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SUSTAINABLE FASHION: IS IT AS ECO-FRIENDLY AS IT CLAIMED?

Abstract. *The article examines the state of the growing popularity of eco-fashion and describes the problems of non-compliance of it to ecological criteria. There was shown a positive impact of media information support on sustainable production and consumption. There were also given expert recommendations and journalistic view on contribution to the sustainable fashion development.*

Key words: *eco-fashion, eco-friendly label, sustainable consumption, conscious consumption, secondhand market, sustainable development, environmental journalism*

Sustainable fashion which includes a sustainable, informed, collaborative and secondary consumption, is becoming more and more popular. 75% of consumers say that sustainable branding becomes a critical or extremely important factor when they make a purchase decision, and 33% of them move from their usual brands in favor of those who build a sustainable business [1]. Ecological logos attract the attention of people who wanted to contribute to the preservation of the environment. And large companies are ready to satisfy such a noble desire of the client. For example, major brands such as *Maison Margiela, Furla, Armani* and *Versace* are resisting the use of natural fur and switching to quickly decomposing natural fabrics and Gucci invests in eco startups [2].

Who would have thought that good intentions could cause environmental problems? The fact is that sometimes the term “environmentally friendly” is not true. Does the real state of sustainable fashion meet our expectations? How to follow fashion trends and remain committed to environment protection? Are there good practices in this sphere that could turn consumer behavior of young people to conscious consumption? To answer all these questions, we should study the environmental friendliness of “eco-fashion” and its products, as well as evaluate the quality of lighting of eco-fashion in the media - the sources of information that form our opinion on this issue.

Let's consider the situation of the global fashion industry and its harmful influence to environment. According to 2017 report, from the International Union for Conservation of Nature (IUCN), 35% of all microplastics in the ocean came from the laundering of synthetic textiles like polyester, not biodegradable material [3].

Greenpeace research has shown that 28.000 people die every year from pesticide poisoning on cotton plantations. More than 10% of the world's pesticides and 25% of insecticides are used in the cultivation of cotton, and the finished material is treated with chemical additives for smoothness, bleached and colored with far from safe dyes. The volume of organic cotton from global cotton production is only 0.1%. One of the leading manufacturers in India is famous for its fake eco-cotton: 65% of the products don't meet environmental standards. Formaldehyde can be found in inorganic silk, hormones are often used in silkworm cultivation, and pesticides are used on mulberry plantations. About 10% of chemical compounds after coloring and shrinkage remain in the tissue and can lead to skin diseases and allergic reactions. [4]. In addition, new land plots are cut down to grow organic cotton and billions of liters of water are also used. And from containers for rags, at best 1% of all collected clothing will be recycled. The rest of the brand will take to the same landfills in third-world countries that don't even have the infrastructure to handle toxic waste, or are just burned, as well as their unsold items. [5].

The ecological concerns are very closely linked to economic and social issues in terms of fashion marketing and environmental PR. The industry hasn't yet come up with a single standard for labeling, since the criteria for environmental friendliness are very different. However, not all "eco-goods" produced by such companies pass the test for compliance with the declared quality. Unscrupulous manufacturers and distributors put eco-labels as self-declarations on the product. This "green camouflage" has nothing to do with the environmental certification and deliberately misleads the consumer. Different countries have their own systems of strict eco-certification, which checks the product and the entire production cycle of this product for compliance with strict environmental requirements. The best and most environmentally friendly products receive a type I eco-label. In the CIS countries, there is no clear legislation in this regard, so any manufacturer can put the words "Eco", "Bio", "Organic" on their products and add a label that copy the real one [6].

Unfortunately, it's difficult to find out whether a particular company really follows environmental principles or only claims to do so. The trick of modern "greenwashing" is that companies attract attention to their eco-efficient initiatives, while their main business model is very far from eco-friendly. For example, a common method of greening mass-market brands is to make a loud statement about their environmental goals for the future and not move in this direction in any way. [7]

The fashion industry has also been criticized for severe restrictions by the age, physical ability, gender, size, and racial diversity of models.

Thus, high water consumption, air and water pollution from chemical treatments used in dyeing, and the burning of large quantities of unsold clothing are extremely dangerous to the environment. Moreover, the growing number of industrial diseases, as well as the negative aspects that accompany the supply chain, such as the depletion of natural resources, the use of child labor, exploitative working conditions and low wages, implicit commodity trading and environmental camouflage are constant companions to the fashion industry. Another significant sin that the fashion industry is also accused of is an increase in symptoms of modern consumerism disease.

The topic of ecological fashion is widely covered in the media. Journalists are both supporting and criticizing the environmental friendliness of eco-fashion industry. They also systematize information on the dangers of textile production, raise awareness of overconsumption and promote the new trend secondary consumption. Telling the stories of eco-clothing designers in interviews, journalists make the trend more understandable in the eyes of the public and give information support to domestic eco-producers.

