

**Samborska Anna**

Student of Higher Education at the Faculty of Arts and Fashion  
*Kyiv National University of Technologies and Design, Ukraine*

**Lebedieva Svitlana** 

Senior Lecturer of the Department of Philology and Translation  
*Kyiv National University of Technologies and Design, Ukraine*

## ENGLISH LOANWORDS IN MICROBLOGS OF YOUNG UKRAINIAN DESIGNERS

Western Europe and then the United States have been the driving force behind the development of the modern fashion.

Ukraine aims to become a member of the international community and establish a strong presence in the global fashion industry. The integration process takes into account the principles and methods of its organization, using a wide range of professional terminology, including a significant number of English loanwords. As a result, the Ukrainian language has incorporated numerous terms of English origin, including «*коллаборація*», «*шоурум*», «*мерч*», and others.

Terminology is an important tool for effective communication in the professional world. It is a system of specialized words used in a particular field of knowledge or discipline. They can be standardized or have a specific meaning depending on the context. Anglicisms, which are terminological words borrowed from English, are commonly used in the fashion terminology of many languages, including Ukrainian.

Ukrainians can expand their audience by relying on the communication medium of the main trendsetters. Language used as a common means of interaction between people with different linguistic backgrounds is called «*lingua franca*». It is widely used in situations where a society is composed of diverse socio-cultural communities, necessitating a shared way of communication. The term comes from the Italian «*lingua franca*», meaning «*Frankish language*». It was a widely used language of communication during the Middle Ages in the Mediterranean, based on several European languages, including French, Italian, Arabic and Spanish. The role of English as a *lingua franca* for communication in an international community is defined by the success of native speakers in various fields of knowledge [1].

The term «*фешн*» has broadened the range of synonyms for the existing word «*мода*». To gain a deeper understanding of the origin of the word «*fashion*», it may be helpful to refer to its definition, as it describes the creation of diverse objects of cultural aesthetics as a way of artistic self-expression. Fashion often introduces new shapes, silhouettes, cuts, and types of clothing. In these cases, English names are commonly used due to their brevity, universal acceptance or the lack of an equivalent in the recipient language [2]. For instance, «*аутфіт*» «*легінси*», «*кром-тон*», «*блейзер*», «*лук*» тощо. In certain cases, the use of English loanwords may be more of a status symbol than a linguistic requirement. [3]

It also indicates that there is a desire to give a new impetus to development and move away from Soviet influences. The term «*мода*» was previously associated with uniformity and dullness, whereas the contemporary use of the term is linked to innovation, vibrancy, nonconformity, and the capacity to convey one's inner self or uniqueness through clothing.

The use of borrowed English words contributes to the effective exchange of information. Ukrainian designers frequently incorporate foreign terminology such as «*кампейн*», «*хаб*», «*бренд*», «*поп-ап*», «*коллаборація*», «*оунер*», «*дроп*», «*рандомс*», «*світшот*», «*вайб*» to enhance the explanation. For instance, «*Передивлялась стрічку інстаграм і збагнула, що*

жодного фото з кампейну колекції ss2023 не знаходжу» [4]. «Завершуємо першу половину січня і активний робочий тиждень рандомсами із нашого виробництва» [5]. The Ukrainian fashion vocabulary has absorbed a considerable amount of anglicisms using transcription mode.

The fashion industry is a young and rapidly developing sector. Ukrainian designers, especially the younger generation, are highly engaged on social media, participate in international shows, seek access to global markets, and attract foreign clients and investors. Such professional activity demands proficiency in English and a high level of listening comprehension of professional terminology. Fashion terms have been rapidly integrated into the lexical system of Ukrainian, so it was often perceived through the transcription method. For example, «Команда бренду випустила FROLOVHEART — лімітовану колекцію чорних та білих світшотів з вишивкою нитками або бісером» [6]. «Штани-палацо у трендову клітинку із осіннього дрону «Bambi mood» [7].

The increasing international presence of social media, the development of fashion blogs, influencers, magazines and websites are introducing and popularizing new fashion terminology, confirming the trend of universal globalization.

### References:

1. Lebedieva, S. (2023). Kroskulturni paraleli v terminologichnykh systemakh anhliiskoi ta