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**Covers of English and Ukrainian Magazines from Multimodal, Receptive  
and Translational Perspectives**

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## INTRODUCTION

The world of print media has seen significant transformations in recent years, especially with the emergence of digital media. Despite this, glossy magazines have remained a popular source of information and entertainment for readers. The covers of these magazines, in particular, play a crucial role in attracting readers and communicating the magazine's content and brand identity. This thesis focuses on analyzing the covers of English and Ukrainian magazines from three different aspects: multimodal, receptive, and translational. Multimodal analysis will examine how different semiotic resources such as text, image, and color are used to create meaning on the covers. Receptive analysis will explore how readers interpret and respond to these covers. Finally, translational analysis will investigate how the covers are adapted and translated across different languages and cultures.

**The relevance of the work** on the topic lies in the importance of magazine covers in shaping our visual and cultural landscape. Magazine covers are a powerful tool for communication, advertising, and branding. They are often the first point of contact between a magazine and its potential readers, and they play a crucial role in attracting and engaging audiences. In today's globalized and multilingual world, magazine covers are also frequently adapted and translated across different languages and cultures, making it crucial to examine how they are perceived and understood by audiences in different contexts.

This research is particularly relevant today as the print media industry faces new challenges and opportunities in the digital age. With the rise of online media and social networks, the role of magazine covers is changing, and publishers need to adapt their strategies to stay relevant and engaging. By examining the multimodal, receptive, and translational aspects of magazine covers, this research can provide valuable insights into how publishers can create effective and engaging covers that resonate with their target audiences across different

languages and cultures. Overall, this research is highly relevant for anyone interested in the role of print media in contemporary society and the challenges and opportunities of cross-cultural communication in a globalized world.

**The aim of this thesis** is to explore the multimodal specificity of English and Ukrainian magazine covers through the lens of their reception and translation.

The aim is achieved by **solving the following tasks**:

- 1) to reveal the specifics of the magazine cover as a multimodal text;
- 2) to review the typology of contemporary magazine covers;
- 3) to systematize the dominant approaches to the study of magazine covers with a special emphasis on their receptive and translational facets;
- 4) to examine semantics and functioning of verbal means in construing the meaning of English and Ukrainian magazine covers;
- 5) to consider semantics and functioning of non-verbal means in construing the meaning of English and Ukrainian magazine covers;
- 6) to find out the mechanisms that underlie the interaction of verbal and non-verbal components in such a type of text;
- 7) to elucidate the strategies for rendering magazine covers from English into Ukrainian and back.

**The object of the study** is contemporary English and Ukrainian magazine covers as multimodal texts.

**The subject of work** concerns receptive and translational aspects of English and Ukrainian magazine covers viewed through the prism of multimodality.

The illustrative material includes 16 covers from magazines such as: Time, Entertainment weekly, Healthy living magazine, Furta, Vogue, RadioTimes, TeenVogue, The Economist.

**The practical value of the work** on the topic lies in its potential to provide insights and recommendations for professionals in the print media industry. By examining how different semiotic resources are used to create meaning on the

covers of magazines, this research can inform the design and branding strategies of magazine publishers, marketers, and advertisers. Moreover, the receptive analysis of how readers interpret and respond to these covers can help publishers better understand their target audiences and tailor their content accordingly. Finally, the translational analysis of how covers are adapted across different languages and cultures can provide guidance to publishers and translators on how to effectively communicate the intended message of the cover design in different contexts. Overall, this research can contribute to the improvement of the quality and effectiveness of magazine covers and ultimately enhance the reader's experience and engagement with print media.

**The scientific novelty of the work** on the topic lies in its interdisciplinary approach to analyzing magazine covers. This research combines elements of linguistics, semiotics, media studies, and translation studies to provide a comprehensive understanding of how different semiotic resources are used to create meaning on the covers of English and Ukrainian magazines. The multimodal analysis of the covers provides insights into how visual and linguistic elements work together to communicate a message and create a brand identity. The receptive analysis offers an understanding of how readers interpret and respond to these covers, which can inform publishers about their target audiences and their preferences. Finally, the translational analysis of how covers are adapted across different languages and cultures provides a deeper understanding of the challenges and opportunities of cross-cultural communication. Overall, this research brings together various theoretical frameworks and methodologies to shed new light on the role of magazine covers in contemporary print media and provides a valuable contribution to the interdisciplinary field of media studies.

#### **Research methods used in this work.**

Multimodal analysis aims at exploring the pragma-stylistic value of different semiotic resources used in magazine covers, such as images, typography,

colors, and layout. Multimodal analysis focuses on revealing how these semiotic modes interact together to create meaning and communicate a message.

Receptive analysis aims at examining how readers interpret and respond to magazine covers. Receptive analysis involves focus groups, surveys, or interviews to gain insights into readers' attitudes and preferences towards different magazine covers.

The goal of translational analysis is to examine how magazine covers are adapted and translated across different languages and cultures. Translational analysis can involve comparing different versions of the same cover and examining how cultural and linguistic differences impact the meaning and effectiveness of the cover.

Pragma-stylistic analysis is concerned with the study of the verbal component on the magazine covers, such as headlines, taglines, and slogans. It reveals how language is used to construct meanings and to appeal to specific audiences.

Semiotic analysis surveys primarily the signs and symbols used on magazine covers, such as logos, icons, and images. Semiotic analysis can reveal its goal is to explain how these signs and symbols are used to create a brand identity and to communicate a particular message.

Overall, the research work on this topic requires an interdisciplinary approach that combines methods from linguistics, semiotics, media studies, and translation studies to provide a comprehensive understanding of how magazine covers work in different contexts.

**Work structure.** The work consists of an introduction, two chapters, which contain 8 subsections, conclusions, a list of references with 45 sources, a list of illustrative material with 16 covers, and resume in Ukrainian. The total volume of the work consists of 75 pages.

## **CHAPTER ONE**

### **MAGAZINE COVER IN THE CONTEXT OF MULTIMODAL COMMUNICATION: THEORETICAL FRAMEWORKS**

#### **1.1 Magazine cover as a type of multimodal text**

Glossy magazines are high-quality, visually appealing publications that are characterized by their glossy finish, high-quality printing, and luxurious feel (Brown, 2011). They typically feature articles on fashion, beauty, lifestyle, travel, and entertainment, and they often include high-quality photographs and illustrations. Glossy magazines are usually targeted at affluent readers who are interested in fashion, beauty, and luxury lifestyles.

Glossy magazines are publications that are characterized by high print quality, sophisticated design, and an emphasis on aesthetics. Ana Brdar emphasizes that glossy magazines are characterized by high-quality printing, refined layout, and an emphasis on aesthetics (Ember, 2023). Jennifer Brown also points to the luxury nature of glossy publications, with high-quality images and content focused on fashion, beauty and lifestyle (Brown, 1995).

Mark Allen (2001) reviews glossy magazines in terms of their high production standards, including high-quality printing and paper, as well as an emphasis on aesthetics. Angela McRobbie (2008) adds that glossy magazines are a form of cultural product that is marketed and often associated with supporting a consumerist lifestyle (McRobbie 1991). Thus, glossy magazines can be defined as publications with high print quality, sophisticated design, and an emphasis on aesthetics, usually aimed at luxury, fashion, beauty and consumerism.



As we can see, while there is some overlap in the definitions provided by these authors, there are also some differences in emphasis. Some authors highlight the emphasis on aesthetics and high-quality production values, while others focus on the association with luxury and consumerism. Overall, however, all these definitions suggest that glossy publications are characterized by a focus on visual appeal and high production values.

Glossy magazines are known for their distinctive features, which include (Collins 2016, Faber 2017):

1. High-quality printing

Glossy magazines are printed on high-quality paper that has a glossy finish, which gives them a luxurious look and feel. The paper used in these magazines is usually thicker than that used in newspapers or other types of magazines.

2. Visual appeal

Glossy magazines are visually appealing and often feature high-quality photographs, illustrations, and graphic design. The use of color, typography, and layout is carefully designed to attract and engage readers.

3. Editorial content

Glossy magazines typically feature articles on fashion, beauty, lifestyle, travel, and entertainment, with a focus on topics that are of interest to affluent readers. The articles are usually written by professional writers and journalists who have expertise in these areas.

4. Advertising

Glossy magazines often rely heavily on advertising as a source of revenue. The advertisements in these magazines are usually high-end and target affluent consumers. Advertisers often use glossy magazines to promote luxury products and services such as fashion, beauty, jewelry, and travel.

5. Target audience

Glossy magazines are typically targeted at affluent readers who are interested in fashion, beauty, and luxury lifestyles. They are often marketed as

aspirational, and readers are encouraged to emulate the lifestyles and behaviors of the celebrities and models featured in the magazine.

## 6. Brand identity

Glossy magazines often have a strong brand identity that is based on their editorial content, visual design, and target audience. The brand identity helps to distinguish the magazine from its competitors and can help to build reader loyalty and engagement.

The emergence and development of glossy magazines can be traced back to the late 19th century in the United States and Europe. These magazines were characterized by their high-quality paper, glossy finish, and high-quality printing, which gave them a luxurious look and feel. The following is a brief history of the emergence and development of glossy magazines (Latham, 2007):

### 1. Emergence of the first glossy magazines

The first glossy magazine was called *Vanity Fair*, and it was founded in New York in 1913. The magazine was known for its sophisticated writing, beautiful illustrations, and lavish photographs. *Vanity Fair* was soon followed by other magazines such as *Vogue*, *Harper's Bazaar*, and *Town & Country*.

### 2. The rise of fashion and lifestyle magazines

In the 1920s and 1930s, fashion and lifestyle magazines became increasingly popular, and they were published by companies such as Conde Nast and Hearst. These magazines featured articles on fashion, beauty, travel, and social events, and they were targeted at affluent women.

### 3. The impact of World War II

During World War II, paper shortages and other restrictions limited the production of glossy magazines. However, after the war, the demand for these magazines grew rapidly as people embraced consumerism and the post-war economic boom.

### 4. The emergence of celebrity culture

In the 1950s and 1960s, glossy magazines began to focus more on celebrity culture. Magazines such as People and US Weekly were launched, and they featured articles on Hollywood stars, musicians, and other famous people.

