

LEXICAL AND STYLISTIC FEATURES OF FASHION DISCOURSE IN ENGLISH MAGAZINE ARTICLES

Eshमतova Sevara Abdurahmonovna,

Master's student at Termez University of Economics and Service

Xudoynazarova O'g'lonoy,

Scientific supervisor, PhD

Abstract. This article explores the lexical and stylistic features of fashion discourse in English magazine articles. The study focuses on identifying specific linguistic elements characteristic of fashion texts, including terminology, neologisms, metaphorical expressions, and stylistic devices typical of advertising language. Special attention is given to the use of expressive and evaluative language that enhances emotional impact and reader engagement. Furthermore, the communicative and pragmatic aspects of fashion discourse are examined to reveal how language influences readers' perceptions and attitudes. The findings contribute to a deeper understanding of the linguistic nature of fashion discourse and its functional role in modern media.

Keywords: fashion discourse, lexical features, stylistic devices, neologisms, metaphor, advertising language, expressiveness, pragmatics.

Annotatsiya. Ushbu maqolada ingliz tilidagi moda jurnallari maqolalarida qo'llaniladigan leksik va stilistik xususiyatlar tahlil qilinadi. Tadqiqot moda diskursining o'ziga xos til birliklari, xususan, terminologiya, neologizmlar, metaforik ifodalar va reklama tiliga xos stilistik vositalarni aniqlashga qaratilgan. Maqolada moda matnlarida ekspressivlik, emotsionallik va baholovchi birliklarning qo'llanishi ham o'rganiladi. Shuningdek, ingliz tilidagi moda diskursining kommunikativ-pragmatik xususiyatlari ochib berilib, uning o'quvchi ongiga ta'sir mexanizmlari tahlil qilinadi. Tadqiqot natijalari moda diskursining lingvistik tabiatini chuqurroq anglashga xizmat qiladi.

Kalit so'zlar: moda diskursi, leksik xususiyatlar, stilistik vositalar, neologizmlar, metafora, reklama tili, ekspressivlik, pragmatika.

Аннотация. В данной статье рассматриваются лексические и стилистические особенности модного дискурса в англоязычных журнальных статьях. Исследование направлено на выявление специфических языковых единиц, характерных для текстов о моде, включая терминологию, неологизмы, метафорические выражения и стилистические средства, свойственные рекламному языку. Особое внимание уделяется использованию экспрессивной и оценочной лексики, усиливающей эмоциональное воздействие на читателя. Кроме того, анализируются коммуникативно-прагматические особенности модного дискурса и механизмы его влияния на восприятие аудитории. Результаты исследования способствуют более глубокому пониманию лингвистической природы модного дискурса.

Ключевые слова: модный дискурс, лексические особенности, стилистические средства, неологизмы, метафора, рекламный язык, экспрессивность, прагматика.

Introduction. In recent decades, the rapid development of the global fashion industry and the expansion of mass media have significantly influenced the formation of fashion discourse as a distinct communicative domain. Fashion magazines, as one of the primary platforms for disseminating fashion-related content, play a crucial role in shaping public perception, consumer behavior, and aesthetic values. The language used in these magazines is not merely informative but also persuasive and expressive, combining elements of advertising, journalism, and artistic expression. Fashion discourse is characterized by its dynamic and innovative nature, reflecting ongoing cultural, social, and

economic changes. One of its most distinctive features is the extensive use of specialized vocabulary, including fashion-specific terminology, borrowings, and neologisms that constantly emerge in response to new trends and concepts. In addition, stylistic devices such as metaphor, hyperbole, evaluative adjectives, and emotive expressions are widely employed to create vivid imagery and enhance the attractiveness of the text. These linguistic features contribute to the formation of a unique discourse that aims not only to inform but also to influence and engage the reader. The study of lexical and stylistic features in fashion discourse is particularly relevant within the framework of modern linguistics, where increasing attention is given to discourse analysis, pragmatics, and media language. Despite the growing interest in this field, fashion discourse remains relatively underexplored compared to other types of media discourse, especially in terms of its linguistic mechanisms and communicative functions. The aim of this article is to analyze the lexical and stylistic features of fashion discourse in English magazine articles. The objectives of the study include identifying key lexical units characteristic of fashion texts, examining the use of stylistic devices, and exploring their pragmatic functions in shaping readers' attitudes and perceptions. The research is based on a descriptive, analytical, and comparative approach, allowing for a comprehensive examination of linguistic patterns in fashion media texts. The theoretical significance of this study lies in contributing to the development of discourse analysis and stylistics by providing insights into a relatively new and evolving type of discourse. The practical significance is related to its applicability in teaching English for specific purposes, media studies, and translation practice, particularly in the field of fashion and lifestyle communication.

