UDC 007:316.772.2

THE ROLE OF THE MAGAZINE VISUAL STYLE FOR  
IDENTIFICATION OF EDITION

V. E. Shevchenko

*The Institute of Journalism of Taras Shevchenko  
National University of Kyiv,  
36/1, Melnykova St., Kyiv, 04119, Ukraine  
victoryshe@gmail.com*

**Research methodology.** The methodological basis of the article consists of methods of observation, abstraction, formalization, analysis, synthesis, generalization, quantitative and comparative analysis. Figuratively symbolic approach al-lowed to consider the position of intercultural communication requests of specific audience through the identification, description, interpretation of visual compo-nents.

**Results.** Visual characteristics of individual style make it possible to distinguish a particular magazine from the others or point its relationship with other publications that form the specified system. The modern magazine is identified by unique visual characteristics, which include: cover and external design, logo, corporate font, color, graphics, and module structure of publication. The task of visual characteristics include formation of individual and unique image, creation a specific marker of information that identifies and provides an opportunity to point out magazine among many others, and strong memorization of associative images in the minds of readers. The visual style that meets the needs of readers and subjects of publication edition guarantees success in marketing.

**Novelty.** The article is focused on a fundamentally new approach to under-standing the visual style of the journal and identifying its role in non-verbal communication as a language that helps the creation and perception of the magazine.

**The practical significance.** Systematization and the unity of the visual characteristics of style promote the creation of new magazines and rebranding existing ones, taking new approaches for displaying the data. Symbols and associations connected with the visual style of the magazine, cause a certain emotional state, desire to percept the material, report to the priorities of edition, facilitate its identification.