

INNOVATIVE ACTUALIZATION OF MEGA-CONCEPT FASHION IN THE ENGLISH LANGUAGE

Summary: The present article deals with peculiarities of megaconcept FASHION verbalization, which acts as an important regulator of social behavior and relations in the modern world. Fast moving scientific and technical changes have a significant impact on sociocultural existence conditions of a man of today, and this fact can be demonstrated with the vocabulary on the modern English language what is in the spotlight of the present research. The analysis of this cultural phenomenon is based on the main principles of cognitive linguistics, as it provides a chance to consider in detail the peculiarities of megaconcept FASHION verbalization taking into account structural elements of the cognitive formation under consideration. Within the context of the study of megaconcept FASHION nature there was an attempt to demonstrate organization of megaconcept notion by itself, to give definitions to this notion and its components – cognitive formations of macro- and micro- levels. To provide the most complete picture of special aspects of megaconcept FASHION verbalization in terms of the modern English language the analysis of such common things as clothing, accessories, basic tendencies connected with present-day human's appearance and lifestyle was conducted.

Key words: megaconcept, macroconcept, microconcept, fashion, culture, neologism.

The history of the fashion phenomenon study is closely connected with the tendencies in man's appearance and is under discussion over past decades. There is an opinion that fashion is one of the most common ways of identification and self-identification for a person in any social environment and sometimes this social phenomenon is defined as a cultural mechanism of changes. **The central issue** of this research is connected with fashion functions that lie in special information code messages and its social processes reflection, which impact the vocabulary of the modern English language.

The analysis of latest researches. Today great significance has scientific investigations in cognitive linguistics of V. I. Karasyk, V. V. Krasnykh, O. S. Kubriakova, D. S. Lykhachov, G. G. Molchanova, G. P. Melnykov, A. M. Prykhodko, V. S. Stepyin, Z. D. Popova, which help to provide insight into the questions connected with cognitive primary approaches and its study. Through research work of S. M. Enykeeva, L. S. Pikhotnykova, T. I. Dombrovan, O. O. Semenets, O. V. Tarasova synergetic nature of linguocognitive formations becomes more evident and their analysis in the light of linguosenenergetics becomes possible.

Unresolved earlier parts of the common problem. So, among the main issues of the present research is to bring the light to the main aspects of megaconcept FASHION verbalization, to reveal fashion neologisms specificity, to figure out and demonstrate the structure of FASHION megaconcept in terms of the modern culture, as these parameters have never been studied in the context of cognitive linguistics.

It should be noted that megaconcept FASHION is studied on the material of specialized literature, blogs and popular Internet-publications, which have a strong influence on fashion perception by common users, in the meantime they help to monitor the process of genesis and emerging of various trends, features, in addition quite often they replace existing notions.

Anthropocentric orientation of today's researches is steadily taking the leading place in the modern linguistics. The uppermost result of the anthropological orientation in this sort of study and presentation of linguistic phenomena is the attempt to recreate global world view that would fully reflect all the layers of human knowledge about the outward things, as well as the knowledge about human being who is a unique and complex phenomenon by itself.

In recent years, a lot has changed in the understanding of cognitive processes and approaches to the classic disciplines. "Concepts play the role of mediators between words and extra linguistic reality, so the meaning of a word should not be confined solely to its composing concepts. The concept is the way broader than the lexical meaning" [5, p. 12]. Another point of view presented by D. S. Lykhachev states that any concept relates to a word in one of its meanings [7, p. 6].

In terms of concept studying in the framework of cognitive linguistics it is believed that concepts serve to explain the units of mental resources of human consciousness and the information structure that reflects the knowledge and heritage of the individual. The concept is also regarded as the operational part of memory, mental vocabulary unit, the conceptual system of language, inclusive world view, which is reflected in the human psyche [6, p. 90]. The meaning of the term "concept" lies in the correct formation of correct notions, which are used by a person during mental activity and which reflect meaning of experience and knowledge that have been obtained through all human activity [6, p. 108].

