

MEDIADISCOURSE OF FASHION ON THE MATERIAL OF INSTAGRAM SOCIAL NETWORK

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AIM

to carry out the English-language
discourse of fashion on the material of
Instagram social network

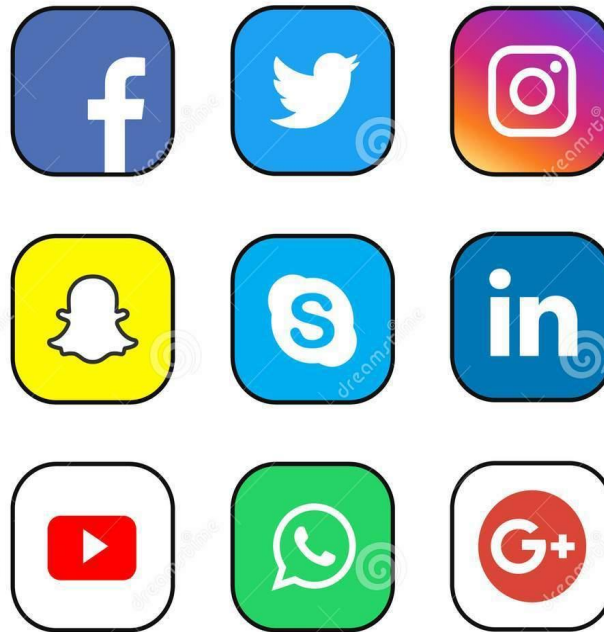


OBJECTIVES

- to clarify the significance and novelty of the research;
- to define the terms of “fashion”, “discourse”, “media discourse”;
- to study the specifics of the structurally-substantial organization of the network discourse of fashion;
- to analyze the linguistic and non-linguistic constituent elements;
- to consider the system of its participants and the peculiarities of their intentionally conditioned speech behavior in virtual space



POPULAR SOCIAL NETWORKS



FASHION is a popular aesthetic expression at a particular time and in a specific context, especially in clothing, footwear, lifestyle, accessories, make-up, hairstyle, and body proportions

DISCOURSE OF FASHION is a combination of speech events united by the topic of fashion and functioning in the sphere of mass media in their interrelation with a non-linguistic reality



INSTAGRAM



jessalizzi • [Подписаться](#)
Entrecôte



jessalizzi @louisvuitton for dinner

7 нед.



kristnrylander This baggg 😍 ... ❤️

6 нед. Ответить



iona_avd This bag ❤️ ❤️

6 нед. Ответить



munise_syrgez Agréable♡ ❤️

6 нед. Ответить



ellieknetlova ❤️ ❤️



5 836 отметок "Нравится"

15 МАРТА

Добавьте комментарий...

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A PHOTO + A CAPTION +




 handinfire  • Подписаться
Paris, France

 handinfire  Juicy 🍅🍷
@jacquemus #jacquemus #lechiquito
bag yep I went straight from Provence
to the buying appointments in Paris !

44 нед.



 laeliathelabel So good 🍷 
43 нед. Ответить

 iosonolamiseguenni 🤔🤔 
43 нед. Ответить

 cynthiameles @maryfinny 



4 347 отметок "Нравится"

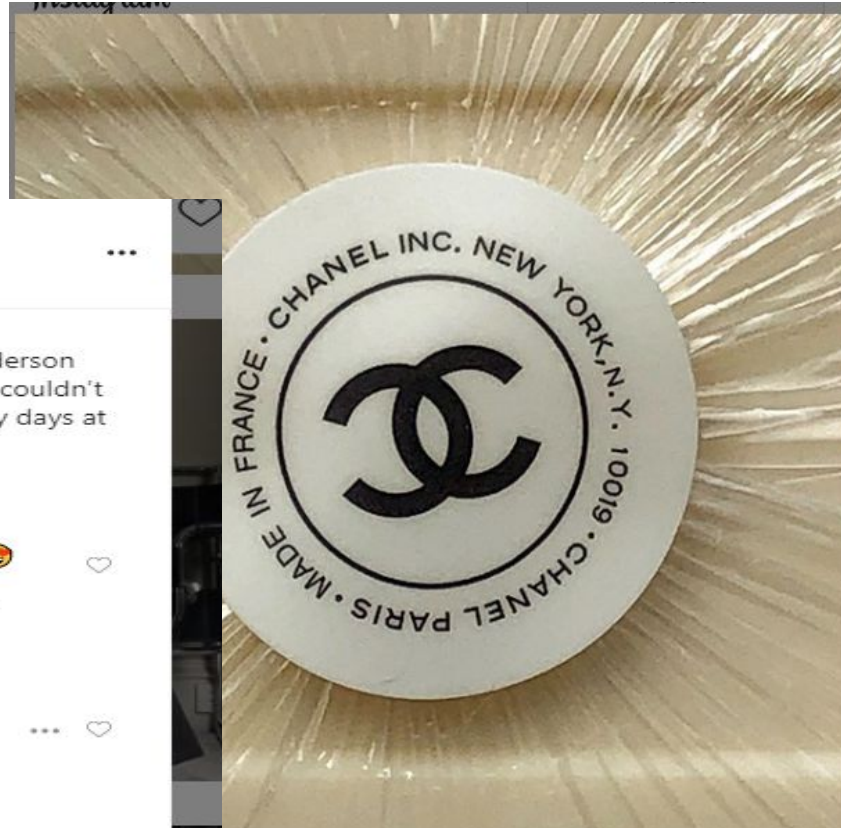
26 ИЮНЯ 2019 Г.