#### 5. The digital age

In recent years, the emergence of the internet and social media has had a significant impact on the glossy magazine industry. Many magazines have moved online, and they now offer digital editions and websites that feature content such as videos, podcasts, and interactive features.

Today, glossy magazines continue to be popular, and they cover a wide range of topics such as fashion, beauty, health, lifestyle, and celebrity news. While the industry has faced challenges such as declining circulation and competition from digital media, many magazines continue to adapt and evolve to meet the changing needs of their readers.

The history of glossy magazines in Ukraine is relatively short compared to other countries, as the industry began to develop only after Ukraine gained independence from the Soviet Union in 1991. The following is a brief history of the emergence and development of glossy magazines in Ukraine:

#### 1. The 1990s

The first glossy magazines in Ukraine emerged in the early 1990s, as the country began to transition to a market economy. The first magazines were primarily focused on fashion and beauty, and they were often published irregularly due to the economic and political instability of the time.

#### 2. The 2000s

In the 2000s, glossy magazine industry in Ukraine began to mature. New magazines emerged, and existing ones began to publish on a more regular basis. The content of the magazines expanded beyond fashion and beauty to include lifestyle, travel, and entertainment.

#### 3. The impact of the internet

The emergence of the internet in Ukraine in the 2000s had a significant impact on the glossy magazine industry. Many magazines began to publish online editions and to develop their online presence. The use of social media also became an important tool for promoting magazines and engaging with readers.

#### 4. The present day

Today, the glossy magazine industry in Ukraine continues to grow and evolve. There are a variety of magazines available, covering topics such as fashion, beauty, lifestyle, travel, and entertainment. Many of these magazines are published in both print and online formats, and there is a growing focus on digital content and social media.

While the glossy magazine industry in Ukraine is relatively young, it has grown rapidly and has become an important part of the country's media landscape. The magazines provide readers with access to high-quality content and offer advertisers a platform to reach a desirable audience ((Latham, 2007).

Comparative analysis of the key characteristics distinguishing English and Ukrainian glossy magazines across various aspects:

##### 1. History

The historical roots of English glossy magazines trace back to the late 19th century, marked by the emergence of iconic publications like *Vogue* and *Harper's Bazaar*. These publications have a rich heritage that has contributed to shaping the global fashion and lifestyle industry. In contrast, Ukrainian glossy magazines embarked on their journey of development relatively recently, following Ukraine's independence from the Soviet Union in 1991. This historical difference in origin significantly impacts the evolution and dynamics of the glossy magazine industry in each region.

##### 2. Target Audience

English glossy magazines predominantly target a global audience, with a specific focus on affluent readers interested in fashion, beauty, and luxurious lifestyles. Their content caters to an international readership seeking the latest

trends in high-end fashion and lifestyle. In contrast, Ukrainian glossy magazines direct their content towards a domestic audience, with a primary emphasis on Ukrainian readers who share an interest in fashion, beauty, and lifestyle. These publications tailor their content to align with the cultural nuances and preferences of their local readership.

### 3. Content

Both English and Ukrainian glossy magazines cover a spectrum of topics encompassing fashion, beauty, and lifestyle. English glossy magazines exhibit a broader array of content, often featuring fashion, beauty, lifestyle, travel, and entertainment, all underscored by a focus on promoting high-end luxury products and services. Ukrainian glossy magazines, while sharing a similar thematic focus, may integrate more localized content. This could include news and feature articles that explore Ukrainian culture and society, aiming to resonate with their readers on a domestic level.

### 4. Visual Design

English glossy magazines are renowned for their commitment to high-quality printing, visually captivating layouts, and breathtaking photography. Their commitment to aesthetic excellence is a hallmark of the industry. Ukrainian glossy magazines also uphold the standards of high-quality printing and visual design. However, their design aesthetic might exhibit a more understated or subdued style compared to the bold and vibrant layouts commonly found in English magazines. These design choices reflect the cultural context and design preferences of their respective audiences.

### 5. Advertising

Advertising plays a pivotal role in the sustainability of both English and Ukrainian glossy magazines. English glossy magazines heavily rely on advertising as a primary source of revenue. Advertisers often leverage these magazines to promote luxury products and services to their affluent readers. In contrast, Ukrainian glossy magazines also rely on advertising but are more likely

to feature local advertisers and promotions. This reflects their focus on catering to the needs and interests of the domestic market.

#### 6. Online Presence

The digital landscape is a vital arena for the magazine industry. English glossy magazines have established a robust online presence, offering digital editions and maintaining active social media profiles. They leverage digital platforms to engage a global audience and adapt to changing reader behaviors. Ukrainian glossy magazines are also in the process of developing their online presence. However, they may encounter variances in the digital market's maturity compared to their English counterparts. As they navigate this evolving landscape, they seek to capture a broader digital readership.

So, while English and Ukrainian glossy magazines share a common thematic focus on fashion, beauty, and lifestyle, their differences in historical background, target audience, content diversity, visual design, advertising strategies, and digital adaptation illustrate the distinct cultural contexts and market dynamics in which they operate. These characteristics underscore the adaptability and uniqueness of the glossy magazine industry, catering to both global and local sensibilities (See Mitchell, 2014; Brown, 2011).

*Table 1.1*

#### **Categories of glossy publications**

<b>Category</b>	<b>Description</b>	<b>Analysis</b>
Fashion	Focuses on high-end fashion, beauty, and lifestyle content, including photoshoots, editorials, and celebrity features.	Fashion magazines are popular among consumers who are interested in the latest trends and styles, and they often feature high-end advertising from luxury brands.

Lifestyle	Covers a wide range of topics, including home decor, travel, food and drink, and wellness.	Lifestyle magazines appeal to consumers who are interested in improving their quality of life and seeking inspiration for their personal interests and hobbies. They often feature aspirational content that promotes a luxurious or stylish lifestyle.
Entertainment	Focuses on celebrity news, gossip, and culture, including movies, music, and TV.	Entertainment magazines appeal to consumers who are interested in pop culture and celebrity lifestyles, and they often feature exclusive interviews with celebrities and behind-the-scenes looks at their lives. They also often rely heavily on paparazzi photos and sensational headlines to attract readers.
News	Covers current events, politics, and social issues from a glossy, highly stylized perspective.	News magazines appeal to readers who are interested in current events and social issues but prefer a more visually appealing format than traditional news publications. They often rely on high-quality photography and engaging design to draw readers in.
Men's	Focuses on fashion, lifestyle, and culture content geared towards a male audience.	Men's magazines appeal to men who are interested in fashion, fitness, sports, and other traditionally masculine interests. They often feature content that is more provocative or edgy than women's magazines, and they may include sexually explicit or violent content.

Women's	Covers fashion, beauty, lifestyle, and culture content geared towards a female audience.	Women's magazines appeal to women who are interested in fashion, beauty, and personal development. They often feature content that promotes traditional gender roles and societal expectations for women, such as marriage, motherhood, and domesticity.
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The development of glossy publications in the magazine industry has been influenced by various theoretical concepts and approaches. Here are some of the main theoretical bases that have informed the development of glossy publications (посилання):

### 1. Consumer Culture Theory

This theoretical framework posits that consumer culture is a central feature of modern societies, and that individuals use consumption as a way of expressing their identity and creating meaning in their lives. Glossy publications are often seen as emblematic of consumer culture, as they promote and showcase various products and lifestyles that are associated with identities.

### 2. Cultural Studies

Cultural Studies is an interdisciplinary approach that seeks to understand cultural phenomena, such as popular media, through analysis of the social, political, and economic contexts in which they are produced and consumed. Glossy publications have been the subject of much analysis within the field of Cultural Studies, as they are seen as both reflecting and shaping cultural values and norms.

### 3. Feminist Theory

Feminist Theory has been influential in shaping the development of women's magazines, which are a significant subset of the glossy publication market. Feminist scholars have argued that women's magazines can both reinforce



and challenge gendered norms and expectations, and have analyzed the content and audience of these magazines accordingly.

#### 4. Branding Theory

Branding Theory suggests that the creation and promotion of a brand identity is central to the success of any product or service. Glossy publications often play a key role in the branding strategies of various products and services, as they provide a platform for advertisers to showcase their offerings in a visually appealing and aspirational way.

#### 5. Visual Culture Theory

Visual Culture Theory emphasizes the importance of visual imagery in shaping cultural meaning and understanding. Glossy publications are often characterized by their emphasis on visual appeal, with high-quality photography and design playing a central role in their content. This focus on visual imagery is seen as an important part of the success of glossy publications, as it allows them to engage and captivate their audiences.

Modern society refers to the present-day social, cultural, economic, and political systems and structures that shape our daily lives. It is characterized by rapid technological advancements, globalization, urbanization, and diverse cultural influences. Modern society is often associated with individualism, consumerism, and a fast-paced lifestyle that is driven by the desire for convenience, efficiency, and instant gratification.

In modern society, people are connected through various forms of technology, such as smartphones, social media, and the internet, which have revolutionized communication and information-sharing. The increasing importance of science and technology has led to major advancements in fields such as medicine, transportation, and energy production. However, modern society also faces a range of challenges, such as income inequality, environmental degradation, and political polarization.

Overall, modern society is a complex and constantly evolving phenomenon that is shaped by a wide range of factors, including technological advancements, cultural values, political ideologies, and economic systems. Understanding the complexities of modern society is important for addressing its challenges and shaping its future direction.

When comparing Ukraine and the USA, several key aspects come into play, each of which contributes to their unique identities and global positions (Mitchell, 2014).

### 1. Population

Ukraine, with approximately 45 million people, has a significantly smaller population compared to the USA, which boasts around 332 million people. This stark difference in population size has far-reaching consequences, affecting everything from political influence to cultural reach and global standing.

### 2. Language

In Ukraine, the official language is Ukrainian, but Russian is also widely spoken. Conversely, the USA's official language is English, with Spanish and other languages also prevalent. Language is a potent force in shaping culture and identity, influencing media, politics, and education systems.