Following on from researches of modern scientists, it can be assumed that understanding of the structure of world view as a synergetic phenomenon, is becoming more popular and such kind of approach claims to become a general methodologic principle. It is evident that synergetics as a scientific paradigm has presented new opportunities in the study of social events, in addition the use of synergetics approach

during empirical study of language caused formation of synergetic linguistics (or linguosynergetics), which is considered to be application area of synergetic description of lingual phenomena and processes [2, p. 229].

In the context of this study it should be underlined that the problem of concept notion definition in within the frame of synergetics arose as “notion of concept and conceptual system were included to the new scholarly apparatus and they became an important part of the whole range of new scientific directions of study. It has emerged that these notions are closely connected with the study of language world view and its modelling in different languages” [6, p. 115].

The main principles of synergetics and linguistics correlation were described in different scientific works, moreover today we can speak about strong research base that demonstrates validity of these provisions. Due to the research work of G. P. Melnykov the most important provisions should be stressed [8, p. 98]. First of all, scientist highlights the fact that each system has an ability to self-organize because of the fact that different subsystems, that are components of this system, cannot be in the state of equilibrium, at this time they belong to the special hierarchy and can replace each other and external surrounding.

The next point demonstrates presence of attractors and repellers in systems that can self-organize. According to the final point “parameter of the order under the influence of attractors helps to build and organize explicit an implicit information, taking it from the semantic continuum and specifying its content in a recursive way” [8, p. 99].

Verbalization process is quite complicated and different researches treat it by following no particular pattern, for this very reason there are so many questions

connected with the communication process, and it is a complicated system, which is based on different impact factors.

In the present research we make a try to demonstrate organization of megaconcept FASHION which is based on the system presented by A. M. Prykhodko, taking into account viewpoint presented by O. M. Kaganovska, which gives a chance to use such included mental units as “megaconcept”, “macroconcept”, “hyperconcept”, “mesoconcept”, “kataconcept” [10, p. 146].

But during the study of the megaconcept structure it was decided to refer to the contemporary world view of physics, as there are strong parallels between culture as a mental phenomenon and physical matter. The world around us is a matter, which has a big amount of qualities and which exists in different correlating forms that can transform one into another одну [11, p. 18].

Proceeding from the contemporary world view of physics, the most important for this study quality of physical matter is an ability to be organized in a structure and the presence of system organization, which demonstrates ordering of existing matter in the form of a wide range of material objects of different scopes and levels, connected by hierarchy system [1, p. 212].

Only three basic structural fields can be pointed out in the material world, which differ by the principles of spatial extension of their physical objects and processes, the main types of fundamental interactions, the most important structural elements of matter and the nature of their basic physical patterns. They are microworld, macroworld and megaworld [1, p. 290].

On the basis of the abovementioned principles there was a try to recreate the structure of megaconcept with its formative elements of macro- and microlevels:

