



SEMANTICTERMINOLOGY OF THE LEXICAL-SEMANTIC GROUP “FASHION”

Durdona A. Sultanova

Lecturer, Gulistan State Pedagogical Institute, Uzbekistan

Aziza A. Ermekbayeva

Student, Gulistan State Pedagogical Institute, Uzbekistan

ABOUT ARTICLE

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Abstract: This article is devoted to the study of the vocabulary of the lexical-semantic group “Fashion” at the present stage of development of the Russian language. The article examines the most productive methods of word formation, in particular, special attention is paid to semantic term formation, as well as borrowings from the English language, as a productive way of replenishing the vocabulary of LSP “Fashion”.

INTRODUCTION

Under semantic or lexico-semantic term formation, the famous Russian terminologist V.A. Tatarinov understands “a method of linguistic nomination in which the main means of creating a new term is the semantic development of the word.” Representing a process of secondary nomination, semantic terminology consists in using the existing nominative means of commonly used words to designate new concepts of a special field of knowledge. Terms formed by semantic methods include “borrowings from a common language, accompanied by terminology, expansion or narrowing (specialization) of meaning, changes in meaning as a result of metaphorical and metonymic transfers, as well as borrowing terms from other terminologies.” Thus, with the complete transition of the semantics of an already existing word into a newly formed term, the terminology of the word occurs. In the case of partial use of the semantics of a commonly used word in the formation of a new term, we are dealing with metaphor and metonymy. Most often, the material for term formation is lexical units that express the most well-known phenomena and objects from a person’s immediate environment.

The main results and findings

For this study, we made a complete selection of fashion terms from popular magazines: the Vogue Russia, GQ Style, as well as from a website dedicated to fashion www.fashioninfographics.com. The sample includes 270 terms.

Among the total number of terms, we identified the following structural types:

- 1) Single-word terms: 194 terms;
- 2) Terms and phrases: 76 terms respectively;

To analyze terms, we use the classification of term formation methods by S.S. Grinev–Grinevich, because we consider it the most detailed. The essence of this classification is included in the theoretical chapter of this work.

Based on the above classification, we have identified the following relationship between the methods of term formation in the prepared sample of terms:

- 1) semantic: 169 terms;
- 2) morphological: 42 term;
- 3) morphological-syntactic: 43 terms respectively.

Among the complex terms, two-component and three-component terms were identified (76 term elements in total). The main models for the formation of two-component terms (72 terms in total) are as follows:

AN: the most common type of phrase (36 terms - 47.4% of the total number of complex terms). This category includes cowboy hat, courier bags, gypsy skirts, etc.;

NN: phrases with a noun in the nominative case as a postpositive definition (20 terms – 26.3%). Often such phrases are found in thematic rows and are used to distinguish the types of any item of clothing: trilby hat, pork-pie hat, eight-piece cap, ruffled skirt, etc.;

NA: 4 terms. The terminological phrase includes a noun and a postpositive invariable definition (midi skirt, mini skirt, maxi skirt, three-quarter sleeves).

The sample also contains 12 prepositional terminological phrases (15.8%):

N c(o) N: blouse with peplum, dress with peplum, skirt with a train, skirt with frills, trousers with tucks, wrap dress (6 phrases in total);

N on N: yoke skirt, yoke dress, stiletto heels, wedge shoes, platform shoes (5 phrases);

N without N: strapless top.

Also, 4 prepositional three-component phrases were analyzed and models of their formation were determined:

N to AN: round frame glasses;

N with AN: high-waisted dress, high-waisted trousers;

N in NN: Empire-style dress.

Thus, a common model for the formation of two-component phrases is the use of an adjective in prepositions (36 phrases).

The group of terms formed semantically is the most extensive in its composition. The main types of term formation presented in this group are metaphorical and metonymic transfer of meaning, as well as borrowing.

S.V. Grinev-Grinevich considers borrowing as a semantic method of formation since borrowing in most cases is accompanied by a change in the meaning of terms .

In the vocabulary of fashion, metonymic transfer is not such a common way of forming terms (13 term units). The number of examples that were found in the sample allowed us to identify the following grounds for metonymy:

- 1) geographical reference: a name based on spatial contiguity, according to the area from which the item passed into the Russian wardrobe. For example, the American armhole, which became popular in the 1950s in America reached the peak of its popularity thanks to Marilyn Monroe's famous white dress

with an American armhole. This category also includes an English collar, a Greek neckline, a gipsy skirt, and flip-flops;

2) activity: connects an object and a specific time and place of its use. Such terms include ball gown, hunting hat, ski hat, tennis shoes, messenger bag, bicycle shorts, and princess dress.

Metaphorical rethinking of terms can also occur according to various reasons.

IN the Russian language reasons for metaphorical rethinking are (24 terms):

1) terminology based on external resemblance to household items: 20 terms (banana bag, cow collar, boat neckline, etc.);

2) terminology By similar to geometric objects: 4term (cylinder, bag-cylinder, dress-a-line, skirt-a-line).

CONCLUSION

In general, we can conclude that the language of fashion is quite creative and even poetic. Metaphors, along with metonymic transfer, make it possible to give speech figuratively, revive it, and also make it deeper and more capacious.

Analysis of the nature of borrowings in the English-speaking field allowed us to draw the following conclusions.

A large number of terms passed into the Russian language from English and French (132 terms): bermuda, borsalino, duffle coat, godet, etc. Certain terms were borrowed by tracing the original ones (15 terms): baseball cap, city shorts (city shorts), pillbox hat, etc. Such several borrowed lexemes presumably indicate that Russian fashion, in its original meaning, practically ceases to exist, and culture is developing in the direction indicated to it by the West.

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