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## COMPARATIVE ANALYSIS OF THE STRUCTURE OF L'OFFICIEL PARIS AND L'OFFICIEL RUSSIA MAGAZINES

***Abstract:** the article presents a comparative analysis of the materials of L'Officiel Paris and L'Officiel Russia magazines. The paper considers the structure and style of presentation of materials, peculiarities of visual design and stylistic techniques used by magazines to attract readers. The results of the study provide a unique perspective on the differences and similarities in the approach to content creation in L'Officiel Paris and L'Officiel Russia magazines, helping to better understand the peculiarities of each publication.*

***Keywords:** glossy publications, fashion magazines, Marie L'Officiel Paris, L'Officiel Russia, magazine structure, international journalism.*

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## СРАВНИТЕЛЬНЫЙ АНАЛИЗ СТРУКТУРЫ ЖУРНАЛОВ L'OFFICIEL PARIS И L'OFFICIEL RUSSIA

***Аннотация:** в статье представлен сравнительный анализ материалов журналов L'Officiel Paris и L'Officiel Russia. В работе рассмотрены структура и стиль подачи материалов, особенности визуального оформления и стилистических приемов, используемых журналами для привлечения читателей. Результаты исследования представляют собой уникальный взгляд на различия и сходства в подходе к созданию контента в журналах L'Officiel Paris и L'Officiel Russia, помогая лучше понять особенности каждого из изданий.*

**Ключевые слова:** гляцевые издания, журналы мод, *Marie L'Officiel Paris*, *L'Officiel Russia*, структура журналов, международная журналистика.

A magazine is a periodical publication that influences public opinion and shapes it in accordance with the interests of certain organizations. Glossy illustrated magazines occupy an intermediate position between newspapers and books, offering entertainment information and materials on history, art and cultural heritage, accessible to a wide range of readers [7].

In the research article "Cultural Analytics" written by the authors O.V. Romakh and A.A. Sleptsova, it is noted that the main task of any glossy magazine is to form a certain lifestyle among its readers and provide assistance in achieving success, through coverage of various aspects of life, with an emphasis on beauty and motivational interviews [3]. In other words, the magazine instills in its readers certain tastes and preferences, and a well-thought-out structure of the publication contributes to more effective achievement of these goals [6].

L'Officiel magazine was founded in 1921 and since then has been one of the leading publications in the world of fashion and style. The publication has gained popularity thanks to exclusive photography, interviews with leading designers and models, as well as articles about the latest trends and events in the fashion world. The elegant and stylish design of L'Officiel Paris makes it easily recognizable among other fashion publications.

The Russian magazine has been published since 1996, gaining increasing popularity both in Russia and abroad. In the magazine you can find articles about Russian and foreign designers, models and stars, as well as photography, which is distinguished by its originality and creativity. One of the features of L'Officiel Russia is its unique approach to Russian fashion, which helps to highlight young designers and talents.

L'Officiel is one of the most famous publications in the world of fashion, beauty and style. The publication has its own characteristics and corporate style, making it unique and popular among readers.

Women's fashion magazines L'Officiel Russia and L'Officiel Paris are published every three months. They are publications up to 200 pages. They feature interviews,

reports, historical materials about fashion and photo shoots. The Russian-language magazine also presents cultural materials. L'Officiel Paris has regular columns L'news, L'beauté, L'O, Mode. L'Officiel Russia also features permanent sections Fashion, Beauty, Culture.

In order to identify the distinctive features of the location and function of visual elements of French- and Russian-language fashion magazines, the study examined and analyzed the structures of the magazines L'Officiel Paris and L'Officiel Russia, the release date of which is summer 2023. The analysis was carried out according to the following parameters: the structure of the introduction, the structure of the main part, the role and place of advertising in the magazine, the type of presentation of visual information and the structure of the conclusion. For the analysis, L'Officiel Russia No. 194, No. 195 2023 [5], L'Officiel Paris No. 1059 (Summer; Juin – Juillet) 2023 were selected [4].

Structure of the introduction. Materials in L'Officiel Paris and L'Officiel Russia are presented differently. For example, publication covers. The cover of L'Officiel Paris is a photo and the name of the main character of the issue. That is, from the very beginning the magazine focuses on the main idea of the issue.