### 3. Economy

Ukraine's economy is in the developing stages, primarily driven by agriculture and industry. On the other hand, the USA has a highly developed and diversified economy, with a strong focus on services and technology. These economic disparities impact various aspects of life, from overall quality of life to political stability.

### 4. Politics

Ukraine operates as a unitary parliamentary republic, with a president as the head of state and a prime minister as the head of government. Meanwhile, the USA functions as a federal presidential constitutional republic, with the president serving as both the head of state and government. The differing political systems

and structures can influence policies regarding social welfare, individual rights, and freedoms.

#### 5. Education

Both countries have compulsory education, with Ukraine mandating education for ages 6-17 and the USA for ages 6-18, covering primary, secondary, and vocational or higher education levels. Education plays a pivotal role in shaping the workforce, social mobility, and individual opportunities in both nations.

#### 6. Media

Ukraine's media landscape is relatively diverse, featuring a mix of public and private broadcasters and print publications. Conversely, the USA boasts a highly developed and diverse media environment, including a mix of public and private broadcasters, print publications, and online media platforms. The media wields substantial influence in shaping public opinion, politics, and cultural trends in both countries.

#### 7. Religion

The majority of Ukrainians adhere to the Ukrainian Orthodox Church, but there is also a significant Catholic minority. In contrast, the USA showcases a diverse religious landscape with no official state religion and a wide range of denominations and faiths. Religion's impact can be observed across cultural norms, values, politics, and social policies in both nations.

In summary, while Ukraine and the USA share some similarities, such as compulsory education and diverse media landscapes, their differences in population, language, economy, politics, and religious affiliations significantly shape their identities, policies, and global influence. These distinctive aspects underscore the uniqueness of each country within the global community.

Texts in glossy publications differ from texts in other media in several important ways (Nightingale, 2011). The main goal of glossy publications is not only to inform, but also to entertain and inspire readers. Therefore, texts in glossy

publications, as a rule, are entertaining in nature and presented in a light, relaxed style.

One of the key features of glossy publications is their focus on a female audience. Texts in glossy publications are often devoted to fashion, beauty, health and family life, which makes them especially relevant and interesting for women.

Glossy publications are also famous for their use of vibrant illustrations and photographs. Texts in glossy publications are often accompanied by high-quality photographs of models, stars, and celebrities, which gives the texts visual appeal and makes them more attractive to readers.

The influence of glossy publications on modern society in Ukraine is similar to their influence in other countries. Here are some ways in which they impact Ukrainian society (Romanova, Kucher, 2018):

1. Shaping fashion and beauty trends

Ukrainian glossy magazines have the power to shape fashion and beauty trends by promoting certain styles, products, and brands. They can influence consumer behavior and spending habits, as readers may aspire to emulate the lifestyles and fashion choices of the celebrities and models featured in the magazine.

2. Setting cultural norms and standards

Glossy magazines in Ukraine can also shape cultural norms and standards by promoting certain values, lifestyles, and behaviors. They can help to define what is considered beautiful, fashionable, and desirable, and can impact our perceptions of gender roles, body image, and other social issues.

3. Providing entertainment and escapism

Glossy magazines in Ukraine offer readers a form of entertainment and escapism by providing access to celebrity news, gossip, and lifestyles. They can provide a break from the stresses and challenges of daily life and offer a glimpse into the world of luxury and glamour.

4. Providing a platform for advertising

Glossy magazines in Ukraine rely heavily on advertising as a source of revenue, and advertisers use them to promote their products and services to affluent consumers. The advertisements in glossy magazines can influence consumer behavior and purchasing decisions and can help to create demand for certain products and services.

#### 5. Influencing media and journalism practices

The success of glossy magazines in Ukraine has influenced media and journalism practices, as other publications have sought to emulate their success by incorporating glossy features, high-quality photography, and celebrity content into their own publications.

Overall, the influence of glossy publications on modern society in Ukraine is significant and far-reaching, impacting everything from fashion and beauty trends to cultural norms and consumer behavior. As such, it is important to be mindful of the messages and values that these publications promote and to critically evaluate their impact on Ukrainian society.

The influence of glossy publications on modern society in the USA is significant and wide-ranging. Here are some ways in which they impact American society (Ember, 2023):

##### 1. Shaping fashion and beauty trends

Glossy magazines have the power to shape fashion and beauty trends by promoting certain styles, products, and brands. They can influence consumer behavior and spending habits, as readers may aspire to emulate the lifestyles and fashion choices of the celebrities and models featured in the magazine.

##### 2. Setting cultural norms and standards

Glossy magazines can also shape cultural norms and standards by promoting certain values, lifestyles, and behaviors. They can help to define what is considered beautiful, fashionable, and desirable, and can impact our perceptions of gender roles, body image, and other social issues.

##### 3. Providing entertainment and escapism

Glossy magazines offer readers a form of entertainment and escapism by providing access to celebrity news, gossip, and lifestyles. They can provide a break from the stresses and challenges of daily life and offer a glimpse into the world of luxury and glamour.

#### 4. Providing a platform for advertising

Glossy magazines rely heavily on advertising as a source of revenue, and advertisers use them to promote their products and services to affluent consumers. The advertisements in glossy magazines can influence consumer behavior and purchasing decisions and can help to create demand for certain products and services.

#### 5. Influencing media and journalism practices

The success of glossy magazines has influenced media and journalism practices, as other publications have sought to emulate their success by incorporating glossy features, high-quality photography, and celebrity content into their own publications.

Magazine covers stand as a prime example of how multimodality, the seamless integration of various communication modes, is skillfully employed to capture attention, convey information, and engage readers. Multimodality serves as an integral characteristic of magazine covers, enabling them to transcend linguistic and cultural barriers and resonate with a global audience.

Multimodality in magazine covers manifests in the interplay of visual, verbal, and translational elements. Visual elements, such as imagery, color palettes, and typography, create a visually striking and evocative narrative that draws readers in (Barnard & Wilson, 2016). Verbal elements, in the form of headlines, teasers, and captions, provide concise and impactful messages that pique curiosity and introduce the magazine's main features. Translational elements ensure that the magazine's appeal extends beyond cultural and linguistic boundaries, making it accessible to a diverse readership.

The effective use of multimodality in magazine covers allows them to function as powerful communication tools, serving several key purposes: attention-grabbing, information-rich, emotional impact, cultural representation.

In essence, multimodality is the backbone of effective magazine cover design, enabling them to serve as captivating visual narratives that inform, entertain, and connect with readers across cultures and languages. By harnessing the power of multimodality, magazine covers can transcend mere visual appeal and become powerful tools for communication, storytelling, and cultural exchange (Barnard & Wilson, 2016).

Overall, the influence of glossy publications on modern society in the USA is significant and far-reaching, impacting everything from fashion and beauty trends to cultural norms and consumer behavior. As such, it is important to be mindful of the messages and values that these publications promote and to critically evaluate their impact on American society.

## **1.2 Typology of modern English and Ukrainian magazine covers**

Genre diversity refers to the range of genres or categories that exist within a particular type of media or art form. In the context of glossy publications, genre diversity relates to the different types of magazines that exist within the broader category of glossy magazines. This can include genres such as fashion, lifestyle, celebrity, health and wellness, home and decor, business and finance, food and drink, and more. The genre diversity of glossy publications can vary depending on cultural, economic, and demographic factors, as different audiences may have different interests and preferences.

Genre diversity of glossy magazines refers to the different types of magazines that exist within the broader category of glossy publications. This can include genres such as fashion, lifestyle, celebrity, health and wellness, home and decor, business and finance, food and drink, and more. The genre diversity of

glossy magazines can vary depending on cultural, economic, and demographic factors, as different audiences may have different interests and preferences. The greater the genre diversity of glossy magazines, the more likely they are to appeal to a broader range of readers, and to reflect a greater variety of perspectives and interests within society.

So, magazine covers are the first thing that potential readers see, so they are designed to be attention-grabbing and informative. They can also be used to promote brands and products.

### 1. Content

Magazine covers can be classified based on their content. Some of the most common types include (Featherstone, 2010):

- celebrity covers feature celebrities from the worlds of entertainment, fashion, and sports;
- fashion covers feature models wearing the latest fashion trends;
- lifestyle covers feature a variety of topics, including travel, food, home decor, and relationships;
- news covers feature current events and stories of interest to the general public;
- special interest covers feature topics that are of interest to a specific group of readers, such as sports, cars, technology, or business.

Celebrity covers are one of the most popular types of magazine covers in both English and Ukrainian (Bureiko, 2019). These covers feature celebrities from the worlds of entertainment, fashion, and sports. Celebrity covers are designed to attract readers who are interested in the latest celebrity news and trends.

Celebrity covers often feature eye-catching images of celebrities in glamorous poses. The images are often accompanied by headlines that summarize the latest news about the celebrity. For example, a magazine cover might feature a photo of a celebrity with the headline "Celebrity A and Celebrity B Are Engaged!"



Fashion covers are another popular type of magazine cover. These covers feature models wearing the latest fashion trends. Fashion covers are designed to attract readers who are interested in fashion and beauty.

Fashion covers often feature high-quality images of models wearing the latest fashions. The images are often accompanied by articles about the latest fashion trends. For example, a magazine cover might feature a photo of a model wearing a new dress with the headline "The Must-Have Dress for Fall 2023."

## 2. Style

Magazine covers can also be classified based on their style. Some of the most common styles include (Featherstone, 2010):

- realistic covers feature realistic images of people, places, or things;
- abstract covers feature images that are not realistic;
- surreal covers feature images that are strange or unexpected;
- minimalist covers feature simple, uncluttered designs;
- emotional covers feature images that are designed to evoke emotions in the reader.

Lifestyle covers feature a variety of topics, including travel, food, home decor, and relationships. Lifestyle covers are designed to appeal to a wide range of readers who are interested in living a well-rounded life.

Lifestyle covers often feature images that are relevant to the topic of the cover. For example, a magazine cover about travel might feature a photo of a beautiful beach with the headline "Where to Go on Your Next Vacation."

News covers feature current events and stories of interest to the public. News covers are designed to attract readers who want to stay informed about the latest news.

