



Clothing Aesthetics In Russian And English

**Azimova Nozima
Hikmatovna,**

Master degree student of English Linguistics department,
Bukhara state university
nozima.azimova.1987@mail.ru

**Kobilova Nargisa
Sulaymonbekovna,**

PhD., Associate Professor of English linguistics department,
Bukhara state university

ABSTRACT

The article discusses some peculiarities of clothing aesthetics in the Russian and English languages. It also deals with the study of names denoting garments, the essential aspects of the development of a particular national culture.

Keywords:

Names of garments, consumer clothing, vocabulary of clothing, fashion.

Introduction

From a cultural and historical point of view: clothing is one of the important elements of the ethnic and national culture of society. Since ancient times, people of different civilizations have had significant differences in the type and details of clothing, which were due to the level of development of society, climate, mental specifics of society. Thus, the study of names denoting garments can actualize the essential aspects of the development of a particular national culture.

Methods:

The article uses a set of basic methods research: descriptive method, method of scientific observation and commenting, method of thematic and structural-semantic classification of the composition of the thematic group, method of lexico-semantic, functional and structural analysis of the lexemes of the thematic group "Names of garments", method of cognitive analysis.

The material of the study consists of about substantive lexical units and phrases of the modern language, which have been actively used since the second half of the twentieth century and up to the present, as well as a certain corpus of lexemes belonging to the XIX-XX centuries. Sample carried out in the following main sources (a detailed list is presented in thesis in the List of sources) that are available to the General reader and consumer clothing: rooms of fashion magazines "Lisa", "the soup" in 2014 explanatory dictionaries of the modern Russian language, reflecting the language-specific changes the end of the twentieth century; the dictionaries of new words and meanings of the Russian language official H&M and ZARA websites in Russia, National Corpus of the Russian language, Internet-Lamoda store; survey results of respondents. Total attracted about 50 sources and 40 dictionaries. As additional material, the names of clothing items from youth slang were used, partly - the names of

clothing items in works of Russian classical literature. From various sources and through observations, the corpus of inscriptions applied to clothing at the present time has been collected [16, 46].

Results:

Since the middle of the XX century, the theory of lexical groups is actively developing in linguistics, in connection with which different lexical groups are being studied (lexico-semantic group of kinship terms, lexico-semantic group of color notation, thematic group of verbs, thematic group of medical vocabulary [3, 312].

The thematic Group of the names of Clothing Items is one of the main groups of household vocabulary, which reflects the linguistic picture of the world of the people, therefore it also arouses the interest of researchers. At the initial stage of studying the clothing group, attention was paid to the definition and fixation of its components in a specific, limited spatial or temporal area. Thus, by spatial arrangement, researchers study words from different dialects, for example, "Vocabulary of clothing: names of hats in Orel dialects"; "Language of Ryazan costume"; "Anthropocentric description of clothing categories: based on the vocabulary of the dialects of the Ivanovo region"; "Vocabulary of clothing in Tambov dialects". Linguists are also engaged in the vocabulary of the clothing group for a certain time period from a historical point of view, since this is not an integral part of everyday vocabulary [17, 56]

Discussion

Part of the book by A.S.Lvov "Vocabulary of the Tale of Bygone years" is devoted to the vocabulary of the group "clothes" in the early ancient Russian period (Lvov, 1975). Such materials are also presented in G.N.Lukina's book "The subject-everyday vocabulary of the ancient Russian language" (Lukina, 1990). Russian clothing names in the Middle Russian period are processed in G.V.Sudakov's book "The History of the Russian Word", and in E.V.Markova's work "Lexico-semantic and functional characteristics of the names of noble

clothing in the Russian language of the first half of the XIX century." the vocabulary of clothing of a certain social group is considered. Some authors refer to the names of clothing as part of phraseological units, trying to establish their associative cultural meaning, see: "Associative-derivational and phraseological semantics of clothing names in Russian language tradition"; "Russian phraseological units with names of clothes in the aspect of linguoculturology". Thus, a number of dissertations and articles are devoted to the fragmentary study of the lexical field of "clothing". Researchers also set more general tasks in the linguistic study of the conceptual sphere of "clothing". The Russian language, E.M.Markova, using the data of etymological dictionaries describes the motivation and nominational models of clothing names [18, 38], analyzes the means and methods of nomination in modern Russian, based on the lexical area "clothing", presented in the Russian language of the second half of the twentieth century.

It offers a component analysis of the concept of "clothing" and a partially included concept of "fashion". The author identifies the basic principles and methods of nominating units of the taxon under study, identifies the morphemic fund used in nominating the basic concepts of the sphere of "clothing and fashion"; special attention is paid to hyper-hyponymy relations in this circle of vocabulary, semantic properties of mediums. There are a lot of borrowings among the names of clothes, so the researcher has to turn to special literature, which deals with the problems of including non-linguistic elements in languages. Russian has proved to be useful in this aspect in the works "Problems of mastering and lexicographical description of French lexical borrowings in Russian" [8, 25], "The place and role of borrowings from English in Modern Russian: the end of the XX-beginning of the XXIV century." The linguistic study of the vocabulary of clothing is interfaced with other areas of research, primarily in the social and cultural fields. Currently, the general neutral vocabulary of clothing in modern Russian is becoming the subject of analysis in the cultural

and linguistic aspect. Scientists are interested not only in the design and style of clothing ("Russian costume at the turn of the XIX-XX centuries: system analysis, problems and professional vocabulary", but also in its social functions ("Social functions of costume: costume in the subject and cultural environment", "The History of the Costume" (Mertsalova, 1972). The study of the vocabulary of clothing in literary works is closely connected with this direction.

The indigenous peoples of the Pacific Northwest Coast had a complex social hierarchy which consisted of slaves, commoners and nobles, with dress codes indicating these social distinctions. John R. Jewitt, an Englishman who wrote a memoir about his years as a captive of the Nuuchahnulth people in 1802-1805, describes how, after some time living there, Maquinna and the chiefs decided that he must now be "considered one of them, and conform to their customs".

Jewitt resented the imposition of this dress code, finding the loose untailed garments very cold, and attributed to them a subsequent illness of which he almost died. He was not allowed to cut his hair, and had to paint his face and body as a Nootka would.

In North America high schools, fashion for girls began to be more revealing in the late twentieth century, including clothing such as low-rise jeans, revealing tops, miniskirts, and spaghetti straps. With these new styles appearing in schools, dress codes have in some cases become more rigorous as a result.

Conclusion:

Clothing and its names are studied from a semiotic point of view. T.V.Kozlova in the book "Costume as a sign system" (Kozlova, 1980) made an attempt to decode the "costume code" as a whole and established the sign semantics of different styles, as a result of which interest in costume as a text has increased, where details are symbols that make up the text (see, for example, "Semantic field "Costume" in the cultural space of the Russian language" (Milova, 2009). The world view of clothing as a semiotic system is presented in the book by Roland Barthes "The Fashion

System. Articles on the semiotics of culture" (Bart, 2003).

Theoretically, the book by G.G.Bondarchuk is of interest, which describes the problems of onomasiology based on the names of clothing items in English. The thematic group "clothes" is very mobile, therefore its study from the point of view of origin is very relevant, since in modern Russian the group is constantly updated with new names, most of which contain a foreign element and are not yet included in dictionaries.

Recently, the concept of "dress code" has been updated, and general cultural and linguistic studies related to this concept have appeared. Internet resources, in particular Wikipedia, contain information on the history of clothing, the history of naming individual items of clothing.

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