Literature review and methodology. The study of fashion discourse has attracted increasing attention in modern linguistics, particularly within the fields of discourse analysis, stylistics, and media linguistics. Scholars such as Norman Fairclough have emphasized the role of discourse in shaping social practices and ideologies, highlighting the importance of language in constructing meanings within media texts. In the context of fashion discourse, this perspective is especially relevant, as fashion magazines function not only as sources of information but also as instruments of persuasion and cultural influence. From a lexical point of view, researchers such as David Crystal have explored the dynamic nature of vocabulary in contemporary English, noting the rapid emergence of neologisms and borrowings in specialized domains, including fashion. Fashion-related texts are particularly rich in innovative lexical units, reflecting globalization, cultural exchange, and the influence of branding and marketing strategies. Similarly, Martin Montgomery and other media linguists have analyzed how journalistic language adapts to different communicative purposes, including entertainment and promotion. Stylistically, fashion discourse is characterized by a high degree of expressiveness and creativity. Geoffrey Leech's work on stylistics provides a theoretical foundation for analyzing the use of figurative language, including metaphor, hyperbole, and evaluative adjectives, which

are commonly found in fashion magazine articles. These stylistic devices serve to create persuasive and emotionally engaging texts, enhancing their impact on the reader. Despite these contributions, the linguistic features of fashion discourse remain insufficiently studied, particularly in terms of the interaction between lexical innovation and stylistic expression in English magazine articles. This gap highlights the need for further research that integrates lexical, stylistic, and pragmatic approaches. The methodology of the present study is based on a combination of descriptive, analytical, and comparative methods. The descriptive method is used to identify and classify lexical and stylistic features found in selected English fashion magazine articles. The analytical method allows for a detailed examination of linguistic units, including terminology, neologisms, and stylistic devices, as well as their functions within the text. The comparative method is applied to reveal patterns and tendencies in the use of language across different articles and contexts. The research material consists of a corpus of articles selected from well-known English-language fashion magazines such as Vogue, Elle, and Harper's Bazaar. These sources are chosen due to their global influence and representative nature in the field of fashion media. The analysis focuses on identifying recurrent lexical items, stylistic techniques, and their pragmatic functions, including persuasion, evaluation, and reader engagement. The methodological framework of this study ensures a comprehensive and systematic analysis of fashion discourse, allowing for reliable and valid conclusions about its lexical and stylistic characteristics.

Results. The analysis of English fashion magazine articles revealed a number of distinctive lexical and stylistic features that characterize fashion discourse as a unique type of media language. The results demonstrate that fashion texts are marked by a high level of lexical innovation, expressive stylistic devices, and strong pragmatic orientation. From a lexical perspective, one of the most prominent features is the extensive use of specialized terminology. Words such as silhouette, haute couture, ready-to-wear, and street style frequently occur in fashion articles, reflecting the professional nature of the discourse. In addition, the analysis shows a significant presence of borrowings, particularly from French, which continues to serve as a dominant source of fashion vocabulary. These lexical units contribute to the prestige and sophistication of the text. Another important finding is the active use of neologisms and hybrid lexical formations. Expressions such as fashion-forward, must-have, trendsetting, and eco-chic illustrate how new words are created to capture emerging trends and concepts. These neologisms often combine elements of different linguistic origins, demonstrating the dynamic and adaptive nature of fashion discourse. In terms of stylistic features, the results indicate a widespread use of figurative language. Metaphors are particularly common, with examples such as "a bold statement piece", "a timeless classic", and "the season's hottest trend". These expressions enhance the imagery and appeal of the text, making it more engaging for readers. Hyperbole is also frequently used to exaggerate qualities and create a sense of exclusivity,

as seen in phrases like “the ultimate wardrobe essential” or “absolutely stunning design”. Evaluative adjectives play a crucial role in fashion discourse. Words such as elegant, luxurious, effortless, iconic, and versatile are widely used to express positive judgments and influence the reader’s perception. These adjectives contribute to the persuasive function of fashion texts, guiding readers toward specific attitudes and preferences. The analysis also reveals that fashion magazine articles exhibit a high degree of expressiveness and emotionality. The use of intensifiers (e.g., very, extremely, incredibly) and stylistic repetition enhances the emotional impact of the text. Moreover, imperatives and direct address (e.g., “add this to your wardrobe”, “don’t miss this trend”) reflect the interactive nature of fashion discourse and its focus on reader engagement. From a pragmatic point of view, the results show that fashion discourse serves not only an informative but also a persuasive function. The language is carefully constructed to shape readers’ tastes, promote consumer behavior, and establish certain lifestyle ideals. This is achieved through a combination of lexical choice, stylistic devices, and communicative strategies that create a sense of desirability and exclusivity. The findings confirm that fashion discourse in English magazine articles is characterized by a complex interplay of lexical richness, stylistic creativity, and pragmatic effectiveness, making it a powerful tool of modern media communication.

