

The outline of the term paper

[Linguistics](#), [English](#)



How Fashion Bloggers Influence the Society I. Introduction A. Fashion is synonymous with passion and women will especially use fashion for other reasons than being smart and attractive. They live on the basis of what is current, fresh, and new and thrive on what they consider to be fierce and forward looking (Crane 32).

B. This fascination with fashion has been around since the days when there were no supermodels and designers were referred to as clothes makers. Historically, fashion has had great influence, defining specific eras in which people were disallowed from dressing in the fashion of the royals in order to keep them apart (English 56). However, in the modern world, men and women alike follow fashion trends and scour the Internet for fashion trends and best dressed lists.

C. Fashion blogs have in the past few years become a source of inspiration and information for upcoming trends and fashion styles. This has greatly reduced the control of fashion houses and magazines (Seymour 41), which coupled with a consumer generational shift that has seen a shift in the labour market has greatly increased the influence of fashion Bloggers.

II. Reasons for Influence

A. Bloggers and Pictures

i. Bloggers, as the main representatives of the blog, portend immense influence on what can be shown on their blogs. These Bloggers are able to carefully select what they share with their followers, which influences her image as a trendsetter (Seymour 46).

ii. Because they can select the pictures that they show on their sites, they have an extra possibility of positively influencing the image that followers

have of them.

iii. The high number of visual images that they can present on their sites compared to magazines and posters responds to the expectations of the consumers, especially those who rely on the internet for information (Seymour 48).

B. Bloggers and Desire

i. Bloggers combine desire and recognition in order to appeal to their followers. Underlying this pursuit for desire is longing, self-seduction, hopefulness, fear of being desire-less, and tensions between morality and seduction (Kristina & Payal 14).

ii. Desire in combination with self-seduction and inner struggle, as well as the fear for being desire-less, will increase the dependence of the consumer on Bloggers because they bring them into contact with new desires. In this case, they play the role of mediator.

iii. In turn, so as to ensure that the products they introduce to consumers are within reach and, therefore maintain desire, bloggers combine diverse fashion products from different ranges of price (Kristina & Payal 14).

C. Happiness in Lifestyle

i. Unlike film and pictures that cannot give a perfect reality representation, bloggers are able to decide what the audience looks at (McCallum 52). They can post what they want and exclude what they do not wish seen. This is because they can decide where the focus of the audience will lie.

ii. Bloggers are also able to create a particular mood among the followers by allowing them to view their lifestyle. Through the combination of aesthetically descriptive and evaluative pictures, bloggers are able to show

their own lifestyle, while also establishing for their blog a ground feeling (McCallum 55).

III. Conclusion

A. In this way the blogger is able to foster desire for a perfect life as shown on their blogs. Since most items do not even show items of fashion, desire is created for an entire lifestyle.

B. Although, the focus of the blogs is on the featured fashion products, the bloggers are able to use the brands and lifestyles they are identified with to put themselves on a pedestal.

C. Therefore, the consumer is overwhelmed by all these events and positivity, because they are not within their reach, in effect developing a desire they feel the bloggers can deliver.

Works Cited

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