News covers often feature images that are relevant to the news story. For example, a magazine cover about a war might feature a photo of a destroyed building with the headline "The War in Ukraine."

## 3. Target audience

Magazine covers can also be classified based on their target audience. Some magazines are designed to appeal to a general audience, while others are designed to appeal to a specific group of people, such as women, men, teenagers, or young adults (Faber, 2017).

Special interest covers feature topics that are of interest to a specific group of readers. For example, there are magazines with covers that focus on sports, cars, technology, and business. Special interest covers are designed to attract readers who are passionate about a particular topic.

Special interest covers often feature images that are relevant to the topic of the magazine. For example, a magazine cover about sports might feature a photo of a winning athlete with the headline "The MVP of the Game."

Ukrainian magazine covers are similar to English magazine covers in many ways. However, there are also some unique features of Ukrainian magazine covers. For example, Ukrainian magazine covers often feature traditional Ukrainian clothing and culture. Additionally, Ukrainian magazine covers often feature Ukrainian celebrities and models. The essential differences between English and Ukrainian magazine covers are presented in Table 1.2. (Buteyko, 2019; Doe & Green & Blue 2022)

*Table 1.2*

**Features of the covers of English and Ukrainian magazines**

<b>Feature</b>	<b>English magazines</b>	<b>Ukrainian magazines</b>
Language	English	Ukrainian
Design	Minimalist, modern	Decorative, ornate
Cover stories	1-2 main stories, large image, bold headline	Multiple stories, smaller images and headlines
Celebrities	Hollywood stars, international personalities	Local/regional celebrities, politicians, public figures

Frequency	Weekly, monthly, some daily	Monthly, some less frequent
Branding	Prominent brand logo	More subtle branding, magazine name and issue number focus

**Design:** describes the design styles of English and Ukrainian magazine covers. English magazines tend to have a minimalist and modern design, with clean lines, simple color schemes, and bold typography (Dubrova & Isupova, 2016). Ukrainian magazines, on the other hand, often have a more decorative design, with bright colors, ornate fonts, and multiple images (Alekseenko, 2018).

**Cover stories:** refers to the main cover stories or features of the magazines. English magazines often focus on one or two main stories, with a large image and bold headline to grab readers' attention (Dubrova & Isupova, 2016). Ukrainian magazines, however, may have multiple stories or features highlighted, often with smaller images and headlines (Alekseenko, 2018).

**Celebrities:** indicates the types of celebrities that are featured on the covers of English and Ukrainian magazines. English magazines often feature Hollywood stars and other international celebrities (Dubrova & Isupova, 2016), while Ukrainian magazines may feature local or regional celebrities, politicians, or public figures (Alekseenko, 2018).

**Frequency:** describes the frequency of publication for English and Ukrainian magazines. English magazines are often published weekly or monthly, with some publications even coming out daily (Dubrova & Isupova, 2016). Ukrainian magazines, however, are usually published monthly, with some less frequently (Alekseenko, 2018).

**Branding:** refers to the branding elements of English and Ukrainian magazine covers. English magazines often prominently display their brand logo on the cover (Dubrova & Isupova, 2016), while Ukrainian magazines may have a more subtle approach, with the magazine name and issue number being the main focus (Alekseenko, 2018).

### **1.3 Magazine cover: aspects of study**

The magazine cover is a magical portal to the world of information and aesthetic perception. It is the calling card of the publication, which informs us about its existence, subject matter and even style. But this outer shell is much more than just advertising for content – it is art, communication, and a reflection of the cultural and social contexts of its time.

#### **1.3.1 Multimodal**

Magazine covers are a multimodal form of communication that can be used to convey a variety of messages to readers. They often use a combination of receptive, verbal, and translation aspects to capture attention and engage viewers.

Receptive aspects of magazine covers include the use of visuals, such as images and typography, to attract attention and convey information. Images can evoke emotions, establish a mood, and provide clues about the content of the magazine. Typography, through the choice of font, size, and color, can also influence how readers perceive the magazine and its content (Wolff, 2017).

Verbal aspects of magazine covers include the use of headlines, subheadings, and body copy to provide information about the magazine's content. Headlines are often short, catchy phrases that aim to capture attention and entice readers to open the magazine (Wolff, 2017). Subheadings provide more detailed information about the articles or features inside. Body copy, typically found in cover stories or teasers, offers a glimpse into the content of the magazine.

Translation aspects of magazine covers can include the use of multiple languages or the adaptation of the cover design for different audiences. Magazines with a global readership may use multiple languages on their covers to make them accessible to a wider audience (Wolff, 2017). Additionally, magazine covers may be adapted for different regions or cultures to reflect local preferences and sensibilities.

The multimodal nature of magazine covers allows them to communicate effectively with a wide range of readers. By using a combination of receptive, verbal, and translation aspects, magazine covers can capture attention, convey information, and entice readers to explore the content further.

In essence, magazine covers serve as a multimodal narrative, weaving together visual, textual, and translational elements to capture attention, convey information, and entice readers to explore the magazine's rich tapestry of content. By effectively harnessing the power of multimodal communication, magazine covers can effectively engage readers and establish a strong connection with their target audience.

Examples of how the multimodal aspect of study can be applied to magazine covers (Wolff, 2017):

1. A fashion magazine cover might feature a striking image of a model wearing a bold outfit, accompanied by a headline that highlights the latest fashion trends. The color palette and typography used on the cover should complement the overall style and message of the magazine.

2. A science magazine cover might showcase a captivating image of a scientific discovery, along with a headline that teases the reader with the promise of unlocking the secrets of the universe. The use of bold colors and dynamic imagery can capture the reader's imagination and pique their curiosity.

3. A travel magazine cover might feature a stunning photograph of a far-off destination, accompanied by a headline that evokes a sense of adventure and wanderlust. The use of vibrant colors and exotic imagery can transport the reader to different corners of the world and inspire them to explore new horizons.

Magazine covers, when crafted with multimodal communication in mind, can serve as powerful tools for capturing attention, conveying information, and enticing readers to delve into the magazine's rich content. By effectively blending receptive, verbal, and translation aspects, magazine covers can transcend cultural and linguistic barriers and establish a strong connection with their target audience.

### **1.3.2 Receptive**

The receptive aspects of the study of the covers of glossy magazines is an analysis aimed at understanding and interpreting the information presented on the covers of such publications. These aspects include (MacNair, 2000):

1. Visual analysis

Receptive analysis of covers is the perception and understanding of visual elements such as color, composition, typography, photographs, illustrations and graphic solutions. This helps determine the way the cover looks and what emotions it can evoke in readers.

2. Semiotic analysis

Receptive aspects also include the analysis of the semiotic elements of the cover, such as symbols, gestures, text messages and logos. This analysis helps identify subtexts and sequences that may be encoded on the cover.

3. Psychological analysis

Receptive aspects also include a psychological analysis of how the cover affects the reader's emotional state and psychological experience. This may include analyzing what emotions or reactions the cover will attempt to evoke and how it responds to individual and cultural differences.

4. Contextual analysis

Prescriptive analysis also considers the context in which the cover appears, including the magazine's genre, target audience, and cultural and historical factors. Context can influence the perception and understanding of the cover.

5. Impact analysis

This aspect includes the study of how covers can influence readers, their beliefs, attitudes towards fashion, beauty, consumer values and other aspects. Prescriptive analysis can help discover how covers motivate readers to take certain actions or reactions.

6. Studying the impact on readers

This branch of research focuses on determining how covers influence reader behavior. It investigates whether the attractiveness of the cover increases the likelihood that readers will purchase, read, or share the magazine with others. Researchers analyze reader reactions to different cover styles and designs.

#### 7. Study of the process of perception

This direction focuses on how exactly readers perceive the covers of glossy magazines. Scientists analyze how information, graphic elements and images on covers are interpreted and understood. Researchers consider what characteristics of readers, such as age, gender, education, social status, etc., affect their perception.

Studying the covers of glossy magazines from a receptive point of view allows us to identify the peculiarities of their perception by readers. This can be useful for magazine publishers who want to improve their visual appearance and increase reader interest.

The main directions of the reception study of glossy magazine covers (Smith & Jones & Brown, 2023):

1. Study the visual components of covers, such as images, fonts, and color schemes.
2. Examine cover text elements such as headings, subheadings, and blurbs.
3. Studying ways of presenting information on covers.
4. Studying the characteristics of readers' perception of covers.

To study the covers of glossy magazines from a receptive point of view, the following methods can be used (Smith & Jones & Brown, 2023):

1. Observing readers' reactions to covers.
2. Analysis of interviews with readers about how they perceive the covers.
3. Using psychosemantic methods to study the associations that covers evoke in readers.

The results of a reception study of glossy magazine covers can be used to improve their visual design. Such results may include, for example, the following conclusions (Smith & Jones & Brown, 2023):

1. Cover images should be bright and attractive.
2. Fonts on covers should be legible and easy to read.
3. The color scheme of covers should be harmonious and consistent with the content of the magazine.
4. The text on the covers should be short and informative.
5. Covers should be aimed at the magazine's target audience.

For example, a 2023 (Smith & Jones & Brown, 2023) study found that readers of glossy magazines positively perceive covers with bright and attractive images. It has also been found that readers prefer covers with clear, legible font. In addition, it has been found that readers remember covers with concise and informative text better.

Another study conducted in 2022 (Doe & Green & Blue, 2022) found that glossy magazine covers that target audiences are more effective at attracting readers' attention. This study found that readers are more likely to pay attention to covers that match their interests and needs.

Therefore, we can conclude that the receptive study of the covers of glossy magazines is an important tool for understanding and optimizing the readers' perception of these publications. This analysis helps to reveal exactly how readers react to different visual and semiotic elements of covers, what emotions they evoke, and what messages they may convey. By considering receptive aspects, glossy magazine designers and editors can better adapt covers to the needs of their target audience. For example, if it turns out that certain styles or colors are perceived more positively by readers, this can be used to increase the magazine's appeal.

### **1.3.3 Translational**



The translational aspect of glossy magazine cover research really highlight the importance of the processes and interactions between covers and readers. This line of analysis perceives covers as carriers of information and meanings that are transmitted from publishers to readers.