However the problem shown in this article is not often considered. For example, publications on a three-fold increase in cotton processing in Kazakhstan in the near future are presented in the form of an information note on the introduction of a new bill on the Road map program, but quantitative analysis of what kind of pressure this will impose on the consumption of natural resources in the region has not done [8].

One of the rare materials of the Kazakhstan Internet segment that really illuminates the existing problem is the article "Eco-trends in Kazakhstan: how to spoil good ideas" which tells about the trend for eco-bags as an accessory that seems more environmentally friendly [9]. But after tracing the way of their production it turns out that although paper bags are quickly decomposing, forests trees should be cut down for paper production. Also, not all materials completely decayed in the ground over time. For example a special additive to polyethylene can accelerate degradation of the plastic package into small particles, that is, microplastic. These particles penetrate into water and soil, causing negative damage to organisms of animals and people.

A detailed examination of such cases opens the eyes of society and makes people be more conscious, but this is not enough. That is why the Kazakhstani segment of eco-fashion needs a

critical view from an eco-journalist when covering this topic, and society needs to be informed about the state of the industry and the compliance of eco-fashion with all environmental criteria.

We need to look towards positive practices to solve this problem in the world and take an example from countries near and far abroad, and first of all we need media transparency and publicity. For example, The Russian Textile Association includes more than 500 companies, exists since 2009, holds international exhibitions, addresses the President of the Russian Federation with proposals for the development and support of the industry, and is also actively supported by the federal media. In 2019 Kazakhstan also created the National Association of light industry enterprises "Qaz Textile Industry" [10], but unfortunately there is no website, and only a few posts are in the social network.

There are socially oriented projects have launched to reduce solid waste. On January 26, 2019, on the basis of all educational organizations of the city of Karaganda a special challenge started. The project is implemented within the framework of the Republican action "Vpererabotku", aimed at supporting and developing separate collection of solid waste. The campaign was held under the motto: "Clean house, clean street, clean city!" [11]. The "Тепло" project is a social charity that works in two directions. On the one hand, the project participants organize the gathering clothes things and distribute them to the poor, and on the other hand, they offer jobs to those in needs. The city has special boxes in which you can put unnecessary or inappropriate items. Pieces of clothes are passed through a special filter, sorted and sent to dry cleaning, after that the collected goods are given to poor and large families. [12]. Public participation along the government, business, NGO, educational organizations is a very important component in making decisions of urban problems.

How to stop an imminent threat to the natural environment and move towards sustainable consumption?

We analyzed the phenomenon of secondary consumption, particularly of second-hand clothing as one of the conscious consumption practices. Over the past few years, even in Almaty, there were decent second-hand and vintage stores, for example, *Asay Jurek*, that can meet the demands of our urban fashionable people.

To find out how things are with a second-hand business in Kazakhstan, and how environmentally friendly they are we interviewed Arina Osinovskaya, a journalist by education, a small business entrepreneur. She is a co-founder of second-hand shops "*Dala-Bala*" and "*Momo Reuse store*". Now Arina and her companions work on three projects.

We knew that the second-hand trading is explosive in Moscow and St. Petersburg and we were interested how popular secondary consumption stores in our city. Arina opened first second-hand store, inspiring by an experience of Tbilisi, where this phenomenon is very common. She said that over last two years second-hand shops in Almaty became also popular.

When purchasing clothes for "*Dala Bala*" and "*Momo Reuse store*" Arina mainly pays attention to the fabric quality that it is not to be completely synthetic.

Materials for *Momo Reuse Store*, for example, shouldn't include natural furs or leather, but in *Dala Bala* there could be found natural leather jackets and silk samples. Sometimes they compromise and sell such things, explaining that in this way they can reduce the amount of clothing that has already been produced and is in secondary consumption.

"Is it commercially profitable for a business to have an environmental image?" - asked our team Arina. She replied "Of course it is. If you look back two years ago, I think no one will focus on this because it was not a trend. Now this is a modern feature, and it is beneficial for business. But we followed this idea for a long time, so I am very glad that this has become the tendency".

As for advertising, Arina noted that they did not use advertising too much. At the beginning of the second-hand business, they simply posted their clothes on Instagram, or sometimes they

announced contests, and people made comments. Somehow they gathered 4,000 subscribers, and it was amazing to them. This is the great power of the social network!

When we asked whether people had a request for environmental friendliness when they looked for clothes, she stated: “Yes, we began to attract more people who are really interested in this topic. And thanks to several eco-projects for *Dala Bala*, for example, with a girl who makes string bags, or a project on bamboo eco-brushes and appliances without plastic, we noticed more and more people dive into ecological issues. Now we are invited to another project *Veganstan* to do a collaborative film about veganism lifestyle. We strongly supported this, and therefore we are expanding our audience”.

