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**TRANSFORMATION OF ADVERTISING IMAGES
IN THE FASHION INDUSTRY
(on the example of the Prada fashion house)**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The purpose of the thesis is to identify trends in the transformation of the advertising image in the fashion industry on the example of the Prada fashion house.

The object of the thesis is an advertising image in the fashion industry.

The subject of the thesis is trends in the transformation of the advertising image in the fashion industry.

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, as well as private scientific methods used in conducting social research (content analysis).

In the process of writing the thesis, the following results were obtained: the concept and essence of fashion, as well as the directions of research of this phenomenon, are considered. The history of the fashion industry development is studied. The concept of an advertising image is considered, and male and female advertising images are described. Visual communications in the representation of fashion are studied. The transformation of male and female advertising images in advertising messages of one Prada house is investigated, and also a comparative analysis of the results obtained is carried out.

The scientific novelty of the study consists in determining the trends of transformation of female and male advertising images in the fashion industry on the example of one of the most famous fashion houses: the transition to images of more "strong" women, the transition to more natural images of women, the emergence of a trend of transition from masculine and clichéd images of men to more average and "vital" images.

The results of the thesis work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: fashion, fashion industry, advertising image, transformation of advertising image, Prada fashion house, visual communications.