

SEMANTIC AND LINGUISTIC RESEARCH OF FASHION DISCOURSE IN UZBEK AND GERMAN

Yusufjonova Shakhlo Mukhtorovna

*Fergana State University, Faculty of Foreign Languages
Department of "German and French languages", teacher of German language*

Sadirova Kimyokhon Anvarjon kizi

*Fergana State University, Faculty of Foreign Languages
Department of "German and French languages", master's student of German
language*

Annotation: *This article provides an interpretation of the definition of the position of terms in the lexical system of the language in the field of fashion in Uzbek and German, the study of semantic and structural structure, the clarification of the relationship of variability, ambiguity, multiplicity in them.*

Keywords: *semantic structure; terms from the field of fashion; lexicology, lexicography, stylistics, textual linguistics, cognitive linguistics; study of learning.*

The world linguistics is characterized by the fact that today the main attention is paid to the study of the functional aspects of language in the life of various communities, its psycholinguistic, linguocognitive, linguistic and sociolinguistic problems.

This, in turn, further reinforces the need to study the laws involved in ensuring the interaction taking place in the layers of world languages. Systematic enrichment of the content of a language dictionary creates the need to understand its nature, scope, the role of factors affecting it, and similar problems and find a scientifically based solution for them. The possibilities of mastering foreign words have become the main topic of such areas as lexicology, lexicography, stylistics, textual linguistics, cognitive linguistics. In particular, the consideration of linguopragmatic aspects of the mass media system, in particular the assimilation of linguistic units inherent in newspaper texts, has exclusively theoretical and practical significance.

In Uzbek linguistics, such tasks as determining the position of terms in the field of fashion in the lexical system of the language, the study of semantic and structural structure, clarification of variability, ambiguity, multiplicity relations in them, lexicographic interpretation determine the relevance of the research topic. Fashion acts as an external design of the content of social life in a person's life; it reflects the level and peculiarities of the taste of society in a certain period. In the field of specialization, there is no special work on fashion terminology in Eastern and Western languages as an object of research, when a number of special research works are carried out, dictionaries of the German language in the field of fashion with a volume of three to four thousand words are not included.

In linguistics, the question of how to choose and apply a term related to fashion in German and Uzbek is relevant and topical, to this day not enough attention is paid. The fact that most terms used in the field of fashion are Russian, and existing terms are formed mainly on the basis of calcification, ambiguities in the term, despite the fact that in some cases there are perfect means of expression in Uzbek, there are many applications of terms mastered through Russian, the absence of terminological dictionaries in the field of determining the position of, puts a number of problems on the agenda, such as lexicographic interpretation.

The German language was studied for the purpose of its formation and enrichment by the method of affixation (prefix, suffixation, circumfixation) of terms related to the field of fashion. In general, there are the following main types of education of German terms related to the field of fashion:

- affixation;
- composition;
- semantic (semantic-syntactic);
- transformation;
- acronyms and abbreviations.

We can say that with the affixation method, lexemes are expressed using certain suffixes. It is not surprising that at the same time a linguist put forward the idea of morphological expression. Prefixes and suffixes are word-forming elements from a morphological point of view, auxiliary morphemes, word-forming formants themselves reflect the smallest (minimal) word-forming, structural elements of the language. For example: tierischen Wollhaare – wool/animal fur; Baumwollprodukte - cotton products/ clothing and etc.

In German, it is appropriate to mention that when translating, in addition to single-compound terms, terms composed using isophalia, vocabulary, prefixes and suffixes-prefixes and suffixes-suffixes are widely used.

The observation that the terms are used in a composite form was modeled as follows: Nomen + Adjektiv =adj; Adjektiv+Nomen; Partizip I/II+Nomen; Synthesefaserstoffen - synthetic fiber material; Polyamidseide - Polyamide Silk; Glänzfärbestoffe - brilliant color/ brilliant color texture; this are from the sentence. In particular, it is noted that fashionable terms found in the translation of terms differ from Uzbek terms in terms of construction using adjective + noun, noun + adjective I, noun + adjective II, noun + consonant, rape + noun, verb + noun.

Today, the pragmatic properties of language units, that is, problems in the process of their use in people's speech, are studied more than semantic-syntactic ones. The reason is that it is to this day that linguistics focuses on the right approach to its research goal – to bring the user factor to the fore. In this sense, although this research paper defines terms related to the field of "fashion" in the German and Uzbek languages, which are the objects of research, modern progressive trends by their nature are associated with issues of

anthropocentric approach, cognitive linguistics. In particular, studies based on anthropocentric approaches to assessing problems in translation processes have practically not been conducted in comparative terms.

Although pragmatic analysis has been given a large place in the linguistics of our country in recent years in scientific research, in this regard, there are still issues that need to be focused on in monographic terms. One of such problems is the use of terms related to the field of "fashion" in German and Uzbek, in languages and their translation from one language to another. In languages, terms related to the field of "fashion", in most cases, can be objects for identifying similar and different aspects, national-cultural and universal features. At the same time, the field of "fashion" for two languages is also important because it is able to provide more complete and interesting information about the people who are its creators than lexical units. At the same time, it is worth noting that "...The task of developing research and innovation activities, providing comprehensive support to creative ideas and developments" is also designed to give practical research results. This study is devoted to the consideration of the elements of the lexico-semantic field and their comparative analysis with the terms related to the sphere of "fashion" in German and Uzbek.

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