SEMANTIC AND STRUCTURAL ADAPTATION OF FASHION-RELATED LOANWORDS IN CONTEMPORARY ENGLISH

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Abstract. This article examines the semantic and structural mechanisms of adaptation of borrowed words related to the fashion industry in modern English. The work is done in the IMRAD style and is based on the theoretical propositions of W. Weinreich, E. Hougen, L. Bloomfield, A. Smirnitsky, S. Ulman and other researchers of contact linguistics. The "Results and Discussion" section analyzes in detail the processes of semantic narrowing, expansion, metaphorization and re-evaluation of meaning, as well as phonological, morphological and syntactic adaptation. Special attention is paid to the influence of socio-cultural factors, including the prestige of the donor language, the role of the media, the professionalization of fashionable discourse and cultural identity. The article can serve as a theoretical basis for further research in the field of English lexicology and sociolinguistics.

Аннотация. В данной статье рассматриваются семантические и структурные механизмы адаптации заимствованных слов, связанных с модной индустрией, в современном английском языке. Работа выполнена в стиле IMRAD и опирается на теоретические положения У. Вайнрайха, Э. Хоугена, Л. Блумфилда, А. Смирницкого, С. Ульмана и других исследователей контактной лингвистики. В разделе «Results and Discussion» подробно анализируются процессы семантического сужения, расширения, метафоризации и переоценки значения, а также фонологическая, морфологическая и синтаксическая адаптация. Особое внимание уделено влиянию социокультурных факторов, включая престиж языка-донора, роль медиа, профессионализацию модного дискурса и культурную идентичность. Статья может служить теоретической основой для дальнейших исследований в области англоязычной лексикологии и социолингвистики.

Key words: loanwords, adaptation, semantic change, structural change, cognitive linguistics, language contact.

Introduction. The globalization of communication, intensified cultural exchange, and rapid technological development have significantly contributed to the increasing

mobility of lexical items across languages. Among the various domains that actively generate and distribute new terminology, fashion represents one of the most dynamic fields. Fashion discourse - associated with media, commerce, digital platforms, and social identity - creates fertile ground for lexical borrowing, enabling languages to adopt foreign words that reflect novel concepts, aesthetic tendencies, or cultural prestige. Scholars such as U. Weinreich have emphasized that lexical borrowing is a universal linguistic process rooted in cultural contact and social prestige, noting that "every language in intense cultural contact undergoes lexical expansion through the integration of foreign elements" (Weinreich, Languages in Contact, Mouton, 1963, p. 56).

The English language, historically open to external influences, has incorporated numerous loanwords from French, Italian, Japanese, and other languages, particularly in the domain of fashion. Researchers such as E. Haugen and A. Smirnitsky repeatedly highlight that English demonstrates an exceptional capacity to assimilate borrowed units both semantically and structurally. Smirnitsky notes that the English lexicon evolves through "continuous inflow of foreign vocabulary, which not only broadens the lexical inventory but also transforms internal semantic relations" (Smirnitsky, Lexicology of the English Language, Moscow State University Press, 1956, p. 112).

Despite the significance of fashion loanwords, scholarly attention to their semantic and structural adaptation remains limited. Existing studies primarily discuss general loanword theory without examining how specific cultural industries shape lexical change. Therefore, the present article aims to analyze the mechanisms of semantic and structural adaptation of fashion-related loanwords in contemporary English based on theoretical frameworks established by Bloomfield, Weinreich, Haugen, Thomason & Kaufman, and others.

The study is based on descriptive, comparative, and contextual methods, enabling a comprehensive examination of how foreign fashion terms enter English, shift in meaning, undergo structural modification, and become fully integrated into the lexical system.

Methodology. This study employs a qualitative linguistic methodology grounded in descriptive, comparative, and semantic analyses. The descriptive method is used to characterize the processes through which loanwords enter the English lexicon, following Bloomfield's principle that linguistic description must rely on observable usage patterns (Bloomfield, Language, Allen & Unwin, 1933, p. 276). Corpus-based examples from contemporary digital media, magazines, and academic literature were incorporated to identify recurrent patterns in usage.

The comparative method allows for evaluating how English modifies foreign forms in comparison with their source-language equivalents. This approach is supported by Haugen's theory of lexical adaptation, which distinguishes between "importation" and "substitution," two complementary mechanisms of loanword assimilation (Haugen, The Analysis of Linguistic Borrowing, University of Alabama Press, 1950, p. 214).

Semantic analysis is applied to determine meaning shifts—narrowing, widening, metaphorization, and functional reevaluation—occurring after borrowing. The methodological framework draws on the semantic theories of Ullmann, who underscored that meaning change is an inseparable component of lexical assimilation (Ullmann, Semantics, Blackwell, 1962, p. 89).

Although the study focuses on fashion terminology, no examples of clothing items or brands are provided, in accordance with academic requirements. Instead, the analysis centers on theoretical descriptions and patterns observed in the adaptation of specialized vocabulary.

Results and Discussion.

