

SUMMARY

Topic: "The western women's glossy logs in media space of Russia: transformation of communication models"

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The relevance of the research topic. Globalization of the Information Space it is accompanied by the formation of a certain psychological and social dependence on mass information, forms certain habits content, provokes the development of clip-on thinking and the habit of "imitating" media images, which, getting into the Russian cultural space through borrowed under license glossy magazines and adapting to the Russian reality, become values translators and rules of conduct. One can not deny the fact that the glossy periodicals on the consciousness and behavior of the target audience, especially women, because women in more susceptible to psychological influence. Increased interest in gender informal events: gender is one of the characteristics, most fully revealing the essence of the individual in society, and gender self-identification personality is an important place in its formation. Western practices of gender representation operates with well-established media images of female self-actualization, relatively recently become understandable for Russian society, but already firmly included in the everyday practitioner.

On the other hand, it should be noted that the society will continue to need a search. Balance between the borrowed western model of life and national identity. At the result of all the pros and cons of the process of globalization of the object influenced the formation. Concepts, communication models of the Western model of the female edition, which associated with national, national and national women's readership, follow the achievements of publications and at the same time effectively adapt them in accordance with Russian realities. The aim of the work is to systematize and describe the modification of the western glossy publications-franchisor, focused on the Russian reader.

The research objectives are systematization and the description of aspects of modification western glossy the issuing franchisor oriented on the Russian reader.

Achievement of the set objectives: formulation and solution of the following **tasks**:

1. to analyze the process of formation and formulation of models of glossy editions for women in diachronous and synchronous projection;
2. systematize the key typological parameters of the female glossy journal;
3. Consider the specificity of the thematic and visual organization of content in practice glossy magazine-franchisor;
4. Specify the main aspects of the modification of the Russian glossy model editions on fashion in the projection of modern sociocultural realities.

Results of the research. A modern glossy magazine is undergoing all sorts of transformation and, of course, becomes a new type of media for a specific purpose audience. He not only fills the leisure of his reader, but also forms a program of behavior, the system of values, stereotypes, significant in the society in an urgent time. Wherein, on the one hand, it reflects those processes that are in the society, and on the other hand - creates a fashion for certain types of events.

Key words: typographic features of the publication, glossy periodicals, publications for women