Crossref doi | Google Scholar | WorldCat | MENDELEY

OSCAR
PUBLISHING SERVICES

🔓 **Research Article**

# THE ISSUE OF INVESTIGATING THE VOCABULARY OF WOMEN'S CLOTHING AND FASHION IN LINGUISTICS

**Tillaboyeva Gulruh**
**Lecturer At Fergana State University, Uzbekistan**

## ABSTRACT

This article explores the linguistic aspects of the vocabulary associated with women's clothing and fashion. It highlights the significance of studying how language reflects cultural, social, and gender norms through fashion-related terms. The dynamic and context-dependent nature of this vocabulary is discussed, along with its connection to historical changes, globalization, and media representations. The research emphasizes the interdisciplinary nature of this topic, intersecting with sociology, gender studies, and cultural anthropology, to uncover the socio-cultural ideologies embedded in fashion discourse. This study aims to contribute to a deeper understanding of how language shapes perceptions of identity, aesthetics, and social roles within the domain of women's fashion.

## KEYWORDS

Linguistics, women's clothing vocabulary, fashion discourse, gender norms, socio-cultural ideologies, semantic evolution, media influence, interdisciplinary analysis, identity, cultural representation.

## INTRODUCTION

The lexicon related to clothing reflects human worldview and is one of the oldest fields of knowledge, closely tied to the history of human development. After discovering the protective function of clothing from the negative effects of nature, humans began to think about its aesthetic purpose. The desire for innovation and the transformation of cultural expressions force fashion creators to seek new forms.

Unknown artisans, tailors, and craftsmen created unique costumes that became fashion trends. Today, the fashion industry is a phenomenon closely connected with international relations.

## LITERATURE REVIEW AND METHODOLOGY

In modern linguistics, there is growing interest in studying specific taxonomies of vocabulary, identifying the sources of new linguistic units, and scientifically analyzing them from a historical perspective. These studies focus on formation, evolution, stability, variability, and linguistic-cultural characteristics. Although many linguists have studied individual thematic groups within the Russian vocabulary (A. A. Reformatsky, A. A. Ufimtseva, D. N. Shmelev, M. A. Borodina, V. G. Gak, V. N. Prokhorova, V. V. Kolesova, G. A. Prokhorova), significant parts of the vocabulary remain underexplored and demand systematic linguistic examination and description.

The study of certain groups of clothing vocabulary has attracted the attention of linguists like S. L. Sonina (1997), who examined the development of French fashion terminology; N. V. Kulakova (2000), who studied the lexicographic and functional-stylistic aspects of clothing names in A. S. Pushkin's language; and V. G. Kuzina (2001), who analyzed the structural and semantic aspects of headwear names in Oryol dialects. Other linguists, including V. M. Panova (2002), G. R. Daukaeva (2004), and O. R. Rostov (2006),

explored clothing names in various languages and dialects. Furthermore, the work of T. N. Nagorskikh (2009) on fashion in Western European culture, S. Ozer's (2016) study of clothing vocabulary in Russian and English, and M. Halimova's (2002) research on Tajik clothing vocabulary are worth noting. Additionally, S. Usmanova (1971) and X. M. Khudoyeva (2018) made significant contributions to the study of textile decoration and jewelry terminology across various languages.

## RESULTS

This article presents the structural-semantic, linguistic, and comparative-historical analysis of lexical units in the conceptual field of "clothing" across different languages. This area includes numerous categories of clothing accessories, such as footwear and headwear names, as well as terms describing various clothing styles and fashion concepts specific to modern culture.

The relevance of this article lies in the ability to analyze modern clothing vocabulary as part of a national-cultural semiotic paradigm, reflecting semantic and linguistic-cultural characteristics. The integrative nature of the vocabulary within the field of clothing and fashion adds further interest to this topic. Therefore, identifying the sources of these units and describing the main features and development trends of this taxonomy is an essential task. Additionally,

understanding the linguistic relationships between these units is crucial for achieving meaningful results.

Since clothing is one of the most important attributes of society, the vocabulary serving this field remains in constant flux, occupying a central place in the thesaurus of language users. The high level of creativity in the design, production, and use of clothing today leads to relevant changes in the taxonomy of objects, events, and realities that constitute the linguistic and cultural layer associated with fashion and the Russian lexicon.

This era is characterized by rapid and ongoing changes, including the globalization of fashion. The trends in the fashion world, mainly originating from Europe, define the commonality of items found in modern wardrobes. Moreover, relatively new fields of knowledge—such as clothing modeling and artistic design, fashion psychology, costume composition, and fashion history—are developing rapidly, with an increasing number of new clothing accessories, fashion concepts, and their corresponding terms.

Linguists today acknowledge the systematic nature of vocabulary, considering it reasonable to study individual lexical sub-systems and micro-systems. Scientific inquiry has advanced to a level where it seeks to understand the structural relationships between elements and recognizes the existence of systems within its subject matter. It is now difficult to imagine the study of any linguistic topic without using concepts such as system, structure, and element. However, the lexical layer of clothing and fashion remains insufficiently explored due to its complexity, diversity, and breadth.

## CONCLUSION

The lexical layer related to clothing and fashion reflects human worldview and meaning, being deeply intertwined with the history and culture of human progress.

This layer of vocabulary remains underexplored, as it tends to change with societal progress and the emergence of new concepts, words, and phrases. Its comparative study is of particular interest. Additionally, this vocabulary offers intriguing insights from both borrowing and etymological perspectives.

We define fashion as the short-term dominance of certain styles and forms associated with humans' continuous need for variety and novelty in the surrounding reality. The concept of fashion is closely related to the idea of beauty, which humanity has strived to achieve for centuries.

## REFERENCES

1. Tillaboyeva, G. S. Q. (2022). ALISHER NAVOIY SHE'RIYATIDA "SHAXS" TUSHUNCHASI. Oriental renaissance: Innovative, educational, natural and social sciences, 2(2), 182-196.

2. Tillaboyeva, G., & Umarova, N. R. (2021). ALISHER NAVOIY ASARLARIDA BADIIY TAXALLUSLARNING QO 'LLANILISHI. Студенческий вестник, (13-5), 70-72.

3. Tillaboyeva, G. S. Q. (2022). TILSHUNOSLIKDA LIBOS NOMLARI. Scientific progress, 3(4), 506-514.

4. qizi Tillaboyeva, G. S. (2023). FORMATION STAGES OF ANCIENT PERIOD DRESSES. International journal of advanced research in education, technology and management, 2(2).

5. qizi Tillaboyeva, G. S. TILSHUNOSLIKDA LIBOS NOMLARI.