

## Artículo de investigación

**A glossy magazine discourse of the early twenty-first century as a tool of globalization: Sochi school of linguistics and rhetoric****Глянцевый журнальный дискурс начала XXI в. как инструмент глобализации: Сочинская лингвориторическая школа**

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**Abstract**

The authors consider the discourse of a glossy magazine. They highlight the glossy magazine discourse, which appears in the framework of the General media discourse as an institutional discourse from the standpoint of the linguistical-rhetorical paradigm (LRP) of the Sochi scientific school. This type of discourse is a discursive process of a special type, acts as an explicit tool of globalization. The authors emphasize the novelty of this discourse in the context of its influence on the formation and transformation of the modern linguistic personality. The relevance of the study is emphasized by the fact that the glossy magazine discourse is the latest in terms of the chronology of the historical process. In addition, he actualizes the poly-ethno-socio-cultural and educational space (PESCES) of the beginning of the XXI century, on the example of glossy magazine discourse practices in Russia. For the first time, Glossy magazine discourse

**Аннотация**

Авторы рассматривают гляцевый журнальный дискурс. Они выделяют гляцевый журнальный дискурс, который предстает в рамках общего дискурса СМИ как институциональный дискурс с позиций лингвориторической (ЛРП) парадигмы Сочинской научной школы. Этот тип дискурса представляет собой дискурсивный процесс особого типа, выступает как эксплицитный инструмент глобализации. Авторы подчеркивают новизну этого дискурса в контексте его влияния на формирование и трансформацию современной языковой личности. Актуальность исследования подчеркивается тем, что гляцевый журнальный дискурс является новейшим в плане хронологии исторического процесса. Кроме того, он актуализирует поли-этносоциокультурно-образовательное пространство (ПЭСКОП)

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stimulates transformations in line with the leading trend of the formation of the "planetary language personality (PLP)" - globalization in the value orientations of the "philosophy of glamour".

**Key words:** Sochi linguistic-rhetorical school, glossy magazine discourse, planetary language personality, globalization, glamour philosophy, discursive processes, poly-ethno-socio-cultural and educational space (PESCES)

## Introduction

Globalization is in the center of attention of scientists as the most important socio-cultural phenomenon of the late XX-early XXI centuries. It is believed that for the first time this term was used in the article by T. Levitt "globalization of markets" ("The Globalization of Markets"), which was published in 1983 in the "Harvard Business Review".

Considering the issues of global business, the author expressed the opinion that technology has a significant impact on the convergence of the world, the result of which is the emergence of a new commercial reality in which global markets for standardized goods are formed (Aaker, 2007). In linguistics, this term entered only in the first years of the XXI century (Coupland, 2003).

For the first time the emerging global world (cf. "Brave new world!" O. Huxley) tried to comprehend in a special issue of the journal of Sociolinguistics in 2003, which was devoted to sociolinguistics and globalization. In the article "Globalization in the aspect of linguistics" it is noted that in our country linguo-globalism was born recently – in 2004. This fact is due to changes within the country: first, globalization processes were hampered by the existence of the USSR as a geopolitical counterweight to the United States, then-events within the country and related language changes overshadowed external processes (Kirilina, Gritsenko and Laletina, 2012).

At this time, the poly-linguistic competence of the language personality begins to actively develop, migration processes are intensified,

which leads to the blurring of ethnic, socio-cultural boundaries, forming a specific type of language personality (Karabulatova, Vildanov, Zinchenko, Vasilishina and Vassilenko, 2017; Vorozhbitova, Marchenko, Timofeyev and Issina, 2018).

**Ключевые слова:** Сочинская лингвориторическая (ЛР) школа, глянецвый журнальный дискурс (ГЖД), планетарная языковая личность (ЯЛ), глобализация, философия гламура, дискурсивные процессы, полиэтносоциокультурно-образовательное пространство (ПЭСКОП)

This period is also characterized by the growth of glossy mass media, which makes it possible to distinguish glossy magazine discourse as an institutional type of discourse. It acts as a discursive process of a special type, an explicit tool for the full implementation of globalization trends (Skulkin and Vorozhbitova, 2018).

