

**FASHION BLOGGING IN THE PHILIPPINES:
CHARACTERISTICS OF FASHION BLOG POSTS**

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ABSTRACT

The global rise of online advertising has consequently empowered blogging. In the Philippines, fashion bloggers are considered high-authority when it comes to trends as they serve as opinion leaders to their readers. This study looked into the common characteristic of fashion blog post elements. Through the analytical lens of the Multimodality theory, the blog contents of four high-ranking bloggers were content-analyzed. Results of the study showed that the characteristics shared by the bloggers are: emphasis on product size, high tonal contrast, balanced color contrast, placement in vertical center; medium long and medium shot framing; monoglossic, appreciative, emotional, judgmental, positively forceful, and sharply focused linguistic approach; and informal text.

Keywords: *fashion, blogging, advertising, social media, fashion advertising, multimodality*