

LINGUISTIC AND CULTURAL CHARACTERISTICS OF VERBALIZERS EXPRESSING THOUGHTS IN THE CONTEXT OF CULTURAL SEMANTICS OF CLOTHING IN ENGLISH DISCOURSE.

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Abstract: This article examines the linguistic and cultural characteristics of the English clothing lexicon and its functions as a cultural code. The objects of study were clothing names (realistic) typical of English and American culture. The study analyzed not only the denotative (name) but also the connotative (emotional and evaluative) and symbolic meanings of the words used to describe clothing. The results demonstrate that the clothing lexicon is an important linguistic tool reflecting social stratification, historical memory, and gender relations in society.

Keywords: linguacultural studies, vestimental discourse, cultural code, realities, verbalizer, conceptual analysis, sociolinguistics.

Introduction

Language is not only a means of communication but also a mirror reflecting the culture and history of a people. In modern linguistics, the anthropocentric paradigm occupies a leading position, and the study of linguistic units in the context of human factors and culture is becoming increasingly important. In particular, clothing names (material vocabulary) are one of the most ancient lexical layers, reflecting the lifestyle, climate, religious views, and aesthetic preferences of each nation.

Words and phrases denoting clothing in English carry specific cultural baggage. For example, the words "*kilt*," "*tuxedo*," or "*cardigan*" denote not just clothing but also a specific historical period, geographic region, or social group. The goal of this study is to identify the cultural and semantic meanings of clothing names in English, classify them, and shed light on their pragmatic functions in speech.

Methods

The following methods were used in the research process:

1. **Descriptive method:** Collection and systematization of clothing names in English.
2. **The method of component analysis:** identifying "cultural semantics" in the semantic structure of words (for example, the presence of the semantics "English gentleman", "conservatism" in the word "*bowler hat*").
3. **Conceptual analysis:** Study of the place of the concept of clothing in the English worldview.
4. **Contextual analysis:** A study of the use of names of items of clothing in literary and journalistic texts.

The Oxford English Dictionary (OED), examples of modern English fiction and media texts were chosen as sources for the study.

Results

The analysis showed that native speakers who express their thoughts about clothing in a culturally sensitive manner can be divided into two main groups:

Verbalizers indicating social status and class.

In English society (particularly in Great Britain), class stratification has historically been very important, and this is reflected in the language.

- "**An old-school tie**" isn't just an accessory. In British culture, this expression refers to the privileged class, graduates of prestigious private schools like Eton and Harrow. The phrase "wearing an old-school tie" in the text has additional meanings: "knowledge," "elite," and "member of a closed society."

- **The bowler hat:** a symbol of London's working class in the 19th and early 20th centuries. Today, the word is associated with "traditionalism," "English conservatism," and sometimes even "old-fashionedness."

- **"Working class" versus "office class":** Although these terms refer to only one piece of clothing (the collar), they are used metonymically to refer to an entire social class (blue-collar and office workers). In recent years, the term "pink collar" (service industry, often women) has also become popular.

Realities reflecting geographical and climatic features.

The climate and geography of Britain and America have had a profound influence on the names of clothes.

- **A "Mackintosh" (or "Mac")** is a type of raincoat. Invented by Charles Mackintosh, this garment is associated with rainy weather in Britain. In fiction, the word "Mackintosh" is often used as a stylistic device to evoke a "dreary, damp, autumnal mood."

- **Wellington boots (Wellies):** Although originally associated with the Duke of Wellington, these boots have now become a symbol of British rural life, farming culture and music festivals (Glastonbury).

- **Stetson (cowboy hat):** a symbol of the American Wild West. This word is associated with freedom, strength, independence, and masculinity.

Verbalizers of youth and subcultures

In the 20th and 21st centuries, clothing names serve as identifiers of youth movements.

- **"Hoodie":** Originally a sportswear item, it has become a symbol of "anonymity," "street thugs" (chavs), and now "techies" (à la Mark Zuckerberg). Depending on the context, the word can mean "danger" or "comfort and freedom."

- **Doc Martens:** originally work boots, then a symbol of punk rock culture. Now a symbol of "rebellion" and "individualism."

Discussion

acts as a **"secondary coder"** in English discourse.

reality and gaps

Most clothing terms are untranslatable. For example, if the Scottish national dress **"kilt"** is translated into Uzbek simply as "skirt," its cultural essence (that it is men's clothing, that it is a clan symbol) is lost. This creates a "lacuna" (gap) in translation studies. Therefore, it is advisable to consider these words as borrowed words and provide explanations.

Vestmental metaphors

In the English language there are many phraseological units that arose from the names of clothing.

- *To be in someone's shoes* – to find yourself in someone's place (with sympathy).
- *Keep it secret* - keep it secret (a term meaning secrecy).
- *Dressed to the nines* – extremely attractive clothing (aggressive beauty style).

These expressions confirm that clothing is a means of figurative thinking in language.

Current trends

Observations over the past 5 years show that new verbalizers are emerging under the influence of environmental issues and digital technologies:

- Terms such as *vegan leather* and *recycled denim* have become commonplace within the discourse of **'sustainable fashion'**.

- **"Digital fashion"** is the name given to clothing worn only in the virtual world (NFT skins). This opens a new avenue of research in linguistics.

Conclusion

As a result of the study, the following conclusions were made:

1. **Culturally Informative:** English clothing names don't just refer to things; they also convey information about a nation's history, values, and social structure. Each clothing name is a condensed cultural text.

2. **Identification tool:** Vestmental lexicon serves as a key marker for dividing a person into “us” and “they” groups (in-group/out-group).

3. **Dynamic nature:** speech patterns are constantly changing. Historical words (archaisms) acquire new meanings or new neologisms emerge in parallel with changes in society.

The practical significance of this research lies in the importance of this knowledge for translators, English teachers, and intercultural communicators. Ignorance of cultural semantics can lead to communication failures.

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