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FGS/03/M.Phil/06/2014/02

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2017 ජූලි

Abstract

This study is carried on to conduct a semiotic analysis on the inner beauty of the Fashion Modeling. Mainly this study is carried out in line with the semiotic analysis of Ferdinand de Saussure. In the modern Fashion Modeling is an impressive form of art which has also become a money spinner. Professional modeling deserves a significant place in the international context. The field of modeling is mainly going in tandem with the principles of mass communication. In semiotics, signs and various interpretations of signs are also taken into study. The semiotics of fashion modeling also deeply analyses operation of semiotics in the concept of beauty. This study is primarily catering to the female models. It pays attention on the subconscious interest of man to analyze the beauty of fashion modeling and the grasping of that concept by thinking. The discourses, ideologies and the facts of cognition are unraveled under this thinking process. Thereby, the interests and discourses based on the culture, personal whims and fancies, society, and economy are taken into consideration. In this regard culture and cross culture are given major attention.

The content analysis is the main methodology used for this study. The cover pages of the three magazines GO, The Modelz and In Vogue were selected for this study. The study was based on the cover pages. The data was collected by gaining 300 opinions, as per 100 for each. The data was analyzed in line with quality and quantitative methods.

The main conclusion of the study was to assess that within fashion modeling, the concept of beauty has been used in accordance with the principles of culture and cross culture.

Key Words – Fashion Modeling, Semiotics, Concept of Beauty, Discourse, Ideology