We believe that glossy magazine discourse should be considered from the standpoint of rhetoric, which gives us a basis to understand the principles of linguistic and rhetorical constructions in gloss.

The relevance of the study is determined by the necessity of understanding, on the one hand, the increasing role of modern mass media in shaping conceptual picture of the world of society and intensify technology "foreign" words and strengthen its modeling effects on human consciousness. The society needs objective knowledge of that fragment of social communication which influences all system of its thinking, on style of perception of the world, on type of culture of today as a whole. In the mass media discourse, characterized by its omnivore, the principles of generation and operation of meanings declared by society, often becoming dominant, are reproduced, derived from the need for information that allows a person to see

himself in the signs and coordinates of event life and in the regular, periodic and mass information-semantic exchange sensitive to actual social facts as a prerequisite for understanding social reality and developing a motivated evaluation judgment about it on the basis of the concept of social good formulated by society. However, in the development of this concept, in the identification of its formulaic elements, glossy magazines take an active part not only as a fact of modern Russian life, but also as conductors of "glamour" - a special philosophy, ideology and lifestyle of modern man.

### Materials and methods

The research is based on collection of glossy magazines for men – FHM, GQ, Maxim, Men's Health, "Bear"; female – "Glamour", "Cosmopolitan", "Vogue" 2010-ies. We selected and analyzed over 1000 of contexts, minimally coherent in content and meaning.

In order to obtain a reliable result, different methods were used, both General scientific research methods and specialized ones.

We used in the framework of integrative linguo-rhetorical methodology in the process of research the following methods: descriptive, comparative, structural-semantic, distributive, interpretative, quantitative; contextual, conceptual, discursive, intertextual analysis; methods of analysis: different types of reading; observation; description; paraverbal, verbal and referential correlation; iconic and speech distribution; linguo-rhetorical reconstruction.

The method of observation as a General scientific method based on direct perception and generalization of objective manifestations of the phenomenon under consideration, allows to see the studied phenomenon in its entirety and versatility of its manifestations and to reveal its qualitative features. Observation of the text and their aggregates, which implies an appeal to the mass media, includes attention to the actual linguistic basis of the impressions received, thereby providing an understanding of the principles of selection of language means.

The method of mapping as a scientific method, based on detection of features of different knowledge fragments, allows to reveal the nature of semantic explications, and to see the common and peculiar characteristics of the objects involved.

The leading specialized research methods are the method of contextual analysis, semantic-cognitive method and the method of discursive analysis.

The method of contextual analysis, aimed at identifying the role of language and semantic environment in the formation of the value of the unit under consideration, allows us to determine the meaning of the language tools used and the nature of semantic collocation.

The multidimensional nature of the study led to the choice of a whole range of research methods. The leading methods are cognitive-discursive and comparative analysis, which was carried out considering the linguistic and cultural paradigm and national peculiarities of discourse. In addition, description, modeling, systematization and interpretation of language material, contextual analysis and quantitative processing are used to solve the tasks.

### Discussion

The methodological basis of the study was anthropocentric linguistics (Yu. N. Karaulov), linguistic theory of gender as a socio-cultural construct (D. Cameron, A. V. Kirilina, X. Kotthoff, S. McConnell-Gine, P. Eckert, Yu.N.Ebzeeva), theory of discourse and discursive analysis (M. Foucault, T. van Dyc, N. D. Arutyunova, V. I. Karasik, A. A. Kibrik, M. L. Makarov, etc.), theory of social stereotype (U. Lippman, I. S. Karabulatova, Z. R. Khachmafova).

