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**CULTURAL DIFFERENCES IN VISUAL COMMUNICATION
IN THE FASHION INDUSTRY
(on the example of fashion magazines)**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is visual material in fashion magazines of the Commonwealth of Independent States (CIS) and South Korea. The subject of the research of the thesis is cross-cultural differences in visual materials. The aim of the thesis is to identify the features of the formation of visual communication in the field of fashion in different cultures by analyzing the visual material of fashion magazines and comparing the revealed patterns, based on the measurements of the cultures of G. Hofstede and E. Hall. The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the hypothetical method, as well as private scientific methods of analyzing advertising messages (semiotic analysis).

In the process of writing the thesis, the following results were obtained: the dimensions of different cultures were determined; the features of visual media texts were highlighted on the example of the visual material of fashion magazines; the features of the process of adapting visual messages to different cultures were considered; based on the approach of U. Eco. The parameters of the analysis of advertising messages and their subsequent comparison with the measurements of the cultures of G. Hofstede and E. Hall are also highlighted; using the above comparison, conclusions were drawn about the relationship between cultural differences and the features of visual messages focused on specific cultures.

The novelty of the results obtained is due to the lack of data on the peculiarities of adapting the visual material of fashion magazines distributed in South Korea and CIS.

The results obtained can be used as a basis for further research on cross-cultural visual communication. The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: intercultural communication, visual communication, intercultural visual communication, intercultural differences, cultural dimensions, media text, visual media text, fashion industry.