Добавьте комментарий...

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ADVERTISING



jessalizzi • Подписаться
Спонсор публикации: uniqloau

jessalizzi @uniqloau x JW Anderson FW collection drops 16 April , couldn't be more perfect for these cozy days at home #uniqloau #ad

3 нед.

genevieve_day 😄😄😄😄😄

3 нед. "Нравится": 2 Ответить

Посмотреть ответы (2)

alxaandria so cozy 🤍🐝

3 нед. Нравится: 1 Ответить

Скрыть ответы

jessalizzi @alxaandria



7 736 отметок "Нравится"

9 АПРЕЛЯ

Добавьте комментарий...

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jessalizzi • Подписаться

jessalizzi when the soap packaging is just too good to open 🤩🤩🤩🤩🤩🤩

5 дн.

_mmaxinewylde Ommggg 🤩 ... buy another so you can leave the packaging on this one 🤩🤩

5 дн. "Нравится": 5 Ответить

laurenburns Omg only Chanel soap would look this good 🤩🤩

5 дн. "Нравится": 2 Ответить

allofalexandra 🤩🤩🤩

5 дн. "Нравится": 2 Ответить



2 597 отметок "Нравится"

5 ДНЕЙ НАЗАД

Добавьте комментарий...

Опубликовать



SELF-EXPRESSION



estellechemouny • Подписаться
New York, New York

estellechemouny I found those photos of me online and completely forgot about how much I love that outfit. this is actually my best outfit ever 😊 (a little self love never hurt nobody) what do you guys think?

7 нед.

+

olio.di.palma Really ugly shoes
6 нед. Ответить

dolphin_delphine love this look
6 нед. Ответить

3 512 отметок "Нравится"
12 МАРТА

Добавьте комментарий... Опубликовать





handinfire • Подписаться

Paris, France



ferrerobolous Where did you get...
this from?? When it's gonna be
available for sale?

42 нед. Ответить



legendarylade The gingham one

42 нед. Ответить



c_b_v_ @handinfire Please.....
how much do they cost !!!!!!!!!

42 нед. Ответить



lucreziakauffmann

42 нед. Нравится: 1 Ответить



chrissyford • Подписаться

Hearst Tower



poor

12 нед. Ответить



serenakerrigan You're a
fucking force. Proud to know you.
Can't wait for this next chapter.
It's going to be fucking iconic.

12 нед. Ответить



vistaexpresse Thanks for posting.

12 нед. Ответить



katechandesign Glad to have met
you my for me desk side meeting!

12 нед. Ответить



NEW TENDENCIES IN FASHION



estellechemouny Double denim is always a safe bet @sportmax 🇫🇷 (shot before quarantine) + #SportmaxDenimCulture #sportmax AD

1 нед.



madseventies Love a double denim@❤️



5 дн. Нравится: 1 Ответить

— Посмотреть ответы (1)



sarahquintana What size are you wearing on the jeans? Absolutely love the look 🔥❤️!



5 дн. Нравится: 1 Ответить



2 286 отметок "Нравится"



INTERPRETATION OF CELEBRITIES LOOKS



fashioninflux • Подписки

fashioninflux Princess Diana inspired looks - 1, 2 or 3? ❤️ an all round icon 🙌
#outfitdetails #cyclingshorts
4 дн.

karinannalinn Fabulous, she had such a cool style! You to 😍
4 дн. "Нравится": 193 Ответить
— Посмотреть ответы (1)

pandasreps LOVE this
4 дн. "Нравится": 7 Ответить
— Посмотреть ответы (1)

98 381 отметок "Нравится"
4 ДНЕЙ НАЗАД

Добавьте комментарий... [Опубликовать](#)