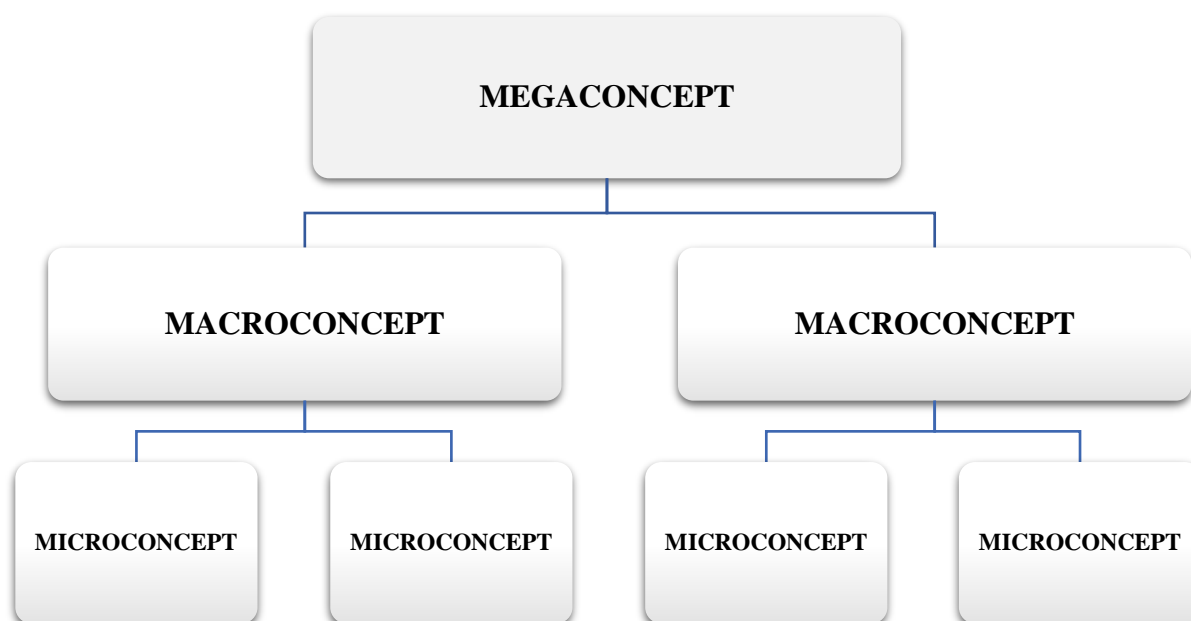


Fig. 1 – Hierarchical organization of megaconcept

According to the mentioned above hierarchical organization of megaconcept notion, *concepts of megalevel* present abstract conceptual formations

without special national specifics and have exact definition in professional terminology. Further, *macroconcepts* are mental units, which are smaller than

megaconcepts, and these mental units of macrolevel are taxons of hereditary level of abstraction with characteristic ethnocultural specifics. In this case *microconcepts* are mental units that are notable for their inseparable nature on a definite level of abstract mental abilities.

Cultural processes connected with fashion industry case emergence of social groups formations that consist of people who follow certain rules or just trends. These groups can be spontaneous, durable, short-lived or even based on professional interests. In all these cases language plays binding role, turns into a kind of a code and as a consequence absorbs new formations – neologisms.

Despite the fact that megaconcept FASHION has historically stood out from the much broader concept “clothing”, fashion industry emerged not that long ago. More importantly, over the last ten years interest towards fashion of all social segments of population

due to increased consumption capacity has started to grow.

It should be noticed that fashion, clothing and appearance are in the list of the brightest markers in the social coordinate system. Word combination speed chic means the process, which reflects pace of life of the modern society – fast speed of fashion. It is no wonder that by analogy to the popular word combination fast food the new notion fast fashion has appeared, which excellently represents qualities of the present fashion. Taking into consideration that fact that in the modern world person primarily is taken as potential consumer, along the lines of the previous neologism, on the basis of the analogy with the fast food restaurants, the notion McFashion – mass surrogate fashion, was created.

In the figure below there is an attempt to recreate verbal representation of megaconcept FASHION in the English language:

