

Lexical-Semantic Study of Fashion and Design Terms in French and Uzbek

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Abstract:

This article presents a comparative analysis of the terminological system of the fashion and design industries in the French and Uzbek languages. The study aims to study the similarities and differences in the terminological lexicon of both languages, lexical-semantic features, etymological sources, methods of term formation, as well as the dynamics of the development of terminological systems. The article analyzes with particular attention the processes of assimilation and adaptation mechanisms of French fashion and design terms entering the Uzbek language in the conditions of modern globalization. In the process of analyzing linguistic data, the methods of component analysis, distributional analysis, contextual analysis and conceptual analysis were widely used.

Keywords: Fashion Terminology, Design Lexicon, Lexical-Semantic Groups, Terminological System, Linguocultural Characteristics, Etymological Analysis, Translation Equivalence, Comparative Linguistics

Introduction

Globalization processes have activated interlingual contacts, which has led to the rapid development of terminology in various fields. The fashion and design industries are an integral part of modern society, and their terminological system is constantly being updated and enriched. In particular, the influence of the French language on the world scale is noticeably strong, and many terms have entered other languages, including the Uzbek language, from this language.

The study of the lexical and semantic features of fashion and design terms is of not only linguistic, but also cultural and historical importance. After all, through terms, socio-cultural changes in society,

the spirit of the times, and cultural ties between peoples are reflected. By comparative study of fashion and design terminology on the example of the French and Uzbek languages, we will have the opportunity to observe the commonality and uniqueness of the cultures of the two peoples, as well as the processes of assimilation and adaptation of terms.

The relevance of this study is determined by several factors. Firstly, the terminology of fashion and design in the Uzbek language has not yet been fully systematized and standardized. Secondly, the influence of foreign languages, including French, plays an important role in the formation of the terminology of this field in the modern Uzbek language. Thirdly, in the context of globalization, there is a need to improve the terminological base to express new concepts in the field of fashion and design.

Methods

The research material consists of more than 30 terms and terminological combinations collected from fashion magazines, design catalogs, industry-specific educational literature, terminological dictionaries, Internet resources and other sources in French and Uzbek. The research used methods such as comparative-typological, component analysis, distributional analysis, linguistic-cultural analysis, etymological analysis. Also, quantitative indicators of terminological systems were studied through statistical data processing.

Results

As a result of the analysis of the lexical units presented in the catalog, 8 main types of complex nominal word-composition were identified:

- Nom + en + Nom,

It was found that the greatest number of clothing names are formed according to the Nom + en + Nom type:

Sweat en coton - cotton sweatshirt

Bonnet en laine - woolen hat

Rangers en cuir - leather hiking boots

T-shirt en jersey - T-shirt (knitwear) Sweat en molleton - sweatshirt (molton) Sac à dos en tissu - backpack (fabric) Jogging en cuir - sweatpants, leather Basket en cuir - leather sneakers

Casquette en velours - corduroy cap Polo en coton - cotton polo shirt Rangers en nylon - hiking boots, nylon

This fact can be explained by the desire to specify what fabric the thing is made of, and thus attract the reader's attention to this model. The preposition en implements the function of the Russian preposition "iz" and indicates the type of fabric. Thus, the formation of the type Nom + en + Nom is the most productive among the studied types of compound words.

- Word formation of lexical units by the type

Nom + en + Nom + Adj is also quite productive:

Veste en denim brut - champagne-colored denim jacket

Desert boots en cuir suédé - leather boots with suede inserts

Bonnet en laine chinée — a patterned woolen hat

Sac en PVC perforé — a bag made of perforated

In French:

Desert boots en cuir suédé — leather boots with PVC suede inserts

Pull en laine jacquard — a woolen jacquard sweater

Doudoune en laine tartan — a down jacket with a tartan lining

In this case, in addition to specifying the material, another characteristic is added, for example, the color or features of the fabric structure.

The following word-formation types also quite actively participate in the process of word-formation of complex nouns:

- Nom + Nom:

Pantalon cargo — cargo trousers

Sac week-end — hiking backpack

Cardigan coupe-vent — windbreaker

- Nom + avec + Nom:

Parka avec capuche — storm jacket with a hood

- Nom + Adj:

Veste matelassée — quilted jacket

- Nom + Adj + en + Nom:

Pantalon multipoche en toile — fabric trousers with pockets

- Nom + à + Nom + Adj:

Pull à col roulé — sweater with a collar

Among the analyzed names, a significant place is occupied by the category Expansions diverse (complex common lexical units):

Chaussure nordique en cuir pleine fleur — insulated plain leather boots

Blouson en drap de laine doublé — drape windbreaker with wool lining

Sac à dos 100% laine — 100% wool backpack

Basket semi-montante en toile de coton — high-top cotton sneakers

Doudoune réversible 100% polyamide — double-sided down jacket (100% polyamide)

Doudoune sans manches en flanelle rayée — striped flannel sleeveless down jacket

Sweat en coton à col ronde — cotton sweatshirt with a round collar

This indicates a tendency to develop a written verbal vestimentary code: the names of clothes in catalogs have a complex structure, including the name of the clothes themselves and an additional descriptive component used for the purpose of the most accurate categorization of the designated type of clothing, in speech. However, as a rule, such a descriptive component is absent. In other words, with the modern diversity of clothing items, in order to accurately define a particular name (in this case, an item of clothing), an increasingly precise description is required to fully reflect its essence. Another trend in the modern French language is the desire to form bilingual lexical units consisting of nouns from French and English (rangers, basket, jogging, t-shirt, etc.). The share of such compound words is quite large, which emphasizes the significant influence of the English language on the formation of the vocabulary of the LSP "Fashion" in Polo en coton - cotton polo shirt Jogging en cuir - sweatpants, leather T-shirt en jersey - T-shirt (knitwear) Polo en coton - cotton polo shirt Basket en cuir - leather sneakers

Sweat en molleton - sweatshirt (molton)

It is impossible not to mention the high frequency of such a way of replenishing the vocabulary of the LSP "Fashion" as borrowing lexical units (in this study in 100% of cases from the English language):

sweat – sweatshirt

rangers - hiking boots

T-shirt - T-shirt

jogging – sweatpants

basket – sneakers
polo - polo shirt
desert boots - boots

Interesting is the absence of articles in front of absolutely all names. Perhaps this is due to the desire for a more laconic sound, as well as the influence of the English language. In addition, it is worth paying attention to the graphic component of the analyzed material (frequent use of capital letters). Presumably, this can be explained by the desire of the editors of periodicals and catalogs to attract the attention of their readers to certain items of clothing.