The cover of L'Officiel Paris magazine No. 1059 (Summer; Juin – Juillet) is double-sided – on one front side of the magazine is actress Gal Gadot, on the back – actress and singer Eiza Gonzalez. The cover with Gadot indicates the main theme of the issue – "The wonder women issue". Also the title of the material with the actress is Gal Gadot: Ready for action. In addition, the first advertisement in the magazine can be seen already on the cover: under the title of the article about the actress it is written "Look Michael Kors & Tiffany & Co". These are the clothes and accessories that Gadot wears.

On the back of the magazine is a photograph of Mexican actress and singer Eiza Gonzalez. Just like with Gal Gadot, the main theme of the issue is highlighted on the cover – "The wonder women issue". The title of the material with the actress "Eiza González: Stands strong" is also indicated. Similarly, under the title of the material,

brands of clothing and accessories are indicated – "Look Saint Laurent par Anthony Vaccarello & Bvlgari ". The covers are symmetrical in design.

L'Officiel Paris magazine begins with a large advertising block of world brands such as Chanel, Bvlgary, MaxMara and others. Afterwards the content is presented, located on two double-page spreads. An interesting feature of the French-language version is the absence of headings in the content, that is, the reader sees the title of the materials, its authors and photographers. Then a spread is presented with the team that worked on the creation of the issue, the address of the publication in France and the addresses of the official social networks of the magazine. Next comes the editor's letter, which is a kind of annotation for the release.

The structure of the introduction to L'Officiel Russia is somewhat different from the French version. After one advertising spread comes a letter from the editor. Then the team that created the issue, contacts, the address of the publication in Russia and the addresses of the magazine's official social networks. The introduction ends with a spread with the contents of the magazine, which is divided into three blocks: Fashion, Beauty, Culture.

The cover of L'Officiel Russia magazine No. 194 is yellow. It shows the name, slogan and main themes. The slogan of the magazine is "Fashion is not boring". Topics of the issue – A.Dobrovinsky: About true love and instruction for daughters; Sati Casanova: About music from the heart; Shoe trends; Combinations are back in fashion. From the headlines you can immediately understand that the main materials of the issue are two interviews. The issue also puts summer trends on the cover – slip dresses and shoes of the season.

The cover of L'Officiel Russia magazine No. 195 is green. It also contains the name, slogan and main themes. Topics of this issue – A. Muceniece: I do what I want, not someone else; D. Shvidkovsky: rector of Moscow Architectural Institute on how to enter and study at an architectural university; V. Yudashki; V. Zaitsev. From the headlines on the cover, you can immediately understand that the main materials of the issue are two interviews and two biographical materials about Russian couturiers.

Analyzing the introductions of both magazines, we can say that the purpose of the first section is to introduce the team and the main topics of the issues. The French magazine is distinguished by a large number of advertisements in the first block. Also absolutely unstructured content. The Russian analogue is more accurate – the introduction reflects only basic information about the number. The section is not overloaded with advertising information.

The structure of the main part in L'Officiel Paris is divided into thematic blocks, which are indicated directly on the pages of the magazine, and not in the content. The section titles are continuous, that is, they are indicated directly on the pages of the issue, and not in the content itself. The first block contains articles about new products in the fashion world and interviews with fashion designers. The second contains interviews with designers, photographers and actresses, as well as stories about people in the fashion world and brands. The block ends with a page that shows the addresses of the section's sponsoring sites. The third section has a minimal amount of text, as it presents thematic photo sessions.

The main theme of L'Officiel Paris No. 1059 is "Wonder Women". The summer edition is dedicated to strong women who combine fashion, elegance, social activism and creativity. The leitmotif of the issue is to glorify modern "Wonder Women". The issue contains interviews and photo sessions with Gal Gadot, Eiza Gonzalez, Maria Grazia Chiuri, Karisma Svali. The magazine editor also highlights material about the Barbie doll, which is an archetypal female doll, which has more than once become the main topic of the pages of L'Officiel magazine [4].

The French-language edition features a large number of photographs and promotional materials. Text materials in L'Officiel Paris are small articles for one or two magazine spreads. They are accompanied by a large number of photographs and illustrations, which enhances the narrative power of the images. These spreads are usually presented in the form of collages. The text is short but informative [1].

