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**LEXICO-STYLISTIC PECULIARITIES OF EXPRESSING THE  
CONCEPT “FASHIONABLE, STYLISH” IN WOMEN’S AND MEN’S  
ENGLISH LANGUAGE FASHION PRESS**

Our thinking is conceptual. In most cases, we think and operate with already formed concepts. Cognitive concepts significantly affect our categorization of reality, everyday life, actions and relationships with other members of society. They structure our knowledge, our experience and help form new concepts and meanings. Language, together with other factors, for example, our activity or psycho-emotional component of human life, is one of the main means of forming mental concepts. Language allows us to verbalize concepts and make them understandable and accessible to everyone.

Fashion plays a significant role in modern society, it forms certain cultural images and behavioral dominants, defines value anchors and affects the determination of certain social groups by external characteristics. The main meaning conveyed by the concept "fashionable, stylish" is the importance of compliance with modern trends in the fashion industry and belonging to higher social strata, because following the latest fashion trends requires significant financial costs.

At the current stage, significant attention is paid to the representation of the concepts “fashion” and “fashionable, stylish” in mass media. Fashion magazines are one of the forms of press about fashion, they are published in different languages, which ensures their global distribution, as well as in different formats (printed, online). There is a clear division of fashion magazines into women's and men's, which can be explained by the difference in women's and men's perception of the world of fashion, as well as psycholinguistic differences in their speech activity.

Gender differences influence world perception, its categorization and

significantly speech activity, communicative behavior and stereotyping of the communicative process as a whole. It was established that women are more extroverted, open to communication, prone to elaborate associations, which determines their emotional, attributive, syntactically complex, lexically enriched style of speech behavior. Men, on the contrary, pay a lot of attention to social stereotypes, ascertaining their social status and authority, which determines an emotionally restrained, clear, quite simple and understandable speech style. Peculiarities of the speech behavior of men and women are reflected in the lexical, stylistic and syntactic representation of the content of modern fashion magazines, including verbalisation of the concept "fashionable, stylish".

Fashion publications for a female audience are rich in expressive adjectives that render meaning "one who follows fashion trends", "popular", "beautiful", "stylish", as well as implicit superlative one, for example: fashionable, glamorous, stylish, iconic, etc:

This year's edition is taking place in the iconic fashion city in the world: Paris. / This award-winning milliner knows a thing or two when it comes to picking a Royal Ascot hat. / Just some chic outfits to wear to work this summer.

In men's publications, adjectives with less expressiveness are used mainly, for example:

This pair from Zara is ready to hit the office (and then promptly to after-work drinks as soon as the clock turns 5). Professional and sophisticated, they come with an adjustable drawstring, front and back pockets, a zip and button closure, and a soft, linen fabric. They're so lightweight that you'll never have to worry about sweating your ass off on the subway again.

The use of expressive means is very common in women's fashion magazines. With the help of comparisons, the attention of the audience of women's fashion magazines is often drawn to the meaning "the best", for example:

Even after 20 years of Paraiso's Miami Swim Week, the swimwear remains hotter than ever.

In men's magazines, the adjective the best is usually used to express this meaning, for example:

The 15 best linen pants for easy, breezy wear / Shop the best 4th of July clothing sales / Best Nordstrom pre-anniversary ale menswear deals

The concept “fashionable, stylish” can be also expressed by explicating connections or referencing famous personalities or organizations from the world of fashion and entertainment. In the mind of the common man, these characters belong to the highest strata of society, have access to the goods of the world leaders in the fashion industry and demonstrate the latest fashion trends.

Here are the best campaigns that have rolled out so far, including A\$AP Rocky posing with sons RZA and Riot for Bottega Veneta's Father's Day campaign, Zendaya getting sporty for On, Rosalía making her debut as the face of Dior, and more./ This Tory Burch sandal is a favorite of ELLE's senior content strategist, Carine Lavache.

This strategy is also common in men's fashion magazines. But it should be noted that in men's magazines celebrities are mostly male, which confirms the tendency to masculinity for most men in terms of the categorization of the surrounding world.

Jeremy Allen White took your lazy-day slides on a stroll. If you insist on letting your toes out this summer, at least do it à la Jeremy.

Thus, we can summarise that gender differences in the world perception and speech activity of women and men cause some differences in the provision of information in mass media, including fashion press. The wide associativeness, openness and emotionality of women's thinking determines the wide use of expressive language means (epithets, expressive constructions, comparisons, etc.) in publications about fashion to reflect the concept “stylish, fashionable”. At the same time, despite the diversity and multifacetedness of this concept, the men's press is characterized by the use of direct, stereotypical means of its reflection, which can be explained by the psychological inclination of most men towards authority, stereotypes and masculinity.