



Research Article

THE IMPORTANCE OF THE TERM “FASHION” IN LINGUISTICS

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ABSTRACT

The information technology of the 21-st century, and at the same time terms are playing an important role in every aspect of our life. According to most linguists, terms are part of our social life. The terms that came mainly from French, English and Russian languages are gaining importance in our Uzbek dictionary.

KEYWORDS

Term, proportional, explanatory dictionary, translation dictionary, spelling dictionary, special dictionary, silk, kimono, beret.

INTRODUCTION

Terminology is the study of specific words and related meanings in a particular field, as well as terms and their usage. The word "terminology" is derived from the Latin word "terminus," which means limit. A term is essentially a word or combination of words that expresses a concept in a specific field of knowledge or activity. We cannot imagine our time without terms. The system of proportional terminology also provides concepts for the science and technology policy of economic and cultural life. Terms are included in the

explanatory dictionary of the Uzbek language. Since most terms do not have an exact translation, the words are expressed in their native language.

M.T. Iriskulov comments on the vocabulary of languages: "The richness of a language depends on the quantity and variety of words that make up its vocabulary. When it comes to the vocabulary of languages, some may have more or fewer words than others. This depends on various historical and social factors" [1].



The etymological roots of "fashion" have been studied extensively by historical linguists. According to the Oxford English Dictionary (OED), the word "fashion" derives from the Latin term "factio," meaning "a making" or "a doing" (OED, 2020). This term evolved through Old French as "façon," signifying "make, shape, appearance, or form," before entering the English language. Scholars like Harper (2017) have traced the term's semantic shifts from its original material and structural connotations to its modern association with clothing and style. The gradual evolution of "fashion" reflects broader cultural transformations, particularly during the Renaissance when individual expression and appearance became increasingly significant[3].

Metaphorical usage of the term "fashion" has been a subject of interest for cognitive linguists. Lakoff and Johnson (1980) in their seminal work "Metaphors We Live By" discuss how metaphors shape our understanding of the world. Fashion, as a metaphor, symbolizes change, ephemerality, and cyclical trends. For example, expressions like "in fashion" and "out of fashion" encapsulate the transient nature of societal preferences. Barthes (1983) in "The Fashion System" explores how fashion metaphors permeate everyday language, reflecting deeper cultural narratives about modernity, identity, and social dynamics[4].

The intersection of linguistics and cultural studies provides rich insights into how fashion influences language. Entwistle (2000) in "The Fashioned Body" argues that fashion is a language in itself, a system of signs that communicates identity and social status. This semiotic perspective is echoed by Saussure (1916), who posits that language is a system of signs where meaning is constructed through differences. The linguistic patterns associated with fashion, such as "fashion statement" or "fashionable," reveal societal values related to individuality, self-expression, and consumerism[5].

Advertising and media studies also contribute to understanding the cultural implications of fashion-related terminology. Gill (2007) examines how fashion advertising employs linguistic strategies to create aspirational identities and desires. The pervasive use of fashion terminology in media reflects and reinforces consumer culture, highlighting the role of language in shaping public perceptions and behaviors[6].

The globalization of fashion has led to a cross-cultural exchange of terminology, enriching linguistic diversity. Barnard (2014) in "Fashion Theory" discusses how global fashion networks facilitate the diffusion of terms like "haute couture" and "prêt-à-porter." These terms have transcended their original linguistic boundaries, becoming part of a global fashion lexicon. This phenomenon underscores the role of language in bridging cultural gaps and fostering a shared understanding across different societies[7].

When we study terminology, we turn directly to dictionaries. Currently, there are explanatory dictionaries, translation dictionaries, spelling dictionaries, and specialized dictionaries. As the need for dictionaries increases, so does their diversity. During the years of independence, bilingual dictionaries, like the aforementioned ones, have developed rapidly.

In addition, the term "fashion" has entered the explanatory dictionary of the Uzbek language. Various factors have led to the introduction of this term. The biggest factor is historical and cultural. Fashion terminology is often derived from historical and cultural influences and reflects the evolution of style in clothing and accessories over time. Special garments such as the hanbok, kimono, and our Uzbek national dress, satin, are recognized by these names all over the world.

Kimono is a Japanese national dress, and it is translated into all languages with the same name. Since there is



no exact translation for this term, it is also called "kimono" in Uzbek.

If we talk about the term "hanbok," it refers to the national dress of Korea, which is primarily worn for national holidays, weddings, and by brides as traditional attire. Like the term "kimono," "hanbok" is not translated into Uzbek or other languages.

Regarding satin national clothing, satin is recognized as a national fabric. This term is also known as "atlas" in other languages.

Fashion terminology often includes terms derived from the textiles and materials used in fabric production. Specifically, yarn, silk, and silk fabrics are made from these products and are named accordingly. "Fabrics such as satin, adras, and silk, which are crafted by traditional artisans today, are notable for their traditional patterns and quality. There is great demand for these fabrics both within the Republic and abroad" [2].

Fashion centers and industry jargon: The fashion industry has its own specialized terminology. Terms such as "haute couture," "prêt-à-porter," and "capsule collection" are examples of industry-specific jargon that reflect the global fashion landscape.

Global influences: Fashion is a global phenomenon, and its terminology includes words borrowed from various

languages and cultures. Examples of such global terms include "kimono" (Japanese), "beret" (French), and "sari" (Indian).

CONCLUSION

In conclusion, the scope of terms is very broad. When studying terminology, we turn directly to dictionaries. Each term used in our speech holds a special place and importance. We also encounter terms that have originated from other Western cultures, which are included in the vocabulary of the Uzbek language.

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