Glossy magazine discourse (on the example of Russian publications) is defined in the works of the Sochi school of linguistics and rhetoric in terms of M. Foucault as a "discourse-ensemble" formed by complexes of "discourse-practices" - male and female. Since ideas about masculinity and femininity, which are the main universal concepts and have a centuries-old history of philosophical understanding, the concepts of "masculinity" and "femininity" are formulated as the basic categories of the gender theory of social sex. Numerous studies on gender linguistics suggest that gender is an integral part of any discourse.

Thus, the resulting, static aspect of its existence is fixed (cf. the well-known expression "discourse as a process and discourse as a product, i.e. text"). These practices we call nominal, introducing this definition to indicate the name of a journal of his "name". When considering glossy magazine discourse in a

dynamic aspect, starting with the perestroika period in the Soviet Union of the late 1980s, in relation to the Russian poly-ethno-socio-cultural and educational space (Vorozhbitova, 2013) as a whole, glossy magazine discourse appears as an actual discursive process-as characteristic of the last decades of the latest stage of development of Russian society of the early XXI century.

Modern Russia speaks the language of mass media; therefore, the reality of mass media must be realized in all its manifestations, in all its grammars-social, cultural, cognitive and communicative, which determine the nature of speech, discursive and cultural-symbolic human behavior (Luchinskaya, Karabulatova, Tkhorik, Zelenskaya and Golubtsov, 2018). The matrices of verbal behavior change under the influence of gender-oriented discourse of glossy magazines as a culturally conditioned and socially regulated practice of objectification in the aggregate of characteristic, genre-specific texts of consciousness, especially sensitive to tender cultural and symbolic representation (Karabulatova, Vildanov, Zinchenko, Vasilishina and Vassilenko, 2017).

It is legitimate to qualify as a discursive process of a special type, which in a special way actualizes the PESCES in the aspect of generalization of traditional ethno-cultural, as well as entrenched in the Soviet period, and modern socio - and linguistic-cultural standards in line with powerful globalization trends.

At the same time, the "discourse Window" in glossy magazines contributes to the transformation of gender roles, this process is manifested most clearly in the advertising discourse (Savchuk, Karabulatova, Golubtsov, Zelenskaya and Akhmetova, 2019).

Linguistic and linguistic-stylistic means of representation in glossy magazines of feminine/masculine cultural-symbolic form act as a kind of mental history (Zelenskaya, Golubtsov, Karabulatova, Kanon and Kasyanova, 2018). It includes gender predications about a person, the system of his knowledge, stereotypes and meaningful formulas, style of thinking and speech practice (Khachmafova, Karabulatova, Serebryakova, Zinkovskaya and Ermakova, 2017).

At the same time, its birth, formation and development can rightly be qualified as one of the methods or methods of socio-cultural and communicative expansion, a kind of "cultural intervention" of Western mass culture on the

Russian soil, one of the leading signs, indicators and mechanisms of globalization.

The latter is realized on the scale of the "planetary language personality" (Vorozhbitova, Marchenko, Timofeyev and Issina, 2018) as a collective producer and recipient within the global linguistic-hermeneutic circle of the planet Earth. The modern stage of linguistics development is characterized by an anthropological approach to the study of gender metaphor problems. Many domestic and foreign experts consider gender as the basis for metaphors and gender metaphors (R. Benedict, A. Vezhbitska, L. Irrigarey, M. Mead, J. Mitchell, E. Sixu, Y. Kristeva, E. V. Budaev, N. A. Krasilnikova, O. N. Laguta, A. P. Chudinov, etc.).

Globalization has several interpretations in the scientific discourse. We will not go into a critical analysis of this term. But we believe, following I.A. Kardonova, that globalization is a worldwide process of transformation of symbols and symbolic forms, in the course of which the values, norms, socio - cultural practices existing in every society are refuted, confirmed, and/or redefined, constituting society and institutionalized in two main dimensions-socio-epistemological and structural-institutional (Kardonova, 2007).

