

## RESUME

**The topic of the final qualifying work is:** Sociocultural phenomenon magazine «VOGUE» in the world informational space.

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**Relevance of the study** lies in the fact that recently, "glossy magazines" have retained their positions in the world. This trend has grown in advertising revenue. In addition, the history of the women's press formation in the United States has been studied very little.

The industry of magazines has been developing very actively. Thus, in the United States today, this number has gained seven thousand. Absolutely each publication has its own audience, by the number of which we can judge the development of this industry. The growth in the number of readers depends on several criteria. Another important factor is the use of expressive means in a journalistic text. It is known that the larger the audience, the higher the circulation. Thus, the number of copies shows that glossy magazines have a strong influence over modern society.

Thus, relevance of research is that in the world in recent years "glossy magazines" quite surely keep their positions. The tendency of growth of the income from advertising is observed. Besides, the history of formation of the female press in the USA is a little studied.

**The aim of this study** is consider the changes happening in female periodicals of the USA and Western Europe from the moment of emergence of editions, on the example of the American magazine "Vogue". These objectives are achieved by the analysis of development of the Vogue magazine in world information space

**The purpose of the study:** to consider typological characteristics of "luster" and to give classification of the American magazines; to reveal common features of development of the journal periodical press of Western Europe and the USA; to define the main problems and tendencies of development of the American version of the glossy magazine "Vogue"; to analyze features of transformation of appearance of the Vogue magazine.

**Theoretical and practical significance of the study** is in that the overall picture of development of the journal periodical press in the USA and Western Europe is considered for the first time in a complex way; processes which influence development of the glossy periodical press in the USA are defined. Besides, in our research the place of the Vogue magazine in world information space is defined. Materials of scientific work can be used in higher education institutions when teaching such disciplines, as "Fundamentals of journalism", "The theory and practice of journalism", "History of foreign journalism".