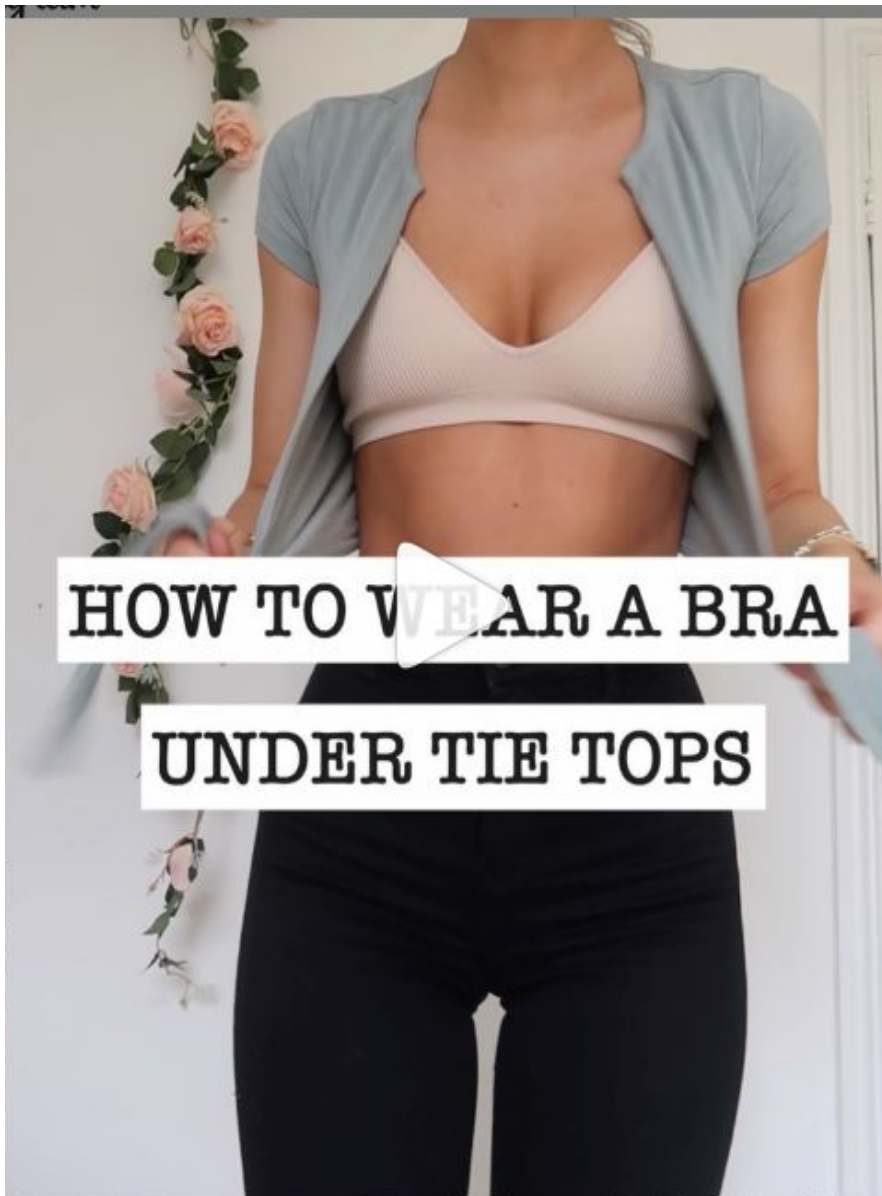




THEMES

- names of clothes, accessories, footwear, underwear, (*T-shirts, bags, glasses, dress...*)
- nomination and description of colours, images, patterns, stylistic orientation, texture, (*blue, denim*)
- reference to time (year, century)
(*estellechemouny* *Hiding from the trolls in glasses from 80s* *#80s #90svintage*)
- brands, designers' or celebrity's names (*Chanel, Chloe, Bottega Venetta, ..*)





HOW TO WEAR A BRA

UNDER TIE TOPS



fashioninflux • Подписки



fashioninflux How to wear tie tops WITH A BRA 🙌 yasss to S/S fashion hacks!

• Credit to @yasmeengarcia's TikTok where I first saw this - such a good idea!! ❤️

• #fashionhack #fashiontip #styletip

3 нед.



roupanshee Can you do more looks with different bras and different outfits?



3 нед. "Нравится": 339 Ответить

— Посмотреть ответы (4)



Просмотры: 1 390 425

11 АПРЕЛЯ

Добавьте комментарий...

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fashioninflux • Подписки



fashioninflux My goal outfit for swanning round the garden... In reality I'll be looking like I've been dug up 🤖



#loungewear #pyjamas #whatiwear

3 нед.



beth_bartram Love ❤️❤️❤️



3 нед. "Нравится": 6 Ответить



rosie_j246 Can anyone find this on the website,



3 нед. "Нравится": 2 Ответить

— Посмотреть ответы (16)



42 273 отметок "Нравится"

8 АПРЕЛЯ

Добавьте комментарий...

Опубликовать



THANK YOU FOR YOUR ATTENTION!