Researchers of the modern language personality of migrants (Yu. N. Ebzeeva, I. S. Karabulatova, D. A. Nakisbayev) also dwell on the transforming vector of globalization in modern social and linguistic processes (Ebzeeva, Karabulatova and Nakisbayev, 2018). The planetary linguistic personality is the result of such shifts under the influence of the world advertising discourse, which has the character of unification (Khachmafova, Karabulatova, Serebryakova, Zinkovskaya and Ermakova, 2017). At the same time, verbal-paraverbal matrices of unique ethno-cultural behavior at specific loci change towards the Erasure of distinctive features (Ebzeeva and Karabulatova, 2017).

In relation to mass culture and the media, various aspects and nuances of the implementation of globalization trends are relevant (Barabash, Kotelenets, Karabulatova, Lavrentyeva and Mitina, 2019).

For example, magazines advertise the same products, regardless of country or language, their design is also similar, and sometimes identical. Let us add that this is also typical for publications

of glossy magazine discourse, which copy not only advertisements from the pages of foreign prototypes, but also the style of layout and content.

TV shows broadcast around the world, as well as magazines, have one common prototype, most often borrowed from the United States, often their only difference is the language. The Internet and digital TV have allowed anyone to have instant access to news from anywhere in the world, in most countries' world news is the same. Music and cinema are also common in all countries (Sergeev, 2009).

In semiotic terms, it is important that the basis for the implementation of globalization ideology in the way we are interested, i.e. through the tools of glossy magazine discourse, are the conditions of franchising. This initially implies a secondary, specialized in its visual and verbal essence of the Russian-language implementation of Western versions of publications, models and samples.

From the standpoint of the theory of language, we can qualify franchising as a specific "invading" technological basis to produce the studied type of discourse in relation to the collective linguistic personality of the Russian.

The model of the addressee, which, according to Aristotle, is the "ultimate goal of everything", originally laid down in the studied type of discourse – is the "ideal consumer" of the advertised and promoted goods and services, striving for comfort and luxury, continuous acquisition of status material values, professing the philosophy of glamour as an "eternal celebration of life".

Note that the word "glamour" was first used in the Russian press in 1997 in the newspaper "Arguments and facts", which called the singer Angelica Varum "glamorous diva" (Babenko, 2011). In our opinion, the most accurate definition of this phenomenon is given by S. Gandl: "glamour" as an image that, based on such values as beauty, wealth, free mobility, leisure, fame and sex, attracts attention and causes envy. The elite generates this phenomenon as a social phenomenon, and its attributes are directly or indirectly produced as role models (Gundle, 2008).

Thus, it is legitimate to conclude that the glamorous magazine discourse represents some special, specific media conceptsphere "LIFESTYLE"; synonymous nominations of the concept name in the "naive" picture of the world

– "GLOSS", with the use of English-language inclusions- "LIFESTYLE". This is the "style and lifestyle" glossy in a specific sense, "global / planetary" scale concept, which is legally described as globaliseerumise megaconcert (for coverage of a number of conceptual fields, lexical-thematic groups) and as a media concept (generated by the mass media discourse as an institutional discourse).

The eponymous conceptsphere represents in fact a comprehensive sphere of activity of the mass representative of the modern socio-cultural and educational space of the Western world and, under its influence, Russia: "style and lifestyle" of a certain average ideal consumer-a member of the globalized information society.

Russia of the beginning of the XXI century, included in the global world context, is an information society that is rapidly forming – in a "catch – up mode".

In the proposed context of consideration of the problem, taking into account the established practice of placing magazines glamorous magazine discourse, like most other media publications, on the Internet, another conceptual premise of its study from the standpoint of linguistic-rhetorical paradigm for us is the category of "personality information-reasonable (PIR)" in the development of S. E. Shilov.