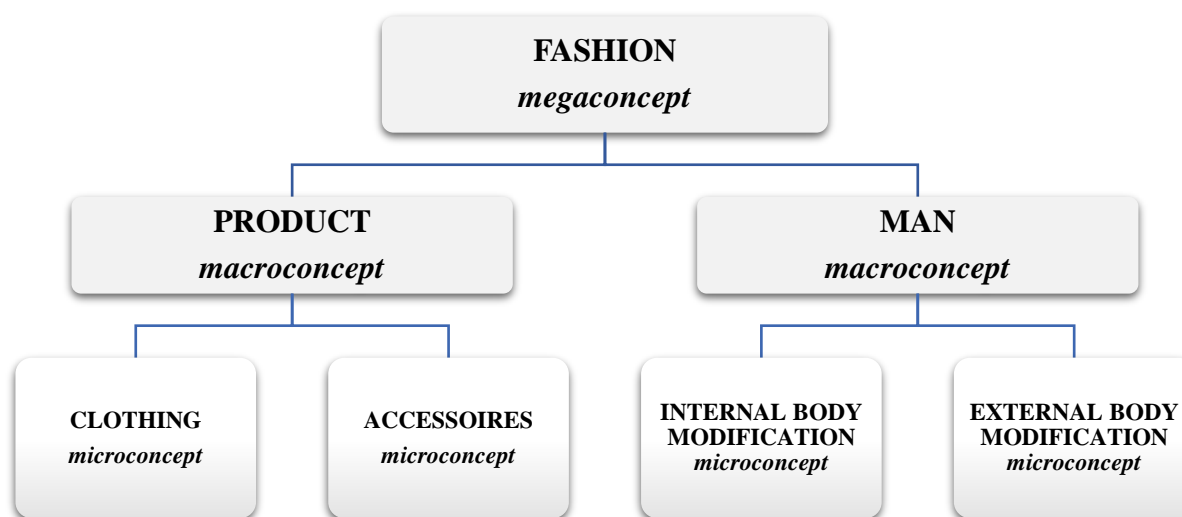


Fig. 2 – Organization of megaconcept FASHION in the modern English language

PRODUCT macroconcept, in terms of the study of megaconcept FASHION, is based not only on cultural and practical side of a person, but on the aesthetic appetite for development. At this stage of this complex megasystem, the macroconcept PRODUCT also demonstrates fractal qualities, as the structure of this mental formation corresponds to the structure of megaconcept itself and it is constituted by two basic concepts – CLOTHING and ACCESSORIES.

In the context of the present study, it should be noted that gradual rejection of generalized vision of beauty and its standards, demonstrates the newly

created expression *size inflation*, denoting the fact that the attitude to size standards is changing, common person is no longer equal to the ideals of “glossy magazine”, so in clothing shops plus sizes mannequins become the norm and larger size clothing is sold more often.

Neologisms that represent microconcept CLOTHING in the modern English language help to determine basic verbalization directions of this conceptual formation of microlevel, as follows – *outwear, shoes, swimwear, underwear*:

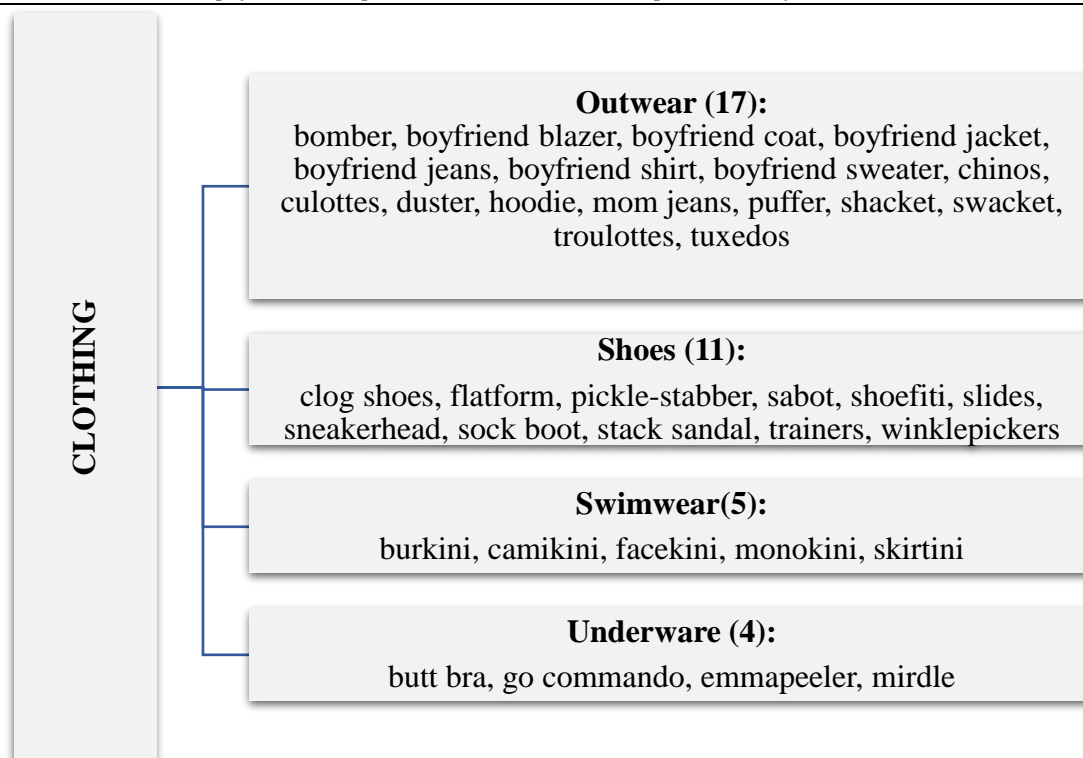


Fig. 3 – Aspects of microconcept *CLOTHING* actualization in the modern English language

On the basis of selected neologisms that take part in the formation of *ACCESSORIES* concept verbalization, there was a chance to recreate and

demonstrate the main actualization categories of this mental formation of microlevel, to be exact – *bags, jewelry, other*:

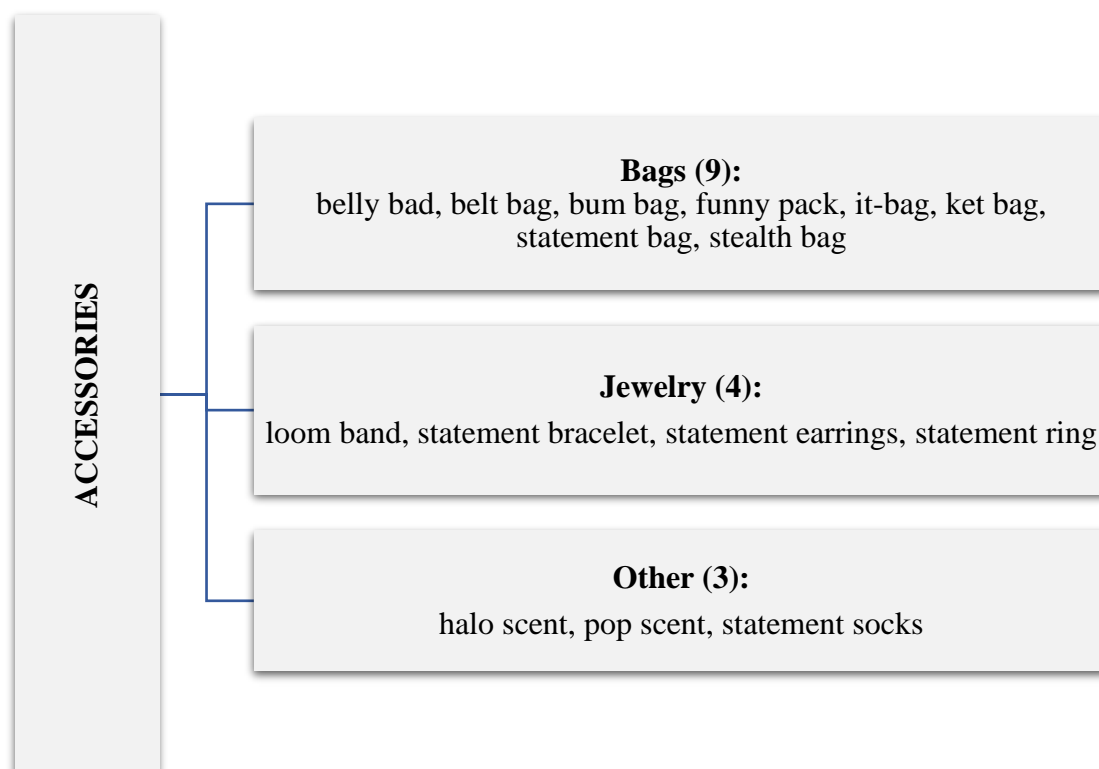


Fig. 4 – Aspects of microconcept *ACCESSORIES* actualization in the modern English language

Analyzing standards of the beauty of the human body at different times, it becomes clear that the canons

of beauty have existed over the centuries and have changed rather slowly under the influence of historical

influence factors –general economic conditions caused by peaceful or martial state, diseases and epidemics, the cult of certain historical figures. Today's fashion is undergoing so rapid changes through the commercial component, as up-to-date trends in clothing, accessories and appearance are actively promoted through social networks that reach all users of the global network.

Neologisms that actualize MAN macroconcept speak for the division this cognitive formation into essential tendencies connected with human's body –

INTERNAL and EXTERNAL BODY MODIFICATION.

The structure of INTERNAL BODY MODIFICATION is based on the main parameters of the influence on the human's organism from the inside, in order to adapt appearance in accordance with certain standards. This microconcept is verbalized in the modern English language with the help of neologisms, which can be divided into groups: *diet* and *physical activity*:

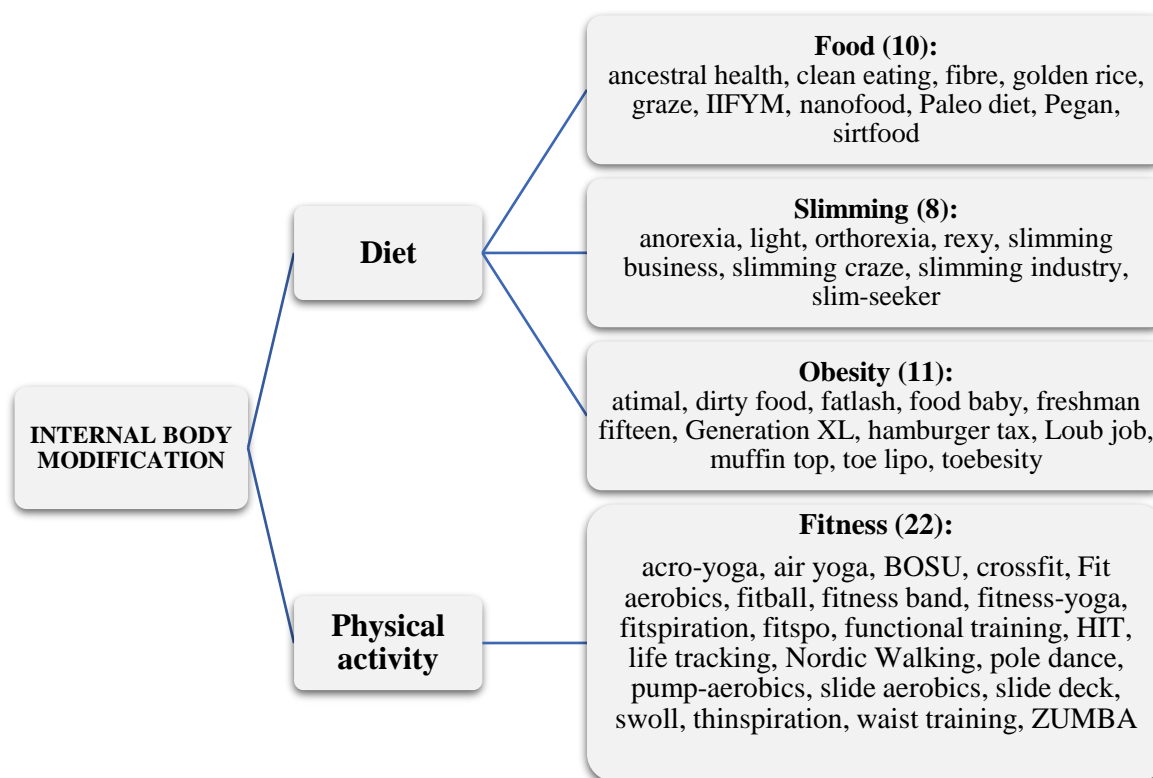


Fig. 5 – Aspects of microconcept INTERNAL BODY MODIFICATIONS actualization in the modern English language

Appearance improvement through external manipulation has been relevant since ancient times. Commercialization process of the beauty industry services and new technical and technological capabilities has greatly expanded the range of fashion trends, which are being changed every year.

Inadequate perception of a man of today his own or other people's appearance demonstrates neologism

imagined ugliness syndrome. Another new word combination *perfection fatigue* reflects the tendency towards stress and mental exhaustion caused by constant perfection of the body.

Lexical units that verbalize EXTERNAL BODY MODIFICATION in the modern English language speak for frequent use of *styling*, *cosmetology* and *plastic surgery*:

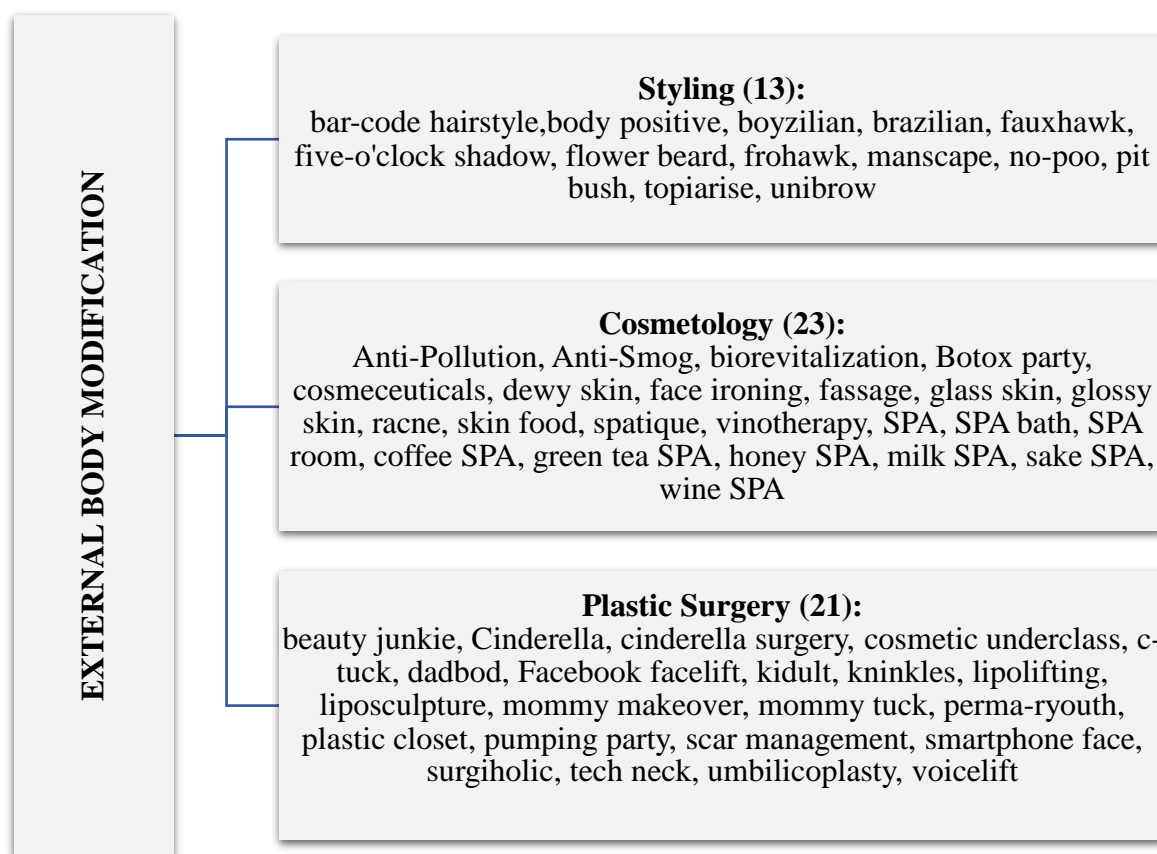


Fig. 6 – Aspects of microconcept EXTERNAL BODY MODIFICATIONS actualization in the modern English language

