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CHARACTERISTICS FOR FASHION AND LIGHT INDUSTRY

ENGLISH TERMINOLOGY TRANSLATION

The rapid pace of change in the field of fashion and light industry is reflected at the verbal level. There is a constant formation of new terms to indicate new phenomena. Consequently the vocabulary of English has always been actively replenished.

There are morphological differences between English and Ukrainian, so word-forming tools that are productive in one language may not be the same in another.

Nowadays we know that fashion is important for the outlook of a modern person. However, for a long time, fashion has not been the subject of terminological research, which is why the vocabulary of fashion has remained out of linguists' sight. However, as a result of democratization of society, in the 20th century, fashion has ceased to be the property of a narrow circle of people. Fashion came into people's lives regardless of their social status. Changes in fashion are happening at a rapid pace. As a consequence, there is a constant formation of new lexical units to indicate new phenomena [1].

The field of fashion vocabulary use is much broader than the separate professional industry. Such vocabulary is used both in the relevant industry and in everyday life.

The vocabulary of fashion includes units for the designation of textiles, clothing, footwear, hats, accessories, fashion styles, brand names, and professional vocabulary of light industry.

Analyzing the definition of fashion, we can say there are 14 semantic components of the word fashion: style, dress, new, way of life, identify, shape, behaviour, consumer, creation, designer, show, superiority, force [2].

Being based on such an analysis, it becomes clear that in the definitions of fashion and light industry, components such as style, dress and clothes are most commonly encountered.

The English vocabulary of fashion developed under the influence of external social and cultural factors. New light industry items emerged in response to changes in society. Among the main factors that influenced the development of fashion are: the movement for women's emancipation (power suit, dress for success), the emergence of youth movements (hippie look, punk look), the development of cinema industry and show business (Madonna wannabe), social factors (status symbols, dress code), increasing attention to a healthy lifestyle (fitness craze, sportswear craze) [3].

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