We proceed from the hypothesis that the world wide web is a single intelligent information personality, so we get a look from within this personality at the global network – as an expression of this thinking, conscious personality. This aspect allowed scientists to talk about the digital linguomigratology of modern society (Karabulatova and Vorontsov, 2019).

PIR-thinking is defined "as the standardization of subject areas by the PIR-algorithm, replenishing the PIR-database. "Within the PIR-database, Association (integration) and dissociation (differentiation) of PIR models should work in the context of the strategy of advancing and developing standardization, improving the quality of products, life, services, creating new human and consumer qualities" (Shilov, 2013). The end of the phrase objectively serves as an indirect representation of the General strategy of glamorous magazine discourse under study in the formation of the gender ideal required by post-industrial society.



## Results

The influence of glamorous magazine discourse is largely manipulative and suggestive in nature, which is provided by a massive complex impact on the senses of the collective linguistic personality through different channels of perception.

We interpret differently for the sphere of glossy magazine discourse, in view of the above, the field "linguo-hermeneutic circle": producer vs. recipient.

The subtype of mass-media discourse studied by us is a cognitive-communicative phenomenon in which "dominant principles of perception and interpretation of formed meanings" are reproduced and the set of goals of which "is derived from the need of society, on the one hand, for relevant information that allows a person to see himself in the signs and coordinates of the occurring (event) life, and on the other – in sensitive to actual social facts, regular, periodic and mass information and semantic exchange as a prerequisite for understanding social reality and developing a motivated value judgment about it on the basis of the concept of social good formulated by society" (Polonsky, 2009).

At the same time, the specificity of the glamorous journal discourse as a whole, as well as the discourse-practices of specific names of women's and men's magazines in its composition, is that its producers use initially syncretic, synthesized and complex tools for the impact of creolized discourse.

The latter combines paralinguistic (nonverbal) information of visual type, i.e. iconic means, with verbal means of information transmission and impact on the recipient. At the same time, within the framework of this formal type of discourse – "creolized discourse" – glamorous magazine discourse can be qualified as a special kind: creolized discourse with a tactile paraverbal component (due to the use of special grades of paper).

Pragmatics traditionally considers in linguistics the interaction of the subject (the author of the text) and the addressee (the reader) within the act of communication. Thus the subject of speech (the author of the text) defines: 1) the purposes and tasks of the message (for example: informing, will, instructing, etc.); 2) type of speech behavior; 3) the relation to the reported, its assessment (or lack thereof); 4) accents at construction of the text of the message.

In turn, the addressee of speech (the reader of the text): 1) interprets the text, including indirect and hidden meanings, 2) experiences the impact-intellectual, emotional, aesthetic (Valgina, N.S.). We are talking about the discursive organization in the pragmatic aspect, so we refer primarily to the subjects of the linguistic-hermeneutic circle, as well as their goals and super-task of the discourse of this type as a whole.

We consider the participants of the glamorous magazine discourse in the aspect of the system of communicating it through – as a socio – cultural mediator-linguistic personalities, we come to a three-membered system, which is represented by advertisers, journalists and readers. Each participant of communication within the framework of glamorous magazine discourse has its own goal, which determines one of the components of the linguistic-rhetorical structure of discourse-the motivational level (pragmaticon) of the linguistic personality of the producer, represented in the discourse text.

Thus, the goal of advertisers is to purposefully influence consumers of lifestyle magazines, providing demand for goods and services that are explicitly or covertly advertised within the publication – both verbal and nonverbal, iconic means are used for this purpose.

Intermediate link used for a certain "masking" advertising and PR-texts and enhance their effect, there is an intermediary - "glossy journalist", which ensures that the reader's interest in the product / service. The most important feature of the discursive nature of glossy magazines is the development, production and broadcasting of tender cultural and symbolic forms, the nature of which is determined by the ideology of success and elitism.

