

CHARACTERISTICS OF FASHION BLOGS IN DIFFERENT LINGUACULTURES

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Abstract. The article aims to challenge the traditional view of fashion blogs as a genre, instead proposing that they should be considered as a type of institutional discourse. The study analyzed the top 10 fashion blogs from four languages (English, Spanish, Russian, and French) using various research methods, including classification, synthesis, and analysis, to support this new perspective.

Keywords. Blogs, internet journalism, online content, fashion blogs, discourse, institutional discourse, communication, social media, marketing, technology, internet revolution.

The rapid pace and widespread adoption of the scientific and technological revolution over the past three decades, facilitated by the Internet, has surpassed all previous innovations, including writing, printing, and television. The ease of navigating the internet has made it accessible to individuals with varying levels of education, and key genres have been transferred from traditional communication methods, such as memoirs and diaries, which have been around for centuries.

Blogs have become a significant form of internet journalism, effectively promoting goods and services. Statistics show that 57% of marketers have acquired clients through blogs, and 409 million readers view over 22.2 billion blog posts monthly. Furthermore, blogs have evolved to incorporate other genres, such as social networks and video hosting, with 95.9% of bloggers promoting their content on these platforms.

Definition of terms. A blog is a type of online content that can be understood in different ways depending on the perspective. According to some researchers, a blog is primarily a hypertext created by an author and their readers, characterized by features such as public access, interactivity, and dynamism. Others view blogs as a platform for professional journalism or a website where authors regularly update their posts. Additionally, blogs can be classified into three categories: personal



notebooks, personal diaries or journals, and blog filters that collect and curate interesting content from the internet.

Fashion blogs are a popular type of online publication, providing readers with information on clothing, style, accessories, and other fashion-related topics. However, a closer examination reveals that many modern fashion blogs extend beyond these boundaries, incorporating posts about travel, home decor, family life, cultural events, and entertainment, effectively encompassing a broader definition of lifestyle.

We maintain that fashion blogs are a form of discourse, not a distinct genre of the internet, as they share linguistic characteristics with other texts and are influenced by extralinguistic factors that create a unique atmosphere. According to Yu. N. Karaulov and In. V. Petrova, discourse is a multifaceted phenomenon that encompasses not only the text itself, but also broader knowledge, opinions, and the speaker's attitudes and emotions, which are extralinguistic components that contribute to its complexity. According to T.A. van Dijk, discourse refers to the combination of both written and spoken messages that are exchanged in a particular communication situation.

Signs, components, characteristics and functions of institutional discourse. The proposed classification is best suited for our research, according to modern linguists. The researcher, I Karasik, identifies two types of discourse: institutional and personal. Institutional discourse is defined as a communication process that occurs in conditions of status and role relations, within hierarchical social structures that perform various functions such as information dissemination, socialization, and protection of society.

The core of institutional discourse in fashion blogging is typically centered around the bloggers and their teams, who serve as the senders, and the target audience, including both subscribers and non-subscribers, who are part of the broader fashion world. While the audience may not directly influence the success of a product, they can still impact it indirectly through feedback and other forms of communication, which shapes the behavior and norms of the institution.

The implementation of fashion blogs is analyzed, revealing the performative function through the stereotypical actions of bloggers. A common structure is observed across both foreign and domestic blogs, with most featuring links to social networks and other online platforms. This structure allows readers to easily navigate

and choose topics of interest. Additionally, the content of fashion blogs often features similar themes, accompanied by bright images and comments from readers, which also exhibits the prescriptive function.

In fashion blogs, a specialized vocabulary is employed by both the authors and their readers, comprising terms and phrases unique to the profession and field of fashion. This specialized language is often highly technical and commonly used within the industry, allowing bloggers and readers to communicate effectively and share knowledge about fashion trends, styles, and culture. Fashion blogs are a distinct form of online discourse, characterized by the use of specialized vocabulary such as "tent dress", "cardigan", and "wristlet bag", among others. This unique language sets the tone for a particular style of writing and communication, revealing that fashion blogs are, in fact, a specific type of institutional discourse.

In conclusion, we define fashion blog discourse as a type of institutional communication that aims to convey a blogger's ideas and generate revenue. Fashion blogs exhibit specific characteristics, such as material and promotional strategies, norms, and rules for communication between participants. As a result, our analysis of modern blogosphere data reveals that fashion blogs are a significant trend in contemporary internet journalism.

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