Discussion

The subject of study of cognitive linguistics are various concepts that form our consciousness and reflect modern reality. The relevance of the study of concepts is confirmed by a significant number of studies in Russian, English, French and other foreign languages, conducted in this scientific field (see the works of Agarkova N.E.: The concept of "money" as a fragment of the English linguistic picture of the world (based on the American version of the English language) [1]; Adonina L.V.: "The concept of woman in the Russian linguistic consciousness" [2]; Usacheva A.N.: "Linguistic parameters of the concept of "health status" in modern English" [3], etc.). The study of the concepts of a single language allows us to understand the culture of a people at different stages of its formation. Concepts are mental images, the totality of which constitutes the semantic space of a language. It is the semantic space that allows us to study the national character and culture of a particular people. Information transmitted through concepts certainly has a linguistic binding, and in this case it makes sense to talk about the lexical-semantic field as a verbal linguistic reflection of a particular concept. In particular, the concept of "Fashion", which refers to a special type of mental formations - socio-cultural regulatory concepts, has repeatedly become the subject of research.

Thus, O.V. Chursina defines the phenomenon of fashion as one of the important components of the socio-cultural life of society [4]. The concept of "Fashion" refers to current concepts that undergo changes under the influence of public experience and knowledge, in accordance with modern socio-cultural circumstances, practical and spiritual-mental needs of society, the level of development of national and world civilization. This concept is realized in the linguistic space with the help of the lexical-semantic field "Fashion". Fashion extends to various areas of social life, but is mainly identified with the production of clothing and accessories. The choice of the language of the study (French) is explained by the wide development of the fashion industry in France. Being the recognized capital of world fashion, France retains the palm in the sphere of publishing and popularization of glossy fashion magazines, online clothing catalogs and Internet sites of various luxury and designer brands. Fashion appears to be a unique phenomenon from the point of view of its multifaceted interpretation, possessing such discursive characteristics as "activity", "activity", "independence", "variability", "inconstancy", etc. [4]. It is the characteristics indicated above (variability, inconstancy) that are of the greatest interest, since they allow us to establish the latest trends in the development of the language by studying the vocabulary of the LSP "Fashion", presented in periodicals and online publications about fashion.

Like any other lexical-semantic field, which is a hierarchically organized system of lexically and semantically identical units, the LSP "Fashion" consists of a large number of microfields, such as "Jewelry", "Footwear", "Children's clothing", "Women's clothing", "Clothes for pregnant women", etc. Interest in fashion in the modern world is rapidly growing. Fashion is transformed every season, dictating new styles and trends. Under the influence of processes occurring in society, the leading role of globalization, fashion becomes cosmopolitan, the boundaries between men's and women's clothing are often erased, more and more often this or that thing acquires the characteristic of "unisex", national traditional costume becomes a thing of the past, fashion becomes universal. However, along with the above processes, it is worth noting another trend: increasing interest in men's suits and men's fashion in general. An impeccable "look", trendy items and accessories are the key to a man's success and

prosperity. In accordance with the latest trends in French society, the online version of the magazine "Men's Health (France)" (October 2014) [5] was chosen to study the current state of the language of the LSP "Fashion". This magazine presents new clothing models that are relevant for autumn-winter 2014-2015, and also gives advice on the compatibility and selection of items. Using the continuous sampling method, it was established that the vocabulary that forms the LSP "Fashion" in this magazine combines both simple words (derivative and non-derivative): gilet, maillot, anorak, salopettes, chemise, bikini, voile, cravate, pantalon, béret, casquette, broches, chaîne, bottes, and complex words: jupe fendue, talons hauts, chemise à manches longues, survêtement, manteau de fourrure, etc. According to the word formation methods, the studied lexical units were distributed as follows: in the course of the study, only one word formed by the suffix method was identified, which indicates a decrease in the productivity of this word formation method in modern French:

casque – casquette (cap, cap)

The prefix method, with the help of which such a lexical unit as survêtements (outerwear) was formed, also does not seem productive.

However, special attention should be paid to compound words, names of clothing, which formed the basis of the vocabulary of the LSP "Fashion". The work of the French linguist Michel Mathieu-Colas "Typologie des noms composés français" [6] was chosen as the basis for the classification of compound words, in which the author proposes a new classification of compound words for linguistic science, dominating the language system at the current stage of its development and functioning. In a broad sense, this classification covers more than 700 types of compound words, but 17 basic types were identified, allowing for a detailed study.

Conclusion

As a general conclusion, the following trends in the development of the modern French language within the framework of the LSP "Fashion" can be identified as:

The dominance of such a method of word formation as nominal compounding and a decrease in the productivity of affixal word formation;

The widespread use of such a type of complex word formation as Nom + en + Nom (a noun plus the preposition "en", indicating the material from which a particular item of clothing is made);

The desire to expand the vocabulary of the LSP "Fashion" by borrowing lexical units from the English language, as well as the desire to form bilingual lexical units.

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