THE MAIN TRENDS IN THE FORMATION AND FUNCTIONING OF NOMINATIONS IN THE CONCEPTUAL SPHERE "CLOTHING AND FASHION" IN THE ENGLISH LANGUAGE OF THE 20TH-XXI ST CENTURIES

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XX - XXI ASRLARDA INGLIZ TILIDA "KIYIM VA MODA" KONTSEPTUAL SOHASI NOMINATSIYALARING SHAKLLANISHI VA FAOLIYATINING ASOSIY TENDENSIYALARI

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ОСНОВНЫЕ ТЕНДЕНЦИИ ФОРМИРОВАНИЯ И ФУНКЦИОНИРОВАНИЯ НОМИНАЦИЙ ПОНЯТИЙНОЙ СФЕРЫ «ОДЕЖДА И МОДА» В АНГЛИЙСКОМ ЯЗЫКЕ XX - XXI ВВ

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Abstract: *This article focuses on the main trends in the development and usage of terminology related to clothing and fashion in the English language from the 20th to the 21st centuries. It explores how nominations, or names given to specific concepts or items in the fashion industry, have evolved over time. This study delves into the changes in terminology, naming conventions, and linguistic trends within the realm of clothing and fashion, shedding light on the evolution of language in this specialized field.*

Keywords: *trends, formation, functioning, nominations, conceptual sphere, clothing, fashion, English language, 20th century, 21st century.*

Annotatsiya: *Ushbu maqola XX-XXI asrlarda ingliz tilida kiyim va moda bilan bog'liq terminologiyaning rivojlanishi va qo'llanilishining asosiy tendensiyalariga qaratilgan. U moda sanoatidagi muayyan tushunchalar yoki narsalarga berilgan nominatsiyalar yoki nomlar vaqt o'tishi bilan qanday rivojlanganligini o'rganadi. Ushbu tadqiqot kiyim va moda sohasidagi atamalar, nomlash qoidalari va til tendensiyalaridagi o'zgarishlarni o'rganadi va bu ixtisoslashgan sohadagi til evolyutsiyasini yoritadi.*

Kalit so'zlar: *tendensiyalar, shakllanish, faoliyat ko'rsatish, nominatsiyalar, kontseptual soha, kiyim-kechak, moda, ingliz tili, XX asr, XXI asr.*

Аннотация: *В данной статье рассматриваются основные тенденции развития и использования терминологии, связанной с одеждой и модой, в английском языке в период с XX по XXI век. В нем исследуется, как номинации или названия, данные конкретным концепциям или предметам в индустрии моды, развивались с течением времени. Это исследование углубляется в изменения в*

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терминологии, соглашениях об именах и лингвистических тенденциях в сфере одежды и моды, проливая свет на эволюцию языка в этой специализированной области.

Ключевые слова: тенденции, становление, функционирование, номинации, концептосфера, одежда, мода, английский язык, XX век, XXI век.

INTRODUCTION. The conceptual sphere of clothing and fashion has undergone significant evolution in the English language throughout the 20th and 21st centuries. This evolution has been shaped by various trends in the formation and functioning of nominations within this sphere. Nominations, or the names given to specific clothing items, styles, or trends, play a crucial role in defining and communicating the ever-changing landscape of fashion.

In this article, we will explore some of the main trends that have influenced the formation and functioning of nominations in the conceptual sphere of clothing and fashion in the English language over the past century. By examining these trends, we can gain a deeper understanding of how language reflects and shapes our perceptions of clothing and fashion trends.

1. Globalization and Cultural Exchange:

One of the most significant trends that have influenced the formation of nominations in the clothing and fashion sphere is globalization. With the increasing interconnectedness of cultures around the world, fashion has become a global phenomenon, leading to the adoption and adaptation of clothing styles and trends from different regions. This has resulted in the incorporation of foreign words and terms into the English language to describe new and innovative fashion concepts. For example, terms like "kimono,""sari," and "sarong" have become commonplace in English to describe specific types of garments originating from Japan, India, and Southeast Asia, respectively [1].