The goal of the "leading producer" of the discourse of glossy magazines-the journalist-is achieved by solving two problems. First, it is necessary to ensure the influx of advertisers, providing the budget of the publication and allowing it to exist. Secondly, it is necessary to instill in the recipients-readers-the values of the "glossy" lifestyle through a specific thematic component, which also provides a solution to the first problem. The purpose of the readers of this type of publications – socio-strata language personality of the collective Russian recipient, which is rightfully identified in a special subtype-is to introduce to the dictated canons of style and life values to improve their status, as well as to meet the information and entertainment needs.

In addition to the author of the text, the subject-producer of the GMD-objectively acts as an advertiser, but unlike Newspapers, television, radio, etc., advertising here has a strict thematic framework.

Among the advertised goods and services find a place only those that are directly related to the lifestyle promoted by this type of publications. In addition, sometimes the role of the "subject of sales" is the producer of discourse—a linguistic personality-tandem: "journalist & advertiser". In this case, it is appropriate to talk about PR-texts, through which advertisers have an indirect impact on the mass recipient—the target readership.

As such texts can act, for example, interviews with famous people, in which on behalf of the "stars" inspired appeal to readers or discussion with them of goods or services, advertising which is presented on the pages of the publication. At the same time, an effective tool for forming public opinion is, among other things, inclusions in advertising and PR discourses of elements of argumentative discourse (arguments to authority, to the obvious, etc.).

Thus, the producer of the GMD is understood by us in the synthesis, collective sense – as the institutional language personality of the editorial Board, consisting of – "creative group", including such subtypes as linguistic personality "glossy" journalist, language personality of a specialist in advertising and linguistic personality in the field of public relations (PR). In General, it is legitimate to call this type of corporate language personality (the use of this concept in connection with PR-discourse (Vorozhbitova, 2013)).

Recall that "glamour is a specific mood of mass consumption society, a special worldview that levels the main spiritual priorities of a person, transferring, first of all, the aesthetic emphasis on luxury and" external "Shine" (Tochilov, 2011). With respect to GMD entity "of communication" (S. E. Shilov), and hence mini-segment of the Russian PIR in the chosen aspect becomes a symbiotic producer tandem type comprising two components: "1) advertiser 2) "glossy" the journalist as a professional linguistic personality (more – corporate language personality of the editorial Board, the core in the form of creative group)".

Creative sub-processes of the professional activities of the collective subject discourse-and

text forming a discursive-visualizing. They unfold in a situation (and are determined by it) of acute competition with other publications similar in terms of genre and addressee (male or female readers), which together make up the discourse ensembles of Russian glossy magazines for men and women. We have differentiated the direct and indirect producers of a particular glossy discourse practice.

#### **Direct producer of glossy discourse practice.**

As a "direct producer" of glossy discourse, the journalist acts as a professional language personality as part of the corporate language personality of this Institute of mass media and a particular publication. It is legitimate to consider it as the most important creative element of the editorial and publishing mechanism of functioning and development of a glossy lifestyle magazine.

The ultimate goal of this type of professional language personality is to ensure positive dynamics of commercial success of each next issue of the magazine. Accordingly, the main objectives of the 1st level, realized in the discursive and text-forming process, and initially organize the creative intellect activity "glossy journalist", its LR-strategy and tactics are: to provide a quick and absolute sales circulation, ideally to create a situation the need to print additional copies of each room (as the most important task); to generate active attention of advertisers to the publication (it is desirable to form a queue and a competitive basis for providing print space for advertising).

We classify these extralinguistic super-tasks as the main problems for the super-sphere of social and cultural communication in the field of mass media.

The solution of these problems is provided by the optimal implementation of the corresponding tasks of the discursive level, which technologically concretize them: to provide the potential reader with interesting, emotionally and psychologically attractive material for perception, to provide increased multi-channel impact on the consciousness and subconscious of the perceiving language personality due to the synergetic effect of interaction of visual-nonverbal and verbal-text blocks of journal discourse practice; to present the advertiser's next product ("new advertising occasion") or the products already advertised in previous issues ("current advertising occasion") to the potential consumer in a favorable, emotionally attractive

light, to convince him of the need to purchase it at all levels of speech influence (verbal levels of argumentation: logical, psychological; non-verbal: visual-factual, figurative-artistic).

