

PHILOLOGY

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Peculiarities of fashion discourse verbalization as a status-focused discourse

Fashion industry has been attracting the attention of different specialists in various scientific fields: historians, sociologists, culture experts, etc. Today linguists' attention is focused on the discourse as on an empirical subject, an important instrument of everyday human practice. Despite the fact that discourse studies have been brought about for decades and some discourses (political, advertising, scientific, business, sport, etc.) got their enough analysis in the linguistic discussions the issue of discourse practices is topical till today. Fashion discourse studying as a status-focused discourse deserves special attention as investigations in this field are not numerous. Although Fashion is not only a mighty social incentive but also a significant cultural phenomenon. All mentioned above defines obvious timeliness of this article.

Key words: discourse, fashion discourse, concept 'Fashion', language representation of fashion industry.

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