In L'Officiel Russia, the structure of the main part is also divided into main thematic blocks. Interviews from the cover are located in the Culture section, and trending news in the Fashion section. The sections in the magazine are also not arranged sequen-

tially. The materials are divided into thematic sections in the content, but they alternate on the pages of the publication. This makes the publication seem chaotic, but at the same time, it is the materials that create a single whole, not the headings.

The publication's materials are presented in collages covering several magazine spreads with selections of clothing and accessories of various styles, indicating prices and manufacturers. Several blocks feature photo sessions and provide recommendations for caring for your face, body and wardrobe.

Articles in the Russian-language magazine are more detailed and voluminous. They are also accompanied by a large number of photographs. The magazine contains news, advice for women and interviews with designers and actors. The availability of journalistic materials about cultural events in Russia and the world is also important. Articles are directly related to the sections in which they are located.

The topics of printed materials in both magazines are generally similar. For example, on the pages of L'Officiel Paris and L'Officiel Russia you can find interviews with fashion designers, designers and actors or stories of fashion houses. At the end of each issue there is a short article about travel.

The magazines L'Officiel Paris and L'Officiel Russia differ in their idea. The French version is completely dedicated to fashion trends, it presents a large number of different photographs for materials and photo sessions. L'Officiel Russia performs more of an educational function. The magazine tells the audience not only about new fashion trends, but also gives advice on skin care, and provides cultural and educational information. It is also filled with photographs, but they are divided into thematic blocks.

The role and place of advertising in the structure of magazines. In both L'Officiel Russia and L'Officiel Paris, advertising takes up about 70% of the total volume of the publication. The number and location of advertising inserts in glossy magazines is due to the fact that advertising is the main source of income. Studies have shown that readers pay more attention to advertisements located in the first part of the magazine [8]. L'Officiel Paris is dominated by advertising for clothing, cosmetics and accessories. L'Officiel Russia offers a huge variety of advertised products – clothing, accessories, cosmetics, body care products, jewelry.

It should be noted that in the Russian-language version of the magazine the advertising is thematic, that is, it is compared with the main idea of the material. For example, an article about accessories is followed by an advertisement for accessories, or an article on facial care is followed by an advertisement for cosmetics. There are also native articles that present unobtrusive integration of information about the benefits of a product or service. While L'Officiel Paris presents a large volume of advertising inserts for several spreads. Also, advertising can be associated, for example, with a photo shoot or collage.

Types of presentation of visual information. In the modern world, the optimal way to present information in a glossy publication is visual presentation, since it is faster and easier to perceive by readers [7]. In addition to collages with text explanations, colorful advertisements and illustrations to match the articles, fashion magazines also feature photo shoots [2].

The structure of the conclusion in L'Officiel Paris is represented by advertising blocks. In L'Officiel Russia, in the final part there is a horoscope and an advertising spread. It can be noted that both the French and Russian editions do not set themselves the goal of somehow informatively loading the conclusion. That is, in magazines, the conclusion is not the result of the issue, but rather additional entertaining content.

To summarize the above, it can be noted that L'Officiel Paris magazine is famous for its stylish and sophisticated design. His materials display elegance, artistry and a creative approach to page design. The editors pay great attention to the quality of photographs and visual elements, which makes the magazine attractive to those who appreciate it.

L'Officiel Paris does not place much emphasis on research materials and deep topics. Although the magazine contains interviews with famous personalities, they are written very briefly and specifically. And L'Officiel Russia, despite the fact that it preserves the style and concept of the original, adapts the product to Russian readers. The peculiarity of the Russian analogue is the balance between world trends and Russian reality. The magazine publishes materials about world fashion and beauty, but also addresses topics that are important for Russian women. The magazine's materials

include topics of culture, psychology, health and lifestyle, which makes it an informative and comprehensively covered publication. L'Officiel Russia actively collaborates with domestic designers, models and stylists, presenting unique materials about Russian fashion. The magazine also tells the stories of successful Russian women in various spheres of life, paying attention to both Russian beauties and stars, and topics close to Russian readers.

The analysis showed that the structures of L'Officiel Paris and L'Officiel Russia have both similarities and differences. The main differences identified are in the content of the headings and the location of advertising. L'Officiel Russia is distinguished by a smoother transition between headings and the informative content of materials in general. Articles in the Russian version are dynamic in their execution and are distinguished by the predominance of text over illustrations.

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