This task is accomplished in two main ways:

- 1) In parallel with the basic material content information part of the journal (inventively the web for this number as yet another component of the total discourse-practice publications formed the "issue"), i.e. explicitly;
- 2) Integrated, in the framework of the basic information, often covertly and indirectly, i.e. implicitly.

The presence of the described methods of intertextual inclusions of fragments of advertising and PR types of discourse in the journalistic proper can be qualified-taking into account the category of intertextuality-as the following types of communication of discursive fragments:

- 1) Explicit-parallel inter-genre discursive coupling;
- 2) Implicit-integrated inter-genre discursive coupling.

At the same time, intertextuality is carried out in the mode of genre inclusions of advertising and PR discourses in the information ("problem") and entertainment text array of the main genres of journalism (letter of the editor-in-chief, review, interview, article, information note, announcement, etc).

By analogy with the phenomena and concepts of the history of convergent development of languages on the basis of substrate or superstrate, a partial extrapolation of this principle to the discourse of the magazine gloss is appropriate. At the same time it is possible to distinguish types of intertextual inclusions:

- 1) Discourse-basis (substratum) - journalistic discourse of informational, problematic, entertaining nature; intertextual inclusions (superstratum) - advertising / PR inserts (from literal names to allusions, hints, etc.), integrated into the inventory-dispositive framework and eloquent content of the basic narrative;
- 2) Discourse-basis (substrate) - advertising / PR discourse with the characteristic / advertised / promoted object, phenomenon, process or person

in its basic, "expanded" form; intertextual inclusions (superstrat)-information-problem-entertainment elements of non-advertising nature, woven into the fabric of the main presentation.

Persuasion of the addressee is achieved, among other things, by a system of explicitly deployed verbal arguments. Arguments "to ethos", "to logos" and "to pathos": an appeal to the categories of prestige, health, attractiveness for the opposite sex, etc. - are built on the basis of a well-known list of basic human needs, according to A. Maslow.

At the same time, in the discursive space there is a synergistic effect from the complex impact of non-verbal arguments of the visual block. They act on the recipient's perception organs on the basis of the principles of clarity, brightness of color solutions, aesthetics of the images of the advertised goods transmitted to the subconscious.

In men's magazines, an additional means of removing barriers in the mind and opening channels of access to information directly into the subconscious are the visual series of photo shoots of erotic female images.

The title shot of a photo shoot is usually rendered on the cover, attracting buyers through the glass of the showcases on the signal principle of appeal to one of the basic human needs. The neighborhood of this "arranging" subtype of the visual series with the main, "working" subtype-images of advertised goods for men, from cars and yachts to accessories, acts as one of the blockers for consciousness, actively introducing into the subconscious of the recipient the ideas Central to the journalist and advertiser (manufacturer or intermediary in the implementation of a particular expensive product).

The "commodity number" visual block is the main for the journalist and the advertiser, while for the reader, whose attention is captured by the erotic close visual unit, the product line of the latter, on the contrary, acts as if "unobtrusive support".

**Mediated producer of glossy discourse practice.**

The "mediated producer" of a particular journal discourse practice is the customer-advertiser (in a broad sense-the customer of the PR-campaign),



whose goal is to implement the proposed product / service on a mass scale.

This active element in the mechanism of the glossy media industry acts as an "ideological inspirer" in the aspect of the material component of the ideal lifestyle formed by the publication for the modern Russian-a potential reader.