Discussion. The findings of the present study confirm that fashion discourse in English magazine articles represents a highly dynamic and multifunctional type of media language, where lexical innovation and stylistic creativity play a central role. The results obtained are consistent with the theoretical assumptions proposed in previous linguistic research, particularly in the fields of discourse analysis and stylistics. The extensive use of specialized terminology and borrowings identified in the analysis supports the view that fashion discourse is closely connected with globalization and cultural exchange. As noted by David Crystal, modern English is characterized by its openness to lexical borrowing and innovation, especially in rapidly developing domains such as fashion. The dominance of French-derived terms in the analyzed texts further confirms the historical influence of French as the language of haute couture, reinforcing the prestige and exclusivity associated with fashion communication. The creation of expressions such as eco-chic or trend-driven demonstrates how language adapts to new social values, including sustainability and individual identity. This observation is in line with the perspectives of contemporary linguists who emphasize the role of language in reflecting and shaping social trends. From a stylistic point of view, the widespread use of metaphor, hyperbole, and evaluative language confirms Geoffrey Leech’s assertion that stylistic devices are essential tools for creating expressive and persuasive texts. In fashion discourse, these devices function not only as means of aesthetic enhancement but also as strategies of influence. The use of emotionally charged vocabulary and vivid imagery contributes to the construction of an idealized reality, where fashion items are presented as symbols of

status, beauty, and success. The results highlight the importance of pragmatic factors in understanding fashion discourse. In line with Stephen Levinson's theory of pragmatics, meaning in fashion texts is not limited to the literal level but is shaped by context, intention, and audience expectations. The frequent use of imperatives and direct address reflects an interactive communicative strategy aimed at engaging the reader and encouraging specific actions, such as purchasing or adopting certain styles. At the same time, the study reveals that fashion discourse operates at the intersection of information and persuasion. While it provides factual descriptions of products and trends, its primary function is to influence consumer behavior and construct particular lifestyle narratives. This dual function corresponds to Norman Fairclough's concept of media discourse as a form of social practice that both reflects and shapes ideology. Despite these insights, certain limitations should be acknowledged. The analysis is based on a limited corpus of magazine articles, which may not fully represent the diversity of fashion discourse across different media platforms, such as social networks or digital blogs. Therefore, future research could expand the scope of analysis by including multimodal and digital forms of fashion communication. This confirms the importance of an integrated approach that combines lexical, stylistic, and pragmatic analysis in the study of modern media discourse.

Conclusion. The present study has demonstrated that fashion discourse in English magazine articles constitutes a distinctive and complex form of media communication, characterized by a rich combination of lexical innovation, stylistic expressiveness, and pragmatic functionality. The analysis has shown that the language of fashion is not merely descriptive but actively constructs meaning, shapes consumer perceptions, and promotes specific cultural and aesthetic values. From a lexical perspective, the findings highlight the significant role of specialized terminology, borrowings, and neologisms in reflecting the dynamic and evolving nature of the fashion industry. These lexical elements not only ensure precision and relevance but also contribute to the creation of a sophisticated and globally recognizable discourse. The presence of hybrid and newly coined expressions further confirms the adaptability of language to emerging trends and social changes. Stylistically, the study has revealed that fashion discourse relies heavily on figurative language, including metaphor, hyperbole, and evaluative adjectives, which enhance the emotional appeal and persuasive power of the text. These stylistic devices are strategically employed to create vivid imagery, evoke positive associations, and establish a sense of desirability and exclusivity around fashion products. From a pragmatic point of view, it has been established that fashion discourse performs a dual function: it informs readers about trends and products while simultaneously influencing their attitudes and behavior. Through the use of persuasive strategies, such as direct address and imperative constructions, fashion texts engage the audience and encourage active participation in consumer culture. In general, the results of the study confirm that fashion discourse represents an integrated system of lexical, stylistic, and pragmatic features that work

together to achieve communicative effectiveness. The research contributes to the broader field of discourse analysis and stylistics by providing a deeper understanding of the linguistic mechanisms underlying fashion media texts. The findings of this study have both theoretical and practical significance. Theoretically, they expand existing knowledge on media and fashion discourse, while practically, they can be applied in teaching English for specific purposes, media communication, and translation studies. In conclusion, fashion discourse should be regarded as a powerful linguistic and cultural phenomenon that reflects contemporary societal trends and actively participates in shaping modern identities and lifestyles.

References:

1. Crystal, D. (2003). The Cambridge encyclopedia of the English language (2nd ed.). Cambridge University Press.
2. Fairclough, N. (1995). Media discourse. Edward Arnold.
3. Fairclough, N. (2003). Analysing discourse: Textual analysis for social research. Routledge.
4. Leech, G. (2008). Language in literature: Style and foregrounding. Pearson Longman.
5. Levinson, S. C. (1983). Pragmatics. Cambridge University Press.
6. McCracken, G. (1990). Culture and consumption: New approaches to the symbolic character of consumer goods and activities. Indiana University Press.
7. Montgomery, M. (2007). The discourse of broadcast news: A linguistic approach. Routledge.
8. Rocamora, A. (2009). Fashioning the city: Paris, fashion and the media. I.B. Tauris.
9. Steele, V. (2005). Encyclopedia of clothing and fashion. Charles Scribner's Sons.
10. Swales, J. M. (1990). Genre analysis: English in academic and research settings. Cambridge University Press.

Ajiniyaz atindagi
NOKIS MAMLEKETLIK
PEDAGOGIKALIQ INSTITUTI
N M P I
1934