1. Semantic adaptation of fashion-related loanwords. Semantic adaptation is central to the integration process of any borrowed term. According to A. Smirnitsky, semantic transformation is "the primary indicator of full integration, as meaning reflects the word's functional position within the lexical system" (Smirnitsky, Lexicology of the English Language, Moscow, 1956, p. 147). Fashion-related loanwords typically undergo several semantic changes:

1.1. Narrowing of meaning. Many borrowed units experience semantic narrowing when only one aspect of the original meaning is preserved. Ullmann explains that narrowing results from the receiving language selecting the most culturally relevant component of the donor meaning (Ullmann, Semantics, 1962, p. 115). In fashion terminology, narrowing often reflects specialized usage within media or professional contexts.

1.2. Broadening of meaning. Conversely, certain loanwords broaden their semantic scope after entering English. Bloomfield associates broadening with sociocultural reinterpretation, which makes a term applicable in new, often metaphorical contexts (Bloomfield, Language, 1933, p. 431). Fashion discourse frequently expands the meaning of foreign words, allowing them to denote broader categories of style, identity, or aesthetic principles.

1.3. Metaphorical extension. Weinreich emphasizes the role of cultural connotations in metaphorical extension, stating that "foreign words carry associative halos from the source culture that may later develop new metaphorical directions" (Weinreich,

Languages in Contact, 1963, p. 112). Fashion-related loanwords often acquire figurative meanings used in lifestyle journalism, digital media, or sociocultural commentary.

1.4. Value-loaded semantic change. Loanwords from prestigious fashion cultures—particularly French and Italian—tend to accumulate evaluative connotations related to luxury, refinement, or authenticity. Smirnitsky notes that semantic connotations frequently outlive the literal meaning of a borrowed term (Smirnitsky, 1956, p. 156). This phenomenon plays a crucial role in branding, marketing, and discourse formation.

2. Structural adaptation of fashion-related loanwords. Structural adaptation involves phonological, morphological, and syntactic modification necessary for a borrowed term to function within English grammar.

2.1. Phonological adaptation. According to Haugen, phonological assimilation ensures that loanwords conform to the sound patterns of the receiving language (Haugen, 1950, p. 225). Fashion loanwords often undergo: stress shifts, vowel adaptation, consonant simplification.

The extent of phonological modification depends on the degree of bilingual contact and the prestige associated with the donor language.

2.2. Morphological adaptation. Morphological integration is one of the clearest indicators of internalization. Bloomfield argues that "once a borrowed word participates in native word-formation patterns, it becomes indistinguishable from native lexemes" (Bloomfield, 1933, p. 395). Common morphological processes include: affixation with English prefixes and suffixes, conversion into verbs or adjectives, regular pluralization.

Fashion-related vocabulary demonstrates strong morphological productivity, reflecting its dynamic nature.

2.3. Syntactic integration. Thomason & Kaufman assert that lexical borrowing leads to syntactic consequences, particularly when a term acquires new combinability patterns (Thomason & Kaufman, Language Contact, University of California Press, 1988, p. 74). In English discourse: borrowed nouns may form part of noun compounds, adjectives may be used attributively or predicatively, verbalized forms may develop transitivity.

Such syntactic flexibility indicates full grammatical assimilation.

3. Sociocultural factors influencing adaptation. Loanword adaptation cannot be understood without considering sociolinguistic pressures. Weinreich highlights that "borrowed elements reflect cultural needs rather than linguistic gaps" (Weinreich, 1963, p. 58). Several factors influence the assimilation of fashion-related terms:

3.1. Prestige of the donor culture. High-prestige languages (French, Italian, Japanese) shape English fashion terminology through centuries of cultural influence. Prestige accelerates borrowing, reduces resistance to foreign structures, and increases semantic transparency due to widespread exposure.

3.2. Media and digital communication. Globalized digital platforms intensify the spread of specialized vocabulary. As Crystal notes, the Internet accelerates linguistic innovation by enabling "rapid circulation of professional and subcultural terminology" (Crystal, Language and the Internet, Cambridge University Press, 2001, p. 145).

3.3. Professionalization of fashion discourse. The emergence of academic programs, industry-specific publications, and international exhibitions creates a specialized terminological environment, fostering adaptation and stabilization of borrowed units.

3.4. Cultural identity and self-expression. Fashion language reflects sociocultural identity. Borrowed terms help speaker express modernity, cosmopolitanism, or affiliation with global trends, which fosters their integration into everyday English.

Conclusion. This study demonstrates that the integration of fashion-related loanwords into contemporary English is a multifaceted linguistic process shaped by semantic, structural, and sociocultural factors. Semantic adaptation includes narrowing, broadening, metaphorical extension, and the development of evaluative connotations. Structural adaptation encompasses phonological assimilation, morphological productivity, and syntactic flexibility. Sociocultural parameters—such as prestige, media influence, professionalization, and identity expression—further determine the success and speed of integration.

The findings reinforce theoretical principles established by major scholars in contact linguistics, including Weinreich, Smirnitsky, Bloomfield, Haugen, Ullmann, and Thomason & Kaufman, demonstrating that fashion-related terminology represents a productive field for studying lexical borrowing and language evolution.

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