From the standpoint of the need to analyze the "addressee factor" (N. D. Arutyunov), the latter should include such layers of the population-sociostratic layers of the recipient's collective linguistic personality, such as "rich people" and the so-called "middle class", perceiving a glossy magazine as an attractive attribute of "beautiful life". The customer also becomes a source of material support and incentives for the publication of the magazine.

The specificity of the functions of the first and second producers is as follows: the journalist produces and builds the content (content) of the next issue of the publication in such a way that it is possible to embed goods and services offered by the advertiser into its framework. In addition, the content is selected not only taking into account the possibility of a symbiosis with advertising, but also taking into account the interests of potential readers, who will later act as buyers. At the same time, the indirect producer-the advertiser-offers the journalist to enter his product into the concept of the publication or to prepare new materials that will help to awaken in the recipient the craving to buy his goods.

#### **Linguo-rhetorical-hermeneutic circle: aspect of the recipient.**

As already mentioned, the communicative task glossy discourse of the ensemble as a whole – the world view, worldview and hierarchy of values of the reader as the average units of the globalized post-industrial society at the modern stage of information society with elements of the post (in the West), who has established the concept of "consumer society".

This type of recipient is initially modeled in its two gender-oriented hypostases as a "destination factor" that determines the essential features and typological features of women's and men's glossy magazine discourse practices, which together form the discourse ensemble of GMD as a discourse of a special type.

In the framework of the theoretical understanding of the collective recipient as a genre-sociostratic segment of the mass

readership, we distinguish the following subtypes of the recipient of GMD:

- 1) "elite of society", allocated in the aspect of material welfare: the super-rich and rich people (for example, advertised men's watches worth 150-300 thousand rubles);
- 2) Representatives of the secular Beau Monde: media persons, stars of show business, stage, cinema, sports, journalists, etc. (news from their lives and interviews are frequent);
- 3) The middle class;
- 4) The boundary layer of the population, seeking to improve their social status, including young people (so, an indispensable attribute of glossy magazines are reviews of new films, music and literature).

We also note that S. S. Novikova, referring to the study by B. Barbara, notes that there are three levels of social stratification in terms of material well-being: the upper layer, the middle layer and the lower layer (Novikova, 2000).

The upper stratum is represented by an elite minority of the population, the control of its wealth is carried out through the taxation system. The middle layer occupies an intermediate position. These people are brought together not only by the level of income, but also by the lifestyle and basic values. This layer is the main one, it stabilizes and strengthens society as a whole. The lowest layer is occupied by people who have lost stable ties with representatives of other layers, who have fallen to the so-called social "bottom".

#### **Conclusion**

A glossy magazine on the counter and in the Windows of the Newsstand is an essential attribute of existence of the Russian collective linguistic personality today is a result of the communicative product of speech-thinking activity of professional language personality of the journalist (as we are talking about the individual language personality of the producer, and summarized its type), and also because of the collegiality of the formation of the journal discourse, group – more precisely, the corporate linguistic identity. In the strict sense of the word, this function is conventionally performed by such a group of employees as the "editorial Board (editorial Board) of the journal"; its core is the "creative group" – one or more.

Thus, as a result of the analysis of the role and functions of the participants of mass communication on the basis of the discourse of glossy magazines, we come to a three-component system, which is represented by the positions of the advertiser, journalist and reader.

The first two active elements of the "corporate producer" are both affected and have it: the advertiser sets the conditions necessary for the successful conduct of an advertising or PR campaign, the journalist creates a favorable ground for its conduct, making creative proposals and attracting the necessary audience for the advertiser.

Thus, the first two elements are in permanent creative interaction, in fact – advertising and information symbiosis.

The last element of the scheme – the reader is only affected, both by the journalist, who has a direct influence on the reader through his texts, and by the advertiser, who has a direct influence (advertisements) and indirect ("disguised", implicit advertising and PR-texts). In part, some active (and have free time) readers can, entering into correspondence with the magazine, as well as publishing their opinions on social networks, provide some semblance of feedback to the journalist.

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