By analyzing the interview with recycling expert Arina Osinovskaya, we found out new trends in modern society in the field of consumption, such as environmental friendliness, ecological ethics, new minimalism in consumption as a lifestyle and a transition to the conscious consumption.

What can we do to maintain a sustainable fashion movement? Start with yourself and you can make a difference.

There are some recommendations that will help you integrate into the process of balanced coexistence of humanity and the environment:

1. Do not neglect the analysis of labels, advertisements, slogans provided by marketers.
2. Get high-quality things you really liked, that will remain in your wardrobe for a long time. Ask yourself: are you ready to wear this thing at least thirty times? If not, postpone the purchase.
3. Try to be creative in your style: old things can be changed to a more modern style, and accessories will make you look fresher and save you from buying a lot of things.
4. If you no longer need a piece of clothing, transfer it to a second-hand store, exchange clothes with friends, send clothes to a fund for the needy or a shelter for the homeless, and perhaps it will serve someone else for a long time.

Thus, we examined the reasons for the growing popularity of the secondary clothing market, such as environmental, economic, social, aesthetic, political and moral aspects. Based on media sources, expert opinions and personal motives, recommendations were given on how to change your own consumer habits and move towards a sustainable consumer culture. Let's remember the words of Chuck Palahniuk: “We buy things that we don’t need for the money that we don’t have in order to impress people that we don’t like”. It's absolutely true!

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Экологичная мода: настолько ли она экологична, как утверждается?

Аннотация. В статье исследуется состояние растущей популярности экомоды и освещаются проблемы несоответствия ее экологическим критериям. Показано положительное влияние информационной поддержки СМИ на устойчивое производство и потребление. Также были даны рекомендации экспертов и журналистский взгляд на вклад в устойчивое развитие моды.

Ключевые слова: эко-мода, экологическая этикетка, устойчивое потребление, сознательное потребление, рынок подержанных товаров, устойчивое развитие, экологическая журналистика

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Тұрақты сән: ол талап етілгендей тұрақты ма?

Андатпа. Мақалада эко-сәннің қауырт дамып келе жатқан жағдайы зерттеліп, оның экологиялық критерийлеріне сәйкес келмеу проблемалары туралы мәселелер қарастырылған. Бұқаралық-ақпараттық қолдаудың тұрақты өндіріс пен тұтынуға оң әсері көрсетілген. Сонымен қатар сарапшылардың кеңестері мен тұрақты сәнге үлес қосу жайлы журналистік перспективалар ұсынылды.

Түйінді сөздер: эко-сән, эко-таңбалау, тұрақты тұтыну, саналы тұтыну, екінші нарық, тұрақты даму, экологиялық журналистика

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**СОВРЕМЕННЫЕ РАЗВЛЕКАТЕЛЬНЫЕ ТОК-ШОУ КАЗАХСТАНА:
ТЕНДЕНЦИИ ИХ РАЗВИТИЯ НА ПРИМЕРЕ ПЕРЕДАЧ «НАША ПРАВДА»
И «КЕЛ, ТАТУЛАСАЙЫҚ»**

***Аннотация.** В этой статье изучается история развития развлекательного телевидения в Казахстане с современного периода. Дается краткая классификация развлекательного телевидения и говорится о сложностях определения вида развлекательных телепередач. Проводится обзор наиболее популярных и обсуждаемых телешоу из группы «для всех возрастов», исходя из официальных данных по рейтингам ТВ-программ Казахстана. Особое внимание уделяется их проблематике. С помощью казахстанских СМИ исследуется тенденция развития отечественных ток-шоу.*

***Ключевые слова:** ток-шоу, Казахстан, развлечение, тенденции ТВ, телепередача, телеканал*

Введение

На сегодняшний день стало очевидно, что телевидение стремительно движется в сторону развлечений – оно захватило практически все его форматы. Это уже не только юмористические и привычные развлекательные передачи – концерты или юбилеи артистов, но и совсем, казалось бы, далекие от развлекательных жанров аналитические, публицистические и другие ток-шоу. Именно развлекательные ток-шоу наиболее востребованы в современных средствах массовой коммуникации в Казахстане после новостей и показа сериалов [1]. В топах рейтинговых передач телеканалов всегда присутствуют ток-шоу по типу «Астарлы ақиқат», «Пендеміз ғой», «Наша Правда», «Қалаулым», «Давай поженимся», «Кел, татуласайық». Каждая из этих телепередач обладает стабильной огромной аудиторией возрастом от 14+, которая бурно обсуждает эпизоды в социальных сетях. Влияние, оказываемое ток-шоу на людей и общество в целом нельзя