

The Derivative Means of Nomination Fashion Terms in the Modern English Language



The object of the research is the peculiarity of forming and using fashion terms in the English language



The aim of research is to make a comprehensive analysis of means of nomination fashion terms



The main tasks of the work are:

- to describe fashion vocabulary as a component of an English-speaking world picture**
- To analyze derivative models in English fashion terms**

The scientific novelty of the research:

- Fashion vocabulary is studied firstly**
- The principles of nomination theory and derivation are studied in details**

The liner types of derivation are:

***affixation, clipping, word
composition, telescoping,
acronyming, reduplication and
iconic derivation***

The most productive means of morphological derivation is suffixation .

The most productive suffix is **-er** used for naming persons (representatives of fashionable streams and professions connected with fashion: *hacker, hipster, greaser, designer, photographer, embroiderer*) items of clothes and parts of clothing: sneakers, trainers.

Suffix **-ing** is less productive usually used for denoting the process of registering brands and obtaining licenses (*branding, licensing*).

- A copulative derivative model with the second element **-wear** has practically unlimited derivation potential. It can be considered to be a semi-**affix**:
sportswear, meanswear, daywear, footwear
.
- On the parts of the words lastex and cotton there has been formed derivative elements
-tex/-ex (**goretex, spandex**) and
-on/-lon/-lan/ -an(**nylon, acrilan**).

**Prefixation is the second productive
linear means of derivation.**

**In the English fashion terms there are
used prefexes of English origin
over-,under-(overcoat,undershirt),
and prefixes of old Greek and Latin
origin *super-*,
anti-,ultra-(supermodel,ultrafashion,
*anti-glamorous)***

- There has been interlevel conversion and lexicolization of prefixes *mini, maxi and midi*, which has become an adjective (“mini dress”, and noun, (“a mini”).

Liner derivation with some forming roots is used in English fashion terms more frequently than derivation with non forming root (*dreadlock, petticoat*).

- Clipping is less productive means of derivation than affixation. The results show the last part of the word is usually clipped in fashion terms (*mod-modern*), (*glam-glamorous*), (*tux-tuxedo*).
- There are some cases of adding an extra component **-o** to a clipped word **Boho** (**Bohemian**), **disco** (**discotheque**).

- In the English fashion terms there are being frequently used such kinds of derivation as contamination (**skorts**), acroniming (**velcro**), reduplication (**go-go**).
- There has been found the cases of partial reduplication (**zoot suit**) and phonetical reduplication (**disco diva**). The last is the means of expressiveness used in advertising and publicistic texts .

- Telescopy is also one of an unproductive derivation means being a good way of denoting complicated notions: *Danskin (dance + skin)*; noun *funderwear (fun + underwear)* has been invented by the manufactures of children's underwear with pictures of popular fairy-tale and cartoon characters.

- **Nonlinear derivation happens on the basis of redistribution of a word (transfer into another part of speech) or reinterpreting its lexical meaning. Conversion is one of the types of redistribution (*a cutoff*). In English fashion terms compression of word-combinations is spread (*comb-over (comb-over hairstyle; slip (< a slip dress))*). Intercategory interaction happens with a main component in plural in word-combination compression – attributive component of a combination obtains noun plural ending (*slacks*).**

- Occasional derivation is unproductive means of derivation (only 3% of lexical nomination). But such key words for fashion terms as *denim, keds, Lycra* has been formed with the help of occasional derivation.

- **Summing up the processes of nomination in fashion are very active and need a lot of different means. Fashion still remains to be a very important nomination field.**

Thanks for your attention!