In conclusion, it should be noted that the analysis of neologisms that take part in verbalization of megaconcept FASHION in the modern English language helped to detect two main macroconcepts – PRODUCT and MAN, correlation of which causes the appearance of new tendencies and trends in all times. PRODUCT macroconcept is based on two microconcepts – CLOTHING and ACCESSORIES, and it is necessary to say that analysis of such common and normal categories helps to reflect the most actual tendencies on a global scale. Example includes such lexical units as *facekini* and *burkini*, which signalize about the influence of other cultures on the English-speaking world; *Anti-Pollution*, *Anti-Smog*, *glossy skin*, *dewy skin*, *glass skin*, *sake SPA* – commercial influence and Asian trends.

An important evidence of the strong fashion influence are neologisms that verbalize microconcepts INTERNAL and EXTERNAL BODY MODIFICATION. Popularization of diets and feeding tendencies (*ancestral health*, *clean eating*, *fibre*, *golden rice*), improvement with the help of physical trainings (*HIT*, *life tracking*, *Nordic Walking*, *pole dance*, *pump-aerobics*) demonstrate people's desire not only to follow special beauty-trends and even health-promoting trends of the modern culture.

Nevertheless, there is the negative effect of today's fashion, as humanity faces with the problems of

extremely dangerous slimming (*anorexia*, *orthorexia*, *orthorexia*, *slimming craze*) and obesity (*freshman fifteen*, *muffin top*, *toe lipo*, *toebesity*).

With the help of the new technologies development, vocabulary of microconcept EXTERNAL BODY MODIFICATIONS has experienced drastic changes, in a comparison with aesthetic beauty-industry of previous years, as the following categories demonstrate: cosmetology (*biorevitalization*, *cosmeceuticals*, *face ironing*, *skin food*, *inotherapy*) and plastic surgery (*cinderella surgery*, *c-tuck*, *lipolifting*, *voicelift*).

Fashion phenomenon is an integral part of the human history as it was existing on all stages of its development. This phenomenon is a significant indicator in the process of detection of civilization level, as it plays the role of a 'social mirror'. Semiotics of this notion is quite complicated and questionable mental formation not only in terms of this study.

The perspectives of the study of FASHION megaconcept – the analysis of such common things as clothing, accessories and body modifications in the context of cognitive linguistics, can help not only to understand better various cultures bearers, but to approach understanding of cognitive processes in terms of overarching notion culture.

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АГИОАНТРОПОНИМЫ В СФЕРЕ ИСПАНСКОЙ ГАСТРОНОМИИ

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HAGIOANTHROPONYMS IN THE SPHERE OF SPANISH GASTRONOMY

Аннотация. Данная статья посвящена проблеме гастрономического дискурса как особого вида коммуникации. По мнению многих исследователей, гастрономический дискурс представляет один из видов выражения специфики национального языка в процессе коммуникации. В системе глуттонии находят свое отражение этнические, религиозные и культурные особенности народов. На примере текстов испанских кулинарных рецептов выделяются структурно-семантические особенности испанских агдиоантропонимов, то есть имен святых. Выделяются характерные признаки структуры испанских имен святых. Выявляются особенности семантики испанских агдиоантропонимов, которые отличают их от других разрядов имен собственных: например, актуализация верующими испанцами сем, связанных с житием святого. Особый характер семантики агдиоантропонимов позволяет рассматривать имена святых как прецедентные имена. Кроме того, в семантике имени святого воплощены не только канонические представления, сформированные Церковью, но и народные представления, так называемые народно-агиографические. В результате исследования выделяются основные отличительные черты испанских агдиоантропонимов: агдиоантропонимы в текстах кулинарных рецептов, как правило, однозначны или имеют тенденцию к однозначности, свободной от ассоциаций; агдиоантропоним выполняет не только дифференцирующую функцию, но также информативную, являясь понятийным ядром жития святого.

Summary. This article is reveal the problem of gastronomic discourse as a special kind of communication. According to many researchers gastronomic discourse represents one of the types of expression of the specifics of the ethnic language in the process of communication. The gluttonian system reflects the ethnic, religious and