looks. A lifestyle includes not only "outer" forms of behavior, but the values causing this behavior; no one can change one's lifestyle, not having changed oneself. Future people will perceive not their "style", but their "lifestyle". That is why various petty things will be meaningful to them. The esthetic object of glossy magazines is the human body. Various diets, hygiene, and skin and hair care products, perfumery, cosmetics, trainers, etc. are actively advertised" (Toffler, 2002: 336 – 338).

The most popular classification of lifestyles on the basis of psychographic data is the scheme VALS-2, or “Values and Lifestyles”, developed by SRI International company. According to VALS-2, all American population is divided into eight consumer groups. The system of segmentation is based on a special questionnaire, including questions on using the Internet and real-time services. The main consumer groups are the following: 1) Those who realize (actualizers). They are successful, mature and active. Not afraid to take responsibility. Their shopping shows subtle taste, tendency to buy expensive and high-quality things, designed for certain consumer groups. 2) Implementers. Mature, well-to-do and satisfied with life. Often spend their time in thinking and contemplation. Appreciate durability, functionality and value of goods. 3) Achievers. Succeed, make their career; work is the main thing for them. Choose prestigious goods, showing to colleagues that the owner is successful. 4) Experimenters. Young and impulsive, full of energy and enthusiasm. Rebels. Spend a considerable part of their income on clothes, visiting fast-food restaurants and cinemas, buying videos. 5) Committed. Conservative, tradition-oriented, unnoticeable. Prefer familiar goods and trademarks. 6) Striving. Unconfident, vulnerable, seek approval of their actions, have limited possibilities. Prefer stylish things that are bought by richer people. 7) Doing. Practical, self-sufficient, traditional, family-oriented. Buy only things of practical or functional value (instruments, fishing equipment, etc.). 8) Resisting. Older, often pensioners. Passive, concerned, with limited possibilities. Careful buyers; prefer familiar trademarks.

M.Y. Gudova and I.D. Rakipova, citing B. Anderson, an American sociologist and the editor of “City Journal”, write, that the industry of producing and selling glossy magazines, aimed at big profit, plays a very important role in the practice of forming a new type of consciousness with the help of glossy magazines. It “gives the rapidly growing number of people a possibility of self-understanding and connecting oneself with other people in a principally new way” (Gudova, Rakipova, 2010: 37), that is, by seeing, reading and discussing new items of a glossy magazine, that express and form a certain position. Its character, in its turn, is presented through the worldview and world perception of the editors and advertisers as those who order the contents.

Against the background of the specific materials of glossy magazines about being fashionable and elegant, the meta-genre of an author’s column stands apart. The reader is offered an actual interpretation of everyday life that does not always look pleasant.

The more talented is the author, the more freedom of language is observed, the more original is the author’s image, worldview and position. A column is the best genre to express the author’s personality, temperament and style. The following viewpoint of a number of scientists on the strategy of creating an author’s image seems us productive. It includes both the journalist’s worldview as a whole and the journalist’s individual style.

The category of the author's "I" is one of the techniques of the journalist's self-expression, enabling him/her to comment on the event or phenomenon (as a part of the glamour world) more fully. Let us define several forms of an author's self-expression in a text: a spontaneous opinion or impression, personal reminiscences, extensive argumentation, expressing a version or a prediction on some problem; emotional expression. We can name the following ways of an author's self-expression:

- Using pronouns "I" and "we". We should mention, that, when "we" is pronounced, the author and some of the author's nearest and dearest, or acquaintances are meant;
- Using expressive means (tropes);
- Expression of the personal position. Columnists often share their assessment of this or that situation with the readers. It can be characteristic of experts, who have a good knowledge of fashion and style;
- Using rhetorical questions is also an indicator of an author's self-expression. It helps the columnist to attract the attention of the readers to an important aspect of the author's material;
- A situation from the author's life is the most vivid and the most characteristic trope in an author's column.

This table shows the presence of these five aspects in the columns of five leading columnists in Russian glossy magazines (Table 2).

TABLE 2: JOURNALIST SELF-EXPRESSION METHODS

<i>Author/ magazine</i>	<i>Meaning</i>	<i>Pronouns</i>	<i>Tropes</i>	<i>Personal position (assessment)</i>	<i>Rhetorical questions</i>	<i>Experience</i>	<i>Result</i>
Alyona	absolute	50	32	20	12	5	119
Doletskaya/ Vogue	relational	42.0%	26.9%	16.8%	10.1%	4.2%	100%
Kseniya	absolute	7	8	30	9	4	58
Sobchak/ SNC	relational	12.1%	13.8%	51.7%	15.5%	6.9%	100%
Evelina	absolute	14	16	15	28	6	79
Khromchenko /L'Officiel	relational	17.7%	20.3%	19.0%	35.4%	7.6%	100%
Kira	absolute	6	10	6	20	5	47
Burenina/ Liza	relational	12.8%	21.3%	12.8%	42.6%	0.6%	100%
Viktoria	absolute	86	70	18	36	72	17
Davydova/ Tatler	relational	39.6%	32.3%	8.3%	16.6%	3.2%	100%

CONCLUSION

The analysis enables us to conclude that defining and examining rhetorical means used for presenting the concept “lifestyle” in glossy magazines help a columnist to influence the worldview of the reading public more effectively. An author’s column, dedicated to lifestyle, can be considered one of the most popular forms of contents of a glossy magazine. Researches state: “An author’s column has become one of the characteristic phenomena of Russian-language journalism at the turn of XX-XXI centuries. The main cause of its appearance as the wish of the editorial board to share their opinion on the current political events with the public” (Potsar, 2012: 526). An important task of a columnist, among other things, is assessment, analysis and commenting upon what is going on in social life. As for the motives of the columnists, we think N.V. Mouravyova’s opinion productive. She states that the dominant idea of a columnist’s behavior is accent on the recipient and self-expression of the columnist (Mouravyova, 2002). That is, the wish to show one’s inner feelings, beliefs and attitudes to other people. “Journalists are authors, publicists, artists of words, expressing their assessments and attitudes, carrying some moral (or immoral) potential. They are demanded by public and (if we speak about Russia and Russian journalism) most adequate in the intellectual, political and social spheres” (Zhouralistika v mire politiki, 2004). All these features are best seen in the genre of an author’s column.

Further media research on the given topic should be centered on products of journalists’ work as transmitters of moral values and the results of impact on a journalist’s person and his/her social medium. Consequently, it is necessary to use dialectic in examining authors’ columns that form social attitudes and are produced by these attitudes at the same time.

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