2. Technology and Innovation:

Advancements in technology have also played a crucial role in shaping the nominations within the clothing and fashion sphere. The rise of social media platforms, online shopping, and digital marketing has led to the rapid dissemination of new trends and styles, often accompanied by unique names and terms to describe them. For instance, terms like "athleisure,""smart fabrics," and "wearable tech" have emerged to describe clothing items that combine fashion with functionality and technology[2].

3. Sustainability and Ethical Fashion:

In recent years, there has been a growing awareness of sustainability and ethical practices within the fashion industry. This has influenced the way clothing items are named and marketed, with terms like "vegan leather,""upcycled fashion," and "slow fashion" gaining popularity. These nominations reflect a shift towards more environmentally friendly and socially responsible practices in the production and consumption of clothing[3].

LITERATURE REVIEW. 4. Gender Fluidity and Inclusivity: The evolving understanding of gender and identity has also had a significant impact on the formation of nominations in the clothing and fashion sphere. Terms like "gender-neutral,""unisex," and "gender-fluid" have emerged to describe clothing styles that are not limited by traditional gender norms. This trend towards inclusivity and diversity has led to a more expansive and inclusive vocabulary in the fashion industry, reflecting a more nuanced understanding of identity and expression.

The literature on the formation and functioning of nominations in the conceptual sphere of clothing and fashion in the English language in the 20th and 21st centuries reveals several key trends: [6]

1. Social Agendas: Crane (2000) discusses how clothing and fashion are intertwined with social agendas, reflecting class, gender, and identity dynamics.

2. Modern Social Theory: Entwistle (2015) explores how fashion and dress are linked to modern social theory, highlighting the role of clothing in shaping individual and collective identities.

3. Democracy and Fashion: Lipovetsky (2010) delves into the relationship between fashion and democracy, examining how clothing reflects and influences societal values in a democratic context [5].

4. Consumer Culture: McCracken (1986) examines the symbolic nature of consumer goods,

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including clothing, and how they contribute to the construction of cultural meanings.

5. Key Theorists: Rocamora and Smelik (2014) provide insights into key theorists in the field of fashion studies, shedding light on influential thinkers who have shaped our understanding of clothing and fashion.

These trends highlight the multifaceted nature of clothing and fashion in the English language discourse of the 20th and 21st centuries, emphasizing their role as vehicles for social expression, cultural representation, and individual identity construction. The formation and functioning of nominations in the conceptual sphere of clothing and fashion in the English language in the 20th and 21st centuries have been influenced by several key trends. These trends reflect the evolving social, cultural, and technological landscape of the times.

RESEARCH METHODOLOGY. The increasing interconnectedness of the world has had a significant impact on the clothing and fashion industry. Globalization has led to the spread of fashion trends across borders, the rise of multinational fashion brands, and the diversification of styles and influences. The advent of the internet and social media has transformed the way clothing and fashion are conceptualized, marketed, and consumed. Online platforms have democratized fashion, allowing for greater access to information, trends, and styles. With growing concerns about environmental impact and ethical practices in the fashion industry, sustainability has become a key trend in clothing and fashion nominations. The push for diversity and inclusion in the fashion industry has led to a reevaluation of traditional beauty standards and gender norms. Nominations in clothing and fashion now often reflect a more inclusive representation of different body types, ethnicities, and identities.

The rise of celebrity culture has had a significant impact on clothing and fashion nominations. Celebrities often serve as trendsetters, influencing consumer preferences and shaping popular styles. The rise of celebrity culture has had a significant impact on clothing and fashion nominations. Celebrities often serve as trendsetters, influencing consumer preferences and shaping popular styles. Discussions around cultural appropriation in fashion have influenced nominations in the industry. There is a growing awareness of the need to respect and acknowledge the cultural origins of certain styles and designs.

CONCLUSION AND SUGGESTIONS. The evolution of nominations in the conceptual sphere of "clothing and fashion" in the English language during the 20th and 21st centuries has been influenced by several key trends. Globalization, the digital revolution, sustainability, diversity and inclusion, the fast fashion vs. slow fashion debate, celebrity influence, and discussions around cultural appropriation have all played a significant role in shaping the way clothing and fashion concepts are conceptualized, marketed, and consumed. These trends reflect the changing social, cultural, and technological landscape of the times and have led to a more diverse, inclusive, and conscious approach to clothing and fashion nominations.

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