

## Summary

**Subject of the research:** Fashion as a social process in terms of language

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**Relevance of the research topic** is primarily due to the fact that in linguistics the term “fashion” as a socially significant phenomenon was not really paid enough attention to when the fashionable means of expression, taken as a scientific object, demonstrate their linguosocial specificity.

**The aim of the work** is to study the social significance of the language tools involved in organizing the language “fashion”.

### **Research objectives:**

1. to explore the concept of "fashion" in the framework of the sociocultural environment;
2. to identify and describe ways of forming key terms of the language;
3. to characterize the functions of these terms through the socio-cultural environment;
4. to identify the degree of influence of these functions on the formation of fashionable terminology;
5. to study the concept of "trend" and to trace the ways of its formation from a linguistic point of view.

**Objective of the research:** conceptual field “fashion”

**The tasks of the research:** fashion language terms and their social functions

**Theoretical significance of the proficiency paper** lies in its contribution to the study of modern German fashion terminology, both in general and in particular. The results accentuate the social functions of names in the fashion language and the methods of their formation.

**Practical significance of the proficiency paper** lies in the possibility of using its results in compiling fashion dictionaries / glossaries or guides for fashionable terms. Moreover, the materials and conclusions of this work are applicable for further studies of fashion in general and its terminology in particular.

**The results of the research:**

1. The main social functions of the fashion language have been identified and described;
2. Fashion is a social expression of people whose main function is communication.
3. Fashion magazines give specific instructions and dictate wearing rules by using language means: nouns, adjectives and verbs, on the basis of which markers of the social function of fashion are constructed.
4. Every day, new fashionable terms arise, which during the update form new signs and determine new trends.
5. Examples taken from fashion magazines show that nouns and adjectives increase the attractiveness of the product in the eyes of the buyer.
6. The main goals of fashion language is to use a relaxed and spontaneous effect, as well as attract attention and reading pleasure.
7. Borrowings are aimed at attracting the attention of the consumer and informing him about fashionable news and trends.

**Implementation advice:**

Conclusions of the work can be useful in teaching German, mainly in the field of lexicology. The selected material of a research can be used in the preparation of the

Russian-German dictionary of borrowings in the field of fashion.