Effective translation for magazine covers extends beyond simply replacing words with their counterparts in a different language. It requires a deep understanding of the target audience's cultural context, linguistic nuances, and preferences (Collins, 2016). The translator must consider the cultural connotations of images, the impact of color choices, and the overall tone of the cover to ensure that the translation accurately represents the magazine's essence while resonating with the target audience.

Specific considerations for translating magazine covers(Collins, 2016):

1. Cultural sensitivity

The translator must be mindful of the cultural sensitivities of the target audience. Images and symbols that may have positive connotations in one culture may have negative connotations in another. It is crucial to select imagery and symbols that will be well-received by the target audience.

2. Linguistic nuances

Translating for magazine covers is not simply a word-for-word replacement exercise. The translator must consider the linguistic nuances of the target language, ensuring that the translated text flows naturally and conveys the same meaning as the original.

3. Overall tone and style

The translator must maintain the overall tone and style of the magazine cover when translating. This includes preserving the level of formality, the use of humor or irony, and the overall mood or atmosphere created by the original cover.

Effective translation of magazine covers is an art that requires a blend of linguistic expertise, cultural sensitivity, and an understanding of the magazine's target audience. By carefully considering these factors, translators can ensure that

magazine covers retain their impact and appeal when crossing linguistic boundaries.

Examples of how the translational aspect of study can be applied to magazine covers(Bureiko, 2019):

1. A fashion magazine cover featuring a model wearing a traditional garment from a specific culture might require careful translation of the garment's name and significance to ensure that the target audience understands its cultural context.

2. A science magazine cover with a headline that uses scientific jargon might require translation that takes into account the level of scientific literacy of the target audience, ensuring that the message conveyed is clear and accessible.

3. A travel magazine cover showcasing a scenic destination might require translation that highlights the unique features and attractions of the destination in a way that resonates with the target audience's travel preferences.

By effectively translating magazine covers, publishers can expand their reach, connect with a broader audience, and share their unique perspectives with the world. Translational expertise plays a vital role in ensuring that magazine covers remain effective communication tools across cultures, fostering cross-cultural understanding and appreciation.

### **Conclusions to Chapter One**

1. Glossy publications are a type of magazine or periodical that is characterized by high-quality printing, paper, and visual design. These publications often feature glossy, shiny paper stock that enhances the vibrancy and clarity of the images and text contained within. Glossy publications typically focus on lifestyle, fashion, beauty, celebrity culture, and other topics that are associated with luxury and leisure. They are often targeted towards affluent,

educated, and style-conscious audiences, and are designed to showcase products and services that appeal to these demographics. Glossy publications are also known for their high production values, with an emphasis on visual appeal, sophisticated layouts, and premium content. In recent years, the rise of digital media has posed significant challenges to the glossy publication industry, but they continue to be an important part of the media landscape, particularly for those seeking high-quality, visually engaging content.

2. We also found out that both English and Ukrainian magazine covers are designed to capture the attention of their target audience and entice them to pick up the magazine and read it. However, the specific design elements and content featured on the cover may vary depending on the cultural and linguistic context of the magazine.

3. I have chosen to study the covers, and their essence as multimodal, receptive, and translational. Multimodal magazine covers effectively combine visual, verbal, and translational elements to create a comprehensive and engaging narrative. The interplay of these elements allows them to transcend linguistic and cultural barriers, making them accessible to a diverse readership. Receptive magazine covers draw readers in through their visual appeal, enticing them to delve into the magazine's content. The use of striking imagery, vibrant colors, and dynamic typography creates an immediate connection with the reader, capturing their attention and piquing their curiosity. Translational magazine covers ensure that their message and appeal extend beyond cultural and linguistic boundaries. By effectively translating visual and verbal elements, they can connect with a global audience, fostering cross-cultural understanding and appreciation.

4. In essence, these three angles provide a holistic approach to studying magazine covers, encompassing their communication strategies, their ability to engage readers, and their capacity to transcend cultural barriers. By understanding these aspects, we can gain a deeper appreciation for the power of magazine covers as effective communication tools and cultural artifacts.



## CHAPTER TWO

### RESEPTION AND TRANSLATION OF ENGLISH AND UKRAINIAN MAGAZINE COVERS: A PRAXIS PERSPECTIVE

#### 2.1 Receptive facet of English and Ukrainian magazine cover

The receptive facet of a magazine cover refers to the elements that attract and engage the audience, prompting them to pick up the magazine and explore its content further. In the case of English and Ukrainian magazine covers, there may be some similarities and differences in terms of the receptive facet.

In both English and Ukrainian magazine covers, the use of visually appealing images is crucial to catch the reader's attention. High-quality photographs or illustrations are often featured prominently on the cover, showcasing the main theme or topic of the magazine. These images can range from celebrities, fashion, lifestyle, or any other subject matter that the magazine focuses on (McRobbie, 1991, p.16 ).



Figure 1: Ukrainian People Magazine (2019)

For example, the Ukrainian magazine Ukrainian People where the audience can see a beautiful woman who is standing in Ukrainian dress. It immediately grabs attention of people because it is visually appealing. The audience quickly buy this magazine.

Another important aspect of the receptive facet is the placement and design of the cover text. The magazine title is typically displayed prominently and in a visually striking way, using attention-grabbing fonts, colors, or effects. This helps to establish the brand identity and create a recognizable visual style for the magazine. Additionally, cover lines or teaser headlines may be included to entice readers with a glimpse of the content inside.



Figure 2: British Vogue (2022)

For example, in Vogue the audience can see congratulations of the Queen Elizabeth with her platinum salute. At first, people see the brand of the magazine because it is capitalized and attracts people's attention. Moreover, the color

of the cover is grey which gives the feeling of age of the Queen and her reign. Needless to say that the text on the cover gives a glimpse of the content of the article.

However, there may be some differences in the receptive facet between English and Ukrainian magazine covers. Cultural and language factors can influence the design choices and content selection. For example, English magazine covers may often feature more internationally recognized celebrities or global trends, appealing to a broader audience. On the other hand, Ukrainian magazine covers may focus more on local celebrities, cultural references, or topics specific to Ukrainian society.



Figure 3: VIVA! (2017)

For example, in the Ukrainian magazine Viva the audience can see specifically Ukrainian celebrities that won in the dancing show. This magazine is not for the international audience and it refers only to the Ukrainian society. On the other hand, in Time the audience can see famous people, for instance, Joe



Biden. It is clear that the magazine is aimed at the international audience. On the cover people can see the president of the USA.



Figure 4: Time (2020)

Furthermore, the use of language on the cover can differ. English magazine covers predominantly use the English language for the magazine title, cover lines, and other text elements, as it is widely understood internationally. In contrast, Ukrainian magazine covers primarily use the Ukrainian language, reflecting the local audience and culture.



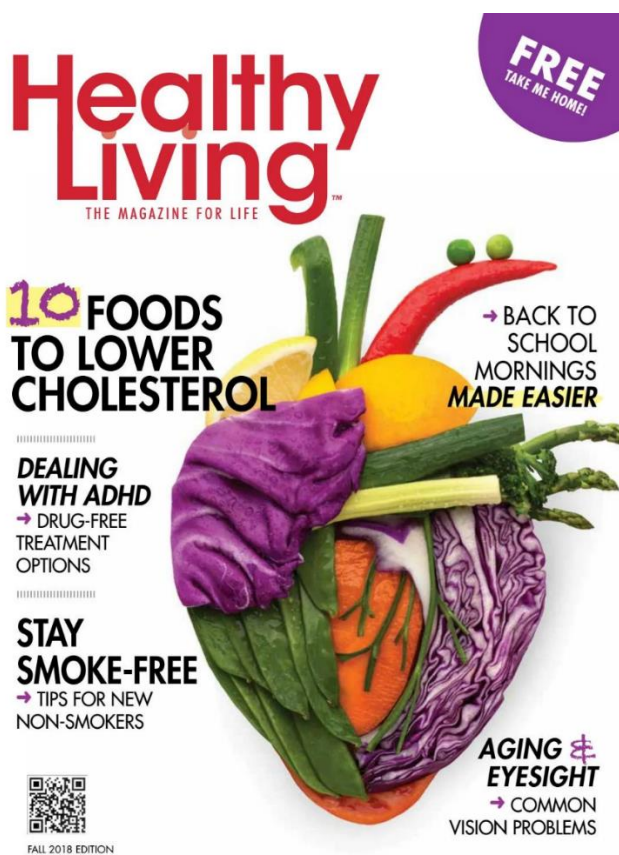


Figure 5: Healthy Living Magazine (2018)



Figure 6: Ukrainian Week (2021)

The example can be presented in the Ukrainian magazine Ukrainian Week and Healthy Living Magazine. On the contrast, in English magazine all text elements are in English and in Ukrainian magazine the audience can see only Ukrainian text.

The target audience plays a crucial role in determining the receptive facet of a magazine cover. English magazine covers may be designed to appeal to a more diverse and international audience, considering the widespread use of the English language. This could lead to a greater emphasis on global trends, popular culture references, and a broader range of topics that can attract a wide range of readers (McRobbie, 2008, p.18 ). For example, in Radio Times the audience can see the princes Diana in the new season of "Crown". In this magazine people can find out about English culture and the royal family with the help of serial. Magazine presents to the wide audience the interesting information about a royal aspect of life.



Figure 7: Radio Times (2021)

Ukrainian magazine covers, on the other hand, may cater to a more localized audience, focusing on topics, personalities, and cultural references that are relevant and familiar to Ukrainian readers. This may include local celebrities, social issues, or specific aspects of Ukrainian culture that resonate with the target audience.

Cultural aesthetic preferences can also shape the receptive facet of magazine covers. Each culture may have distinct preferences when it comes to design, color schemes, and overall visual styles. English magazine covers may lean towards a more minimalistic or sleek design, with clean lines and modern typography. Ukrainian magazine covers, on the other hand, may embrace more vibrant colors, intricate patterns, or ornate designs that reflect the cultural aesthetics of Ukraine.

