

Fashion journalism and scholarship

[Literature](#), [Russian Literature](#)



Running Head: Fashion Journalism and Scholarship Lecturer: Fashion Journalism and Scholarship Fashion journalism facilitates communication about the creativity of various designers through magazines, newspapers or computers. Fashion journalism involves interviewing and providing information about fashion designs according to the person being interviewed, thus, the facts provided are founded on original information. Fashion journalism bases its information on facts collected through interviews, observation and reports from people involved. Fashion journalism plays an influencing role on peoples response to fashion willingly or unwillingly due to the captivating information and pictures so that people incline their consumption to the fashion design written about. Fashion journalism thus always leads to increased sales (McRobbie, 2013). According to McRobbie, (2013), fashion journalism emphasize on visual information so that the magazine, newspapers and computer writings published by fashion journalists are scarce in written information but have many visual objects used to take into custody of the attention of the audience thus being able to influence them. Therefore, fashion journalism integrates fashion designs and journalism skills to present media information that has the potential to influence people. It also facilitates writing, reporting and criticizing of fashion design aspects.

Scholarship of fashion provides detailed information about fashion designs, their purpose and the people to whom the fashion trend is applicable. Thus, unlike fashion journalism, scholarship journalism does not aim at increasing money from the designs by using visual information but provides appropriate details from which consumers are able to make their decisions. Fashion

journalism promotes making of uniform decisions because individuals are influenced by what they see in the newspapers, magazines or articles and do not pause to ask its relevance to them while in scholarship journalism individuals have details that enhance proper decision making. In scholarship fashion individuals have to gather information that will convince consumers that their designs are better than others and why so that they are convinced to purchase them.

Fashion journalism being a type of journalism applies the skills, and techniques applied by journalists in other fields as well, and those in fashion design while scholarship fashion being part of scholarly works uses skills in scholarly writing along with fashion design information to gather as much information they can so that they can convince and influence individuals to go for the specified fashions. Fashion scholarship judgments are made based on competition, thus one should be in a position to use their academics and fashion creativity to convince the scholarship committee that they are better.

In fashion journalism, the journalists decide which fashion and which designer they want to cover and what aspects of their design they will focus on while in scholarship fashion a committee decides what fashion company or which fashion designer will be covered depending on how much they have been convinced by their information. Fashion journalists gather many photographs and pictures of the fashion designer and the designs they want to publicize so that they are able to convince the public about the specific design while in scholarship fashion the designer has to gather information that will stand out, prove their creativity and convince the committee that

they are better so that the fashion award is awarded to them (Anderson, 2013).

References

Anderson, C, W, (2013), towards sociology of computational and algorithmic journalism, *new media & society*, 15(7), 1005-1021.

McRobbie, A, (2013), *in the culture society: Art, fashion and popular music*, London: Routledge.