



PECULIARITIES DEVELOPMENTS LEXICO-SEMANTIC FIELD "FASHION" IN THE XX CENTURY

(on material French language)

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Abstract: *The thesis reveals the content of the concept of the lexical-semantic field "Fashion", which is becoming increasingly interesting among linguists-novelists. Fashion as a social phenomenon plays an important role as a social regulator, reflecting the main trends in the development of society. In turn, the lexical-semantic field "Fashion" is one of the most dynamically changing due to the rapid change of fashion trends, the development of the fashion industry and the activities of designers and fashion designers around the world. All this determines the importance of studying the "fashion vocabulary", which allows us to trace the main trends in the development of language, identify patterns, trace the cyclical use of certain modonyms in the language, and establish the dynamics of the development of word-formation processes.*

Key words: *Lexical-semantic field "Fashion", modonym, word composition, conversion, borrowing.*

Enrichment and change of the content of the vocabulary of the lexical-semantic field "Fashion" in French has a pronounced dynamic in the 20th century, in particular under the influence of the activities of designers and fashion designers.

The beginning of the 20th century was marked by people's desire to travel, discover new countries, learn about cultures, life and everyday life. other nations. These extralinguistic factors brought To development So called "*mode cosmopolite*" (cosmopolitan fashion) and the emergence of sportswear, which





explains the appearance in the language of the compound word "vêtement de sport", m - l'ensemble des vêtements portés pour la pratique du sport (sportswear - an ensemble of clothes for playing sports). The same era owes to fashion designer Paul Poiret the appearance of the modonym, which is a compound word, "jupe-culotte", f ("skirt-pants") - vêtement féminin, sorte de culotte très ample qui présente l'aspect d'une jupe (women's clothing, a type of wide trousers that outwardly resemble a skirt).

In 1913, Gabrielle Coco Chanel changed the semantic meaning of the fashion name "tailleur", which was understood as a men's trouser suit, and proposed to understand it as "tailleur", m a woman's suit consisting of a jacket and skirt made from the same fabric - tenue féminine constituée of a vest and a skirt made from the same fabric. Thus, under the influence of the fashion designer, the semantic meaning of the word changes, and nowadays the original meaning of "men's suit" has become archaic and the modonym "tailleur" is understood only as a women's suit. V That time How For male costume exists term "*costume*", m. Also, thanks to the designer's work, a fashion name appeared, formed by the compounding of the words, "lunettes de soleil", f, pl - sunglasses.

The First World War, the largest historical event, influenced the enrichment of the LSP "Fashion" dictionary, since it was in 1914-1918 that the "style militaire" (military style) was formed. This modonym consists of from English borrowings "style", m And adjective "*militaire*" and is a compound word. It is worth saying that the use of Anglicism already testifies to the emergence of a fashion for English borrowings, which became especially widespread by the end of the 20th century. The compound word "trench-coat" is a borrowing from the English language and came into use in the 20s thanks to Thomas Burberry, the creator of the famous gabardine fabric. It is worth emphasizing that trench coats were often called simply "burberry". The transfer of the creator's surname to the name of the item he created is a common phenomenon in the 20th century, and testifies to the fashion for using eponyms in French.

The 1920s, known as "Les années folles", introduce the bra into the women's wardrobe, expanding the LSP "*Fashion*" with the compound word





“soutien-gorge”, m - sous-vêtement féminin destiné à soutenir la poitrine (women's underwear designed to support the breast). This compound word is derived from the verb “soutenir” - to support (in the 2nd face the only one numbers imperative inclinations) And noun "gorge", f - female breast.

In 1921, Coco Chanel created the famous little black dress, and the layer of modonyms of the French language was replenished with a stable indivisible phrase "La petite robe noire", which later turned into a conceptual concept and became a symbol of French fashion. In the 21st century, the French perfumer Guerlin called the perfume released under the trademark of the same name "*La petite robe noire*". Thus, we can state the semantic evolution of the modonym and the emergence of a new meaning. The appearance of the perfume "Chanel No. 5" contributed to the evolution of deonomastic processes around the name of the famous fashion designer. And although the process of formalizing the eponym is not fully formed, since "Chanel" continues to be written with a capital letter, in oral speech this name has long become a household word.

In the 1930s, the designer Lacoste invented the famous fabric with a checkered arrangement of the cross-shaped weave, "pepita", - pied-de-poule, m - tissu d'armure croisée formant une sorte de petit damier empiétant. The modonym formed by the compound word got its name from the similarity of the pattern to the trace of a chicken paw (literally "pied-de-poule" - chicken foot).

The era of the 80-90s of the 20th century is characterized by a large number of Americanisms in the French language. In particular, the collections of designers Thierry Mugler and Claude Montana led to the borrowing of such modonyms as "jogging" - survêtement (a type of sports pants for sports, running), "baskets" - chaussure de sport lacée, en toile, moulant la cheville, à semelle et rebords de caoutchouc (sneakers). One of the most relevant modonyms of the 90s were various T-shirts - "T-shirt", a modonym borrowed from the English language, which received its name for the analogy of the shape of a T-shirt with the letter "T". Thus, fashion acquires a new round of its development, receives graphic expression.

As can be seen from the examples, the largest number of lexical units included V LSP "Fashion" V XX century, represent by yourself modonyms,





образ-создан с помощью словообразования. Вероятно, попытка объяснить новый модоним через тот, который уже существует в языке, объясняется созданием дизайнерами не качественно новых предметов одежды, но улучшений к существующим, их трансформация добавлением деталей, изменение стиля. Также стоит обратить внимание на значительное увеличение количества модонимов-зачуждений во французском языке, особенно во второй половине 20-го века, что связано с влиянием иностранных модельеров на французскую моду и продвижением иностранного образа жизни.

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