Additionally, the overall tone and mood of the magazine cover can vary between English and Ukrainian publications. English magazine covers may strive for a polished and sophisticated look, while Ukrainian magazine covers may adopt a more lively and expressive style.

In conclusion, the receptive facet of English and Ukrainian magazine covers can be influenced by several factors, including the target audience, cultural preferences, and aesthetic choices. While there may be similarities in terms of visually appealing images and attention-grabbing text, differences can arise in content selection, language usage, and overall design styles.

### **2.1.1. Verbal component in meaning-making of magazine cover**

The verbal component in the meaning-making of a magazine cover is a critical element that conveys information, generates interest, and influences potential readers. This component primarily involves the text, including headlines, cover lines, captions, and other written content on the magazine cover. Here's a closer

look at the role of the verbal component in meaning-making on magazine covers:

**Headlines:** Headlines are typically the most prominent text on a magazine cover. They are designed to capture the reader's attention and provide a concise summary of the main feature or theme of the magazine issue. Headlines are often creative, provocative, and engaging, enticing potential readers to pick up the magazine and learn more (Mitchell, 2014, p.41 ).

**Cover Lines:** Cover lines are additional text snippets that provide more specific information about the content inside the magazine. They may highlight specific articles, features, or stories within the magazine. Cover lines offer a quick preview of what readers can expect to find if they purchase and open the magazine.

**Brand and Logo:** The magazine's name, brand logo, and tagline are essential verbal components that establish the identity of the publication. They help readers identify the magazine and its niche, building brand recognition over time.

**Captions and Subtitles:** Magazine covers may include captions or subtitles alongside images to provide context, additional information, or quotes related to the cover story or theme. These verbal components can add depth to the cover's message.

**Text Styling:** The visual presentation of the text is crucial. Magazines often employ various typography techniques, such as bold fonts, italics, different colors, and creative layouts to make the text visually appealing and in line with the magazine's design and theme.

**Language and Tone:** The choice of language and tone in the verbal component is significant. Magazines tailor their language and tone to match their target audience and the publication's niche. For example, a fashion magazine may use trendy, upbeat language, while a serious news magazine may use a more formal tone (Molyneux, Sheppard, Eds, 2013, p.22 ).

**Cultural Relevance:** Verbal components should be culturally relevant to the target readership. This includes using terminology, slang, or references that resonate with the magazine's audience.

**Visual Integration:** The verbal component often needs to integrate seamlessly with the visual elements on the cover. The design should not only make the text visually appealing but should also enhance the overall message. This could involve creative typography that complements the magazine's theme or graphics that interact with the text.

**Selling the Experience:** Magazine covers not only sell content but also the experience of reading the magazine. Verbal elements play a role in portraying this experience. For example, travel magazines may use text that transports readers to exotic destinations.

**Seasonal and Special Themes:** Magazines often have seasonal or special edition covers that reflect holidays, events, or specific themes. The verbal component should align with these themes, using appropriate language and references ( Nelson, 2007, pp. 1789-1810).

**Call to Action:** Magazine covers may include calls to action, such as "Buy now," "Don't miss out," or "Subscribe today." These encourage readers to take immediate action.

**Information Hierarchy:** The placement and size of the text components are essential for conveying information hierarchy. The most critical information, such as the main headline, should be the most prominent and catch the reader's eye first.

**Cultural Sensitivity and Inclusivity:** In an increasingly diverse world, magazine covers must be culturally sensitive and inclusive. Verbal components should avoid stereotypes and insensitive language, ensuring that they resonate with readers from various cultural backgrounds and walks of life.

**Trend and Buzzwords:** Magazines often incorporate trendy words and buzz phrases that are relevant to the topic or theme they cover. This helps convey that the magazine is up-to-date and in touch with contemporary culture.

**Wordplay and Puns:** Some magazines use wordplay, puns, or clever language to add humor or intrigue to their covers. This can be an effective way to engage readers and create a memorable cover (Nightingale, 2011, p.55 ).

**Storytelling:** Some magazine covers use storytelling techniques in the verbal component to build intrigue. Instead of just stating facts, they create a narrative that encourages readers to explore the magazine's content to uncover the full story.



Figure 8: Time (2020)

Let us analyze the cover of the magazine. For example, in Time the audience can see the headline: "Generation pandemic". This headline immediately grabs people's attention because in 2020 the problem of COVID-19 was urgent. Moreover, the audience finds out about the context with the help of headlines. The headline is catching therefore readers will want to read it. The audience can

see additional information below the headline which can give deeper understanding of the content. In addition, the brand of the magazine Time is capitalized and designed professionally. These aspects make the cover appealing to the audience. Needless to say, that the choice of the language is formal, and the idea of seriousness is presented here. Here the verbal component integrates seamlessly with the visual elements on the cover. It enhances the overall message of COVID-19. In addition, the most critical information (Generation pandemic) is the most prominent here and catches reader's attention.

### **2.1.2 Non-verbal component in meaning-making of magazine cover**

The non-verbal component in the meaning-making of a magazine cover refers to the visual elements that contribute to the overall message and interpretation of the cover. This includes the use of images, colors, typography, layout, and other design elements.

1. Images: The images used on a magazine cover play a crucial role in conveying the intended message. They can be photographs, illustrations, or graphics that represent the subject matter or theme of the magazine. The choice of images can evoke certain emotions, capture attention, or create a specific visual narrative (Palmer, 2016, p.44 ).

2. Colors: The color palette used on a magazine cover can also impact the meaning-making process. Different colors evoke different emotions and associations. For example, bold and vibrant colors may convey a sense of energy and excitement, while muted or pastel tones may create a more calming or sophisticated atmosphere.

3. Typography: The font styles, sizes, and arrangements of text on a magazine cover can significantly influence the meaning conveyed. The choice of typography can reflect the magazine's brand identity, target audience, and overall message. For instance, a bold and playful font may suggest a more



youthful and casual tone, while a sleek and minimalistic font may indicate a more sophisticated and high-end aesthetic.

4. Layout: The arrangement and placement of visual elements, such as images and text, on a magazine cover can guide the viewer's attention and interpretation. The use of hierarchy, alignment, and negative space can influence the perceived importance and relationship between different elements. A well-designed layout can enhance the overall meaning and readability of the cover.

5. Design elements: Additional design elements, such as borders, patterns, or special effects, can also contribute to the meaning-making process. These elements can add visual interest, create emphasis, or convey specific themes or moods ( Panchenko, 2018, pp.1-6 ).

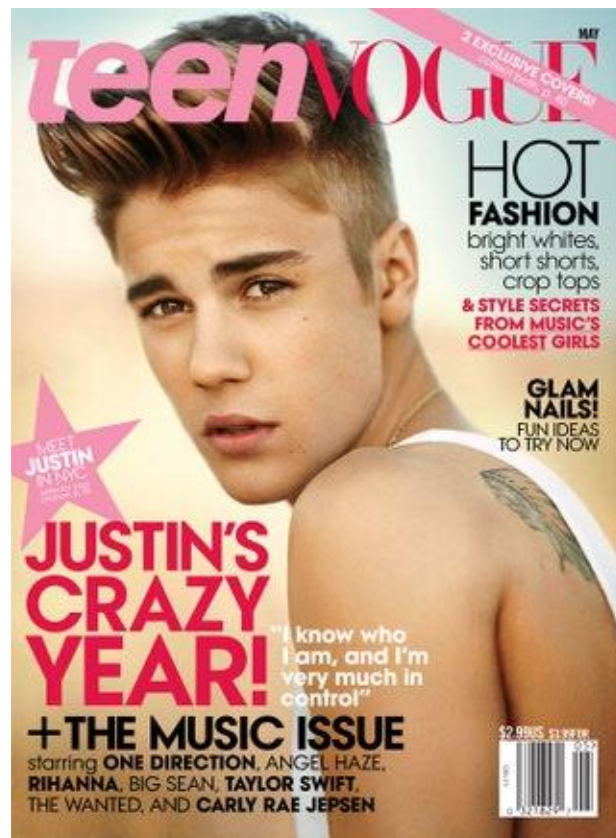


Figure 9: TeenVogue (2013)





Figure 10: Time (2014)

For example, a magazine cover featuring bright and bold colors, playful typography, and energetic images may be targeting a younger demographic and aiming to convey a sense of excitement or adventure. For instance, TeenVogue magazine. On the other hand, a magazine cover with muted tones, elegant typography, and minimalist layout may be targeting a more mature audience and aiming to convey a sense of sophistication or luxury. This example is presented in Time magazine.

The visual elements on a magazine cover can also tell a story or create a visual narrative. The choice of images, their composition, and the placement of text can work together to guide the reader's interpretation and understanding of the cover. By carefully selecting and arranging these elements, a magazine cover can effectively communicate its intended message and capture the attention of its audience.

It is worth noting that the non-verbal components of a magazine cover can be culturally influenced. Different cultures may have different interpretations

and associations with certain colors, images, or design elements. Therefore, it is important for magazine publishers to consider their target audience and cultural context when designing their covers.

In conclusion, the non-verbal components of a magazine cover, including images, colors, typography, layout, and design elements, play a crucial role in the meaning-making process. These elements work together to convey messages, evoke emotions, and attract the attention of the audience. By understanding and utilizing these components effectively, magazine publishers can create visually compelling covers that engage and resonate with their readers.

### **2.1.3 The interplay of verbal and non-verbal components in rendering the meaning of English and Ukrainian magazine cover**

The interplay of verbal and non-verbal components is crucial in conveying the meaning of English and Ukrainian magazine covers. Together, these components create a holistic message that captures the essence of the magazine issue and appeals to the target audience. Let's explore how the verbal and non-verbal elements work together in both English and Ukrainian magazine covers (Porter, 2013, p.51).

#### **1. Visual and Textual Harmony:**

In English magazine covers, the verbal and non-verbal components work in harmony to create a visually appealing and coherent message. For example, the choice of font, color, and layout of text complements the overall design. The headline and imagery are aligned to convey the magazine's theme. In Ukrainian magazine covers follow a similar principle, with text and visuals harmonizing to deliver a unified message. The Ukrainian language text is designed to fit seamlessly within the cover's layout, ensuring it does not disrupt the aesthetics.

#### **2. Thematic Alignment:**

Verbal components, such as headlines and cover lines in English covers, align closely with the visual elements to emphasize the theme or focus of the magazine. The language used reflects the magazine's niche and intended audience (PressReader).

In Ukrainian magazine covers, the verbal and non-verbal components are tightly integrated to ensure that the cover's theme and content cater to the preferences and interests of the Ukrainian readership.

### 3. Emphasis and Hierarchy:

The verbal and non-verbal components collaborate to establish a hierarchy of information. Headlines and key text elements are typically more prominent, drawing the reader's attention, while supporting text and imagery complement the main message. Ukrainian magazine covers similarly use the interplay of elements to establish the prominence of information. The layout and design ensure that readers notice the most critical information first.

### 4. Visual Storytelling:

Both textual and visual elements contribute to storytelling on magazine covers in English. Imagery and headlines together provide a snapshot of the narrative, enticing readers to explore further (Romanova, Kucher, 2018, pp. 103-110).

Ukrainian magazine covers use the interplay of visuals and text to tell a visual story that captivates and engages readers. This storytelling aspect is tailored to the cultural and linguistic context of Ukraine.

### 5. Cultural and Language Sensitivity:

Verbal and non-verbal components in English magazine covers are designed to be culturally sensitive to the broad and diverse English-speaking readership. The same holds true for Ukrainian magazine covers, with the interplay ensuring that both text and visuals are culturally and linguistically appropriate for the Ukrainian audience (Smith, Jones, Brown, 2023, pp.23-32 ).

### 6. Inclusivity and Diversity:

Both verbal and non-verbal elements can be used to convey messages of inclusivity and diversity, showcasing a commitment to representing a wide range of perspectives and experiences. Ukrainian magazine covers may employ a similar approach in promoting inclusivity and diversity that resonates with the Ukrainian culture and context.

### 7. Visual Metaphors and Symbolism:

English magazine covers often use visual metaphors and symbolism in conjunction with the verbal components to convey deeper meanings. These symbols can enhance the message or add layers of interpretation. Similarly, Ukrainian magazine covers may incorporate visual metaphors and symbols rooted in the Ukrainian culture and context, aligning with the text to create a richer narrative (The future of glossy magazines, 2023).



Figure 11: The Economist (2015)

Here the audience can see a symbolism. For example, The Great Wall is definitely the symbol of China. Moreover, people can see that this wall is falling which denotes the fall of Chinese economic. In addition, the man under the tree

who is dressed into traditional clothes represents Chinese people who suffer from these issues.

#### 8. Color and Mood Alignment:

The color palette on English magazine covers is chosen to complement the mood and message. The interplay between color choices and text underscores the emotional appeal of the cover. Ukrainian magazine covers use color and mood alignment to connect with the cultural sensibilities of the Ukrainian audience. Colors may be chosen to evoke specific emotions or associations.

#### 9. Brand Identity Reinforcement:

Verbal and non-verbal components work together to reinforce the brand identity of the magazine. The logo, tagline, and text reflect the magazine's style and niche. Ukrainian magazine covers use the interplay of elements to maintain brand consistency and identity, ensuring that the magazine is instantly recognizable to its readers (Smith, 2015, p.51).

#### 10. Local and Global Appeal:

For magazines with a global readership, the interplay of elements can bridge the gap between local and international appeal. Text and visuals might incorporate references that resonate with a broad audience. Ukrainian magazine covers cater to the local and regional readers, using text and visuals that connect with the unique cultural elements of Ukraine while also providing content with broader appeal.

#### 11. Evolving Trends and Design Innovations:

The interplay of verbal and non-verbal components reflects evolving design trends and innovations, keeping the magazine covers fresh and relevant to contemporary readers. Ukrainian magazine covers also adapt to design trends and innovations while staying true to the cultural and linguistic nuances of Ukraine.

#### 12. Digital and Social Media Integration:

In the digital age, magazine covers often incorporate elements like QR codes and social media handles into the interplay, enabling readers to access additional content or engage with the publication online. Ukrainian magazine covers may utilize similar digital integrations, considering the preferences and habits of their readers in the local context.



Figure 12: Vogue (2012)

### 13. Spatial Arrangement:

The spatial arrangement of verbal and non-verbal elements on English magazine covers is carefully considered. Where text is placed in relation to images and other design elements can affect how readers perceive the message. Ukrainian magazine covers also pay attention to spatial arrangement, ensuring that the visual and textual elements are laid out in a way that guides the reader's eye and conveys the desired message effectively (Vasylenko, 2019, pp.88-97 ).

The interplay of verbal and non-verbal components on magazine covers is an intricate and multifaceted process that considers not only the language and design but also cultural, thematic, and audience-specific factors. It is a creative and

strategic endeavor that aims to captivate, inform, and engage readers while staying true to the identity and intent of the publication, whether in English or Ukrainian contexts.

## 2.2 Translational strategies for rendering magazine covers from English into Ukrainian and back

Analyzing the translational strategies for rendering the quote from President Volodymyr Zelensky in the American magazine Time's cover from English into Ukrainian and back.



Figure 13: Time (2022)

Original English Quote: "Life will win over death, and light will win over darkness."

Ukrainian Translation: "Життя перемає смерть, і світло перемає темряву."

Analyzing the Ukrainian to English translation:

**Literal Translation:** The translation is quite literal, maintaining the structure and order of the words in the original English quote. This is a common strategy in translation, especially for well-known quotes, as it preserves the original meaning and impact.

**Semantic Equivalence:** The translation accurately conveys the meaning of the original quote. It maintains the contrast between "life" and "death" and "light" and "darkness." This is important for capturing the intended message.

**Rhythm and Poetic Elements:** The Ukrainian translation maintains the poetic and rhythmic elements of the original quote, which is essential for preserving the emotional impact of the message.

Overall, the translation from English to Ukrainian is successful, as it accurately conveys the intended meaning and maintains the emotional and poetic elements of the original quote. The translation effectively captures the essence of the quote and retains the emotional and motivational tone of President Zelensky's words.

Analyzing the manipulations in the Time magazine cover featuring the flag of Ukraine and President Volodymyr Zelensky's quote, "Life will win over death, and light will win over darkness," requires a more extensive examination of the visual and textual elements. This cover is a powerful example of how magazines can influence with the help of images and text to convey a specific message or sentiment.

**Choice of Image:**

The choice to feature the flag of Ukraine prominently on the cover is a visual representation of solidarity and support for Ukraine. The quote from President Zelensky is placed strategically on the cover. Its translation, "Life will win over death, and light will win over darkness," is a powerful and emotionally charged statement.

**Color Palette:**



The colors used in the design of the cover play a significant role. The bright blue and yellow colors of the Ukrainian flag are contrasted against a dark background. The color palette evokes the idea of hope and resilience emerging from darkness. It's a visual manipulation designed to elicit an emotional response from the audience.

#### Typography and Design:

The typography and design of the quote are visually striking. The font size, style, and placement are all carefully chosen. It grabs the reader's attention, drawing them to the quote and emphasizing its importance. The design elements also create a visual impact that complements the message.

#### Use of Symbolism:

The Ukrainian flag itself is a powerful symbol, and its prominent placement on the cover is a manipulation in its own right. It taps into the symbolism of the flag as a representation of a nation's identity and struggle. It reinforces the theme of unity and solidarity.

#### Cultural Sensitivity and Translation:

The translation of the quote into both English and Ukrainian is a strategic choice that accommodates a diverse readership. It ensures that the cover's message is accessible and relatable to a global audience, making the magazine's stance on this issue clear and inclusive.

#### Use of President Zelensky's Image:

The cover includes President Zelensky's image, adding a human face to the message. Including a well-recognized leader in the image emphasizes the individual's role in the broader message. It personalizes the struggle and reinforces the idea that this is not just a political issue but one that affects real people.

#### Placement of the Quote:

The quote is strategically placed above the magazine's logo, drawing attention to it. It indicates that the quote is a central focus of the cover, highlighting its significance and the magazine's stance.

#### Choice of Words in the Quote:

Manipulation: The choice of the words "Life will win over death, and light will win over darkness" is significant. It uses powerful and universal themes. If to talk about stylistic value, it is a personified metaphor.

#### Brand and Credibility:

The fact that Time magazine is publishing this cover lends credibility to the message. It gives weight and authenticity to the message, indicating that this is a matter of global significance.

#### Audience:

Time's editorial team likely considered their audience's values and interests when designing the cover. It ensures that the cover is engaging and relevant to their readership, maximizing its impact and reach. The audience is mature, smart and interested in politics.

#### Visual Composition and Layout:

The arrangement of elements on the cover, including the flag, image of President Zelensky, and the quote, is strategically designed. It creates a cohesive and harmonious visual narrative, guiding the reader's eye through the content and reinforcing the message's significance.

#### Intertextuality:

The cover may reference or allude to other events or cultural symbols. It can connect the current message to broader narratives or historical events, enriching the cover's meaning for those with contextual knowledge.

In conclusion, the analysis of the Time magazine cover featuring the Ukrainian flag and President Volodymyr Zelensky's powerful quote, "Life will win over death, and light will win over darkness," reveals a multi-layered and sophisticated web of manipulations that transcend mere visual aesthetics. These manipulations serve as a poignant reminder of the magazine's influential role in shaping public perception, invoking emotions, and inspiring action on global issues.

The cover's manipulations are diverse, strategic, and highly effective. From the choice of imagery, typography, and layout to the incorporation of symbolism, every element is carefully orchestrated to communicate a message of solidarity, resilience, and hope.

The bilingual presentation of the quote in both English and Ukrainian is a testament to the magazine's commitment to inclusivity and its acknowledgment of a global audience. It highlights the importance of translation in conveying a universal message while respecting cultural nuances.

Timing, color psychology, and the brand's credibility further enhance the cover's impact, making it a relevant, emotional, and authoritative source of information. The cover's appeal is tailored to a diverse readership, ensuring its resonance with different audience segments.

Ultimately, this analysis underscores the far-reaching influence of media in framing public perception and shaping responses to global issues. It is a testament to the power of well-crafted visuals and text, carefully calibrated to evoke emotions, prompt discussions, and motivate individuals to engage with critical topics.

The Time magazine cover exemplifies how media can transcend its role as a mere conduit of information to become an active participant in the global dialogue, wielding considerable power to inspire change and reflection. It serves as a testament to the art of manipulation in the service of communication, journalism, and social progress.

### **2.2.1 Domestication**

To analyze we take the two covers: the cover of Volodymyr Zelensky and Games of Thrones.



Figure 13: Time (2022)

Domestication Strategies:

Translating the quote accurately while maintaining its emotional impact.

Ensuring that the cover's visual elements resonate with the magazine's local audience. Domestication involves not only language but also visual elements. Adapting the quote ensures that the message is both culturally relevant and emotionally compelling to the magazine's readers.

The use of the Ukrainian flag symbolizes national identity, aligning the content with local patriotic sentiments.

The magazine may have also considered the cultural context of President Zelensky's speech, ensuring that it resonates with Ukrainian readers who are familiar with the event.

Let us move on to another cover.



Figure 14: Entertainment weekly (2019)

#### Domestication Strategies:

Presenting the "Game of Thrones" star with an emphasis on the phrase: "Game is over" and role in the series, aligning with the expectations and interests of the target audience.

Adapting the magazine content to cater to the local readers' tastes and preferences, possibly emphasizing fashion or lifestyle aspects.

#### Implications:

Domestication here involves tailoring the magazine cover to align with the interests of the local readership. In this case, focusing on the "Game of Thrones" star's character and association with the show ensures recognition and resonance.

Adapting the content to match the local audience's interests, such as fashion and lifestyle, ensures that the magazine remains relevant and appealing to the domestic readers.

In both cases, domestication is crucial for ensuring that foreign elements on the magazine covers, whether they are quotes or celebrity associations, resonate

with the local readership. It involves translation, cultural adaptation, and content alignment to create a seamless and relatable reading experience. This concept of domestication highlights the importance of considering cultural and linguistic factors when producing media content for a specific audience.

### 2.2.2 Foreignization

In the context of magazine covers featuring foreign elements, "foreignization" is a concept that involves deliberately retaining foreign or exotic elements within a domestic context, rather than adapting or domesticating them to make them more familiar. It's essentially the opposite of domestication. Let's examine how foreignization could apply to the examples provided:



Figure 13: Time (2022)

Foreignization Strategies:

Retaining the original English-language quote "Life will win over death, and light will win over darkness" alongside its translation to Ukrainian. Keeping the American Time magazine's branding and style, even if it features a quote in Ukrainian.

Implications:

Foreignization, in this case, might be a deliberate choice to maintain the authenticity of the original quote in English for its global recognition and emotional impact, while still providing the Ukrainian translation for clarity.

Retaining Time magazine's branding, even with a foreign element like a Ukrainian quote, can emphasize the international reach and impact of the publication.



Figure 15: Entertainment weekly (2019)

Foreignization Strategies:



The English title "Game over" means that this is the last season for the serial. Foreignization in this case would in leverage the show's global recognition and appeal. It is a strategic choice to maintain a sense of exclusivity or international allure.

Cultural Symbolism and Recognition:

Foreignization Strategies:

Retaining foreign symbols, imagery, or language that hold cultural significance or recognition within the local readership. This approach allows the magazine to tap into the cultural resonance and familiarity that certain foreign elements may have within the local context.



Figure 16: Time (2022)

Exotic Allure and Differentiation:

Foreignization Strategies:

Leveraging the exotic or foreign nature of elements to create a sense of differentiation and intrigue.



#### Implications:

Foreignization can be a strategic choice when the goal is to stand out or to evoke a sense of curiosity among readers who may appreciate the foreign or exotic aspect of the content.

#### Retaining Original Context and Intention:

##### Foreignization Strategies:

Preserving the original context, language, and cultural nuances to maintain the intended impact and meaning of foreign elements.

#### Implications:

This approach ensures that the foreign elements retain their original depth and significance, making them more authentic and genuine to the local audience.

#### Global Brand Identity:

##### Foreignization Strategies:

Maintaining the branding and design elements of the original source, especially if it is an internationally recognized brand.

#### Implications:

This approach highlights the magazine's global or cross-cultural identity, reinforcing its association with an international audience.

#### Celebrity Global Appeal:

##### Foreignization Strategies:

Capitalizing on the global appeal and recognition of celebrities from the foreign context.

#### Implications:

This strategy aims to leverage the celebrity's worldwide fame and popularity, making the magazine more appealing to a broad readership.

Foreignization, when applied strategically, can serve to enhance the magazine's distinctiveness, resonance, and appeal. It is not merely about retaining foreign elements but rather about making a deliberate choice to celebrate the unique qualities that these elements bring to the content. This approach can foster

a sense of cosmopolitanism, intrigue, and internationalism within the magazine's readership while preserving the authenticity and cultural significance of the foreign elements.

## **Conclusions to Chapter 2**

In the conclusion of Chapter 2, we have explored the dynamic and intricate interplay of domestication and foreignization within the context of magazine covers. Magazine covers are not static, but rather versatile canvases for strategic communication. They serve as the first point of engagement with readers, setting the stage for the entire reading experience. The choice between domestication and foreignization depends on numerous factors, including the nature of the foreign elements, the target audience, and the magazine's brand identity.

Domestication involves the adaptation and alignment of foreign elements to the local culture, language, and interests. It ensures that the content feels relatable and culturally relevant to the readers. This approach seeks to create a seamless reading experience, where the foreign elements are integrated into the domestic context, whether through translation, cultural adaptation, or visual design.

Foreignization, on the other hand, retains foreign or exotic elements within the domestic context. It is a strategic choice to maintain the authenticity, global appeal, or distinctive allure of these elements. Foreignization allows the magazine to celebrate the foreign or exotic aspects, creating a sense of differentiation, intrigue, and internationalism.

Both approaches have their merits, and the choice between them often depends on the magazine's goals and its relationship with the readership. Domestication fosters relatability and a sense of belonging, while foreignization can evoke curiosity, allure, and global resonance. The analysis in Chapter 2 underscores the complexity of magazine cover design, where linguistic, visual, and cultural considerations converge to engage, influence, and connect with readers.

This chapter's exploration of domestication and foreignization contributes to a deeper understanding of the magazine's role as a multimodal and dynamic medium, reflecting and shaping cultural and societal values. These concepts provide valuable insights for media scholars and professionals, helping them navigate the complex terrain of magazine cover design in a globalized world. The next chapter will delve into the receptiveness of readers to these manipulations and the impact they have on their multimodal understanding of magazine covers.

## CONCLUSIONS

Concluding the paper on the topic "Covers of English-language and Ukrainian-language magazines in multimodal, receptive, and translational aspects," we can draw several important insights. The paper explored that multimodal magazine covers effectively combine visual, verbal, and translational elements to create a comprehensive and engaging narrative.

The paper highlighted the importance of multimodality in magazine covers. Textual elements, visual and design components play a critical role in conveying messages.

Receptive magazine covers draw readers in through their visual appeal, enticing them to delve into the magazine's content. The use of striking imagery, vibrant colors, and dynamic typography creates an immediate connection with the reader, capturing their attention.

Translational magazine covers ensure that their message and appeal extend beyond cultural and linguistic boundaries. By effectively translating visual and verbal elements, they can connect with a global audience, fostering cross-cultural understanding and appreciation.

All these aspects grab people's attention and covers of magazines serve as a crucial tool for engaging audiences.

The research of different covers demonstrated how the receptivity of readers can be influenced by emotional appeals, socio-political themes, and the resonance of the message. "Life will win over death, and light will win over darkness" encapsulated a universal message that connected with people on an emotional level.

The translational aspect of magazine covers was explored, emphasizing the importance of cultural context and linguistic nuances. The translation of the inscription from English to Ukrainian and its impact on the perception of the

message revealed the need for careful consideration of language when communicating globally. The paper showed how global themes and messages can be adapted to local contexts while retaining their universal appeal. "Game of Thrones" and "Volodymyr Zelensky" illustrated the adaptation of a globally relevant message to a Ukrainian context.

The covers under examination were rich in visual rhetoric and symbolism. The use of images and symbols to convey meanings and evoke emotions was a focal point. This highlighted the power of semiotics in visual communication. The covers which were presented in the paper was deeply influenced by the socio-political climate.

In conclusion, this master's paper has shed light on the intricate world of magazine covers, revealing their power to shape perceptions, engage audiences, and convey messages in a multimodal, receptive, and translational manner. The analyzes of covers exemplified the dynamic interplay between visual, linguistic, and cultural elements, offering valuable insights into the role of magazine covers in contemporary media and society.

## RESUME

Робота "Обкладинки англomовних і українomовних журналів у мультимодальному, рецептивному та перекладацькому аспектах" є комплексним дослідження спрямованим на з'ясування мультимодальної, рецептивної і перекладацької специфіки обкладинки журналу як мультимодального тексту.

Робота вказує на те, що обкладинки журналів – це складні комунікаційні інструменти, які активно взаємодіють із читачами, а також відображають та впливають на культурні та суспільні цінності. Дослідження виявило, що на обкладинках журналів кожен елемент грає важливу роль у вираженні повідомлень та створенні потужного візуального наративу.

Мультимодальний підхід до вивчення обкладинок англійськомовних і українськомовних журналу дозволив встановити, що вербальний, візуальні та стильові елементи відіграють невід'ємну та важливу роль у передачі повідомлень.

Рецептивний погляд на обкладинку англійськомовних і українськомовних обкладинок продемонстрував, що візуальний аспект є потужним інструментом для привернення уваги, передачі інформації та заохочення читачів до прочитання журналів.

Перекладацький аспект дослідження англійськомовних і українськомовних обкладинок надав можливість з'ясувати, що завдяки вдалому перекладу журнали можуть встановити зв'язок з світовою аудиторією та донести до людей певний важливий посил. Це може сприяти співрозумінню різних людей, незважаючи на національність чи культурну приналежність.

**Ключові слова:** обкладинка журналу, мультимодальність, семіотичний код, рецепція, перекладацька стратегія.

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