

LINGUISTIC FEATURES OF FASHION-RELATED VOCABULARY: A COMPARATIVE STUDY OF UZBEK AND ENGLISH

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Abstract: This article explores the linguistic features of fashion-related vocabulary through a comparative analysis of Uzbek and English. Fashion lexis represents a dynamic and rapidly evolving layer of language that reflects social change, globalization, and cultural interaction. The study examines the structural, semantic, and pragmatic characteristics of fashion-related terms in both languages, with particular attention to word formation processes, borrowing, and semantic shift.

The analysis is based on examples drawn from fashion magazines, advertising texts, online media, and everyday spoken discourse. The findings demonstrate that English fashion vocabulary exerts a significant influence on Uzbek fashion discourse, primarily through loanwords and hybrid formations. At the same time, Uzbek fashion-related lexis preserves culturally specific elements that reflect national traditions and values. The study highlights both convergences and divergences in the use and adaptation of fashion vocabulary in Uzbek and English, emphasizing the role of sociocultural factors in shaping linguistic innovation.

Keywords: fashion-related vocabulary, lexical features, comparative linguistics, Uzbek language, English language, borrowing, word formation, globalization

Introduction: Language continuously evolves in response to social, cultural, and economic changes, and one of the most dynamic domains reflecting these changes is fashion. Fashion-related vocabulary constitutes a rapidly developing lexical layer that mirrors trends in lifestyle, identity, and global cultural exchange. As fashion operates at the intersection of aesthetics, commerce, and social representation, its terminology plays a significant role in shaping contemporary discourse and communicative practices.

In recent decades, globalization and the expansion of mass media have intensified cross-linguistic and cross-cultural interactions, leading to the widespread circulation of fashion terms across languages. English, as a global lingua franca, has become a major source of fashion-related lexical innovation, influencing many languages, including Uzbek. This influence is particularly evident in the borrowing of terminology related to clothing styles, fabrics, accessories, and fashion marketing. At the same time, Uzbek fashion vocabulary demonstrates adaptation strategies that integrate foreign elements into the native linguistic system while preserving culturally specific meanings.

From a linguistic perspective, fashion-related lexis offers valuable material for examining processes of lexical borrowing, word formation, semantic change, and pragmatic usage. The study of this lexical domain contributes to broader discussions in lexicology, sociolinguistics, and discourse analysis by highlighting how language responds to social trends and cultural values. Despite growing interest in specialized vocabularies, comparative research focusing on fashion-related lexis in Uzbek and English remains relatively limited.

The present study aims to address this gap by providing a comparative analysis of the linguistic features of fashion-related vocabulary in Uzbek and English. The research investigates

structural, semantic, and pragmatic characteristics of fashion terms, with particular emphasis on borrowing mechanisms, hybrid formations, and sociocultural factors influencing lexical choice. By examining authentic examples from media discourse and everyday communication, the study seeks to enhance understanding of how global fashion discourse interacts with national linguistic traditions.

Materials and Methods: This study adopts a qualitative comparative research design aimed at identifying and analyzing the linguistic features of fashion-related vocabulary in Uzbek and English. The research is grounded in descriptive and interpretative linguistic methodologies, which allow for an in-depth examination of lexical, semantic, and pragmatic characteristics within authentic language use. The comparative approach facilitates the identification of both universal and language-specific tendencies in the formation and functioning of fashion-related lexis.

The empirical data for the study were collected from a wide range of written and spoken sources to ensure diversity, representativeness, and reliability. The written materials include fashion magazines, advertising texts, brand descriptions, catalogues, and online fashion platforms. Additionally, digital media sources such as fashion blogs, social media posts, and online advertisements were analyzed due to their significant role in shaping contemporary fashion discourse. Spoken data were drawn from interviews, television programs, and everyday conversational contexts where fashion-related terminology is actively used.

The corpus comprises fashion-related lexical units denoting clothing items, accessories, fabrics, colors, styles, trends, and brand-related terminology. The English-language data were sourced from internationally recognized fashion media, while the Uzbek-language data were selected from national publications and locally produced digital content. Special attention was paid to ensuring that the materials reflect current usage and ongoing lexical innovation.

The study employs a combination of descriptive, lexical-semantic, pragmatic, and comparative methods. Descriptive analysis was used to classify fashion-related vocabulary according to thematic groups and structural types. Lexical-semantic analysis focused on word formation mechanisms, including borrowing, affixation, compounding, semantic extension, and hybrid formations combining native and foreign elements.

Pragmatic analysis was applied to examine the communicative functions of fashion-related terms in discourse, particularly their role in persuasion, identity construction, and stylistic expression. Contextual analysis enabled the interpretation of connotative meanings and stylistic nuances associated with fashion vocabulary in different communicative settings.

The comparative method served as the central analytical framework, allowing for systematic comparison between Uzbek and English data. This approach made it possible to identify similarities and differences in lexical adaptation strategies, semantic patterns, and cultural influences shaping fashion-related lexis in both languages. Sociolinguistic factors such as globalization, media influence, and cultural identity were taken into account when interpreting the findings.

To ensure analytical reliability, the selected examples were cross-checked across multiple sources, and recurrent patterns were identified through repeated contextual analysis. Although the study does not rely on quantitative statistical measures, the consistent application of

qualitative methods and the use of authentic data contribute to the validity and credibility of the research. This methodological framework provides a solid basis for understanding the linguistic dynamics of fashion-related vocabulary in Uzbek and English.

Results and Discussion: The analysis of fashion-related vocabulary in Uzbek and English reveals that this lexical domain is highly dynamic and reflects ongoing social, cultural, and technological changes. The findings demonstrate that both languages exhibit active lexical innovation; however, the mechanisms and patterns through which fashion terminology develops differ in accordance with linguistic structure and sociocultural context.

One of the most significant results of the study is the dominant role of English as a source language for fashion-related vocabulary. English fashion terms such as *style*, *trend*, *look*, *casual*, *vintage*, and *outfit* are widely used in global fashion discourse and have been directly or indirectly incorporated into Uzbek. In many cases, these borrowings are only minimally adapted phonologically or orthographically, reflecting the prestige of English in the fashion industry and media.

At the same time, Uzbek demonstrates active adaptation strategies. Borrowed terms are often integrated into the Uzbek morphological system through affixation or hybrid formations, combining English roots with Uzbek grammatical markers. This process indicates that fashion-related borrowings are not merely copied but are linguistically assimilated and functional within the recipient language. Such adaptation ensures communicative efficiency while maintaining linguistic coherence.

The results show that word formation processes play a crucial role in the expansion of fashion-related vocabulary in both languages. In English, compounding and conversion are particularly productive, resulting in forms such as *streetwear*, *sportswear*, and *must-have*. These formations are concise and commercially effective, aligning with the communicative demands of fashion advertising and branding.

In Uzbek, alongside borrowing, semantic extension of existing lexical items is a notable mechanism. Native words acquire new fashion-related meanings under the influence of global trends and media discourse. This semantic shift demonstrates the flexibility of the Uzbek lexical system and its capacity to accommodate new concepts without complete reliance on foreign terminology.

From a pragmatic perspective, fashion-related vocabulary functions not only as a means of reference but also as a tool for persuasion, identity construction, and social positioning. In both Uzbek and English media discourse, fashion terms are used to create associations with modernity, exclusivity, and lifestyle values. The frequent use of evaluative adjectives and expressive lexical items enhances the aesthetic appeal of fashion discourse and influences consumer perception.

The study also reveals that fashion vocabulary is closely linked to youth culture and informal communication. Social media platforms, in particular, accelerate lexical innovation and contribute to the rapid spread of new fashion terms across linguistic boundaries. This phenomenon underscores the role of digital communication in shaping contemporary lexis.

Comparative analysis highlights both convergence and divergence in the fashion-related lexicon of Uzbek and English. While English serves as the primary source of global fashion terminology, Uzbek selectively incorporates and adapts these terms in ways that reflect national cultural norms and linguistic traditions. Thus, fashion-related vocabulary becomes a site of interaction between global influence and local identity.

Overall, the findings confirm that fashion-related lexis operates as a linguistically and culturally significant subsystem. Its development illustrates how language responds to globalization while preserving language-specific patterns. The discussion demonstrates that comparative analysis of fashion vocabulary offers valuable insights into broader processes of lexical change, cultural interaction, and sociolinguistic adaptation.

Conclusion: The present study has examined the linguistic features of fashion-related vocabulary through a comparative analysis of Uzbek and English, highlighting the dynamic nature of this lexical domain in contemporary language use. The findings demonstrate that fashion-related lexis reflects broader social, cultural, and technological processes, particularly globalization and the growing influence of mass media and digital communication.

The analysis shows that English plays a dominant role as a source of fashion terminology, significantly influencing the development of fashion-related vocabulary in Uzbek. However, the study also reveals that Uzbek actively adapts borrowed terms through morphological integration and semantic modification, ensuring their compatibility with the native linguistic system. This interaction illustrates the balance between global lexical influence and local linguistic identity.

Furthermore, the research confirms that fashion-related vocabulary performs important pragmatic functions beyond mere nomination. It contributes to identity construction, persuasion, and aesthetic expression in both media and everyday discourse. Despite structural and cultural differences between Uzbek and English, both languages exhibit similar tendencies in the use of fashion lexis to convey modernity, style, and social positioning.

In conclusion, the comparative analysis underscores the significance of fashion-related vocabulary as a valuable object of linguistic investigation. The study contributes to lexicology and sociolinguistics by demonstrating how specialized lexical fields evolve under global influence while maintaining language-specific features. Future research may expand this analysis by incorporating quantitative corpus methods or exploring additional languages to further illuminate the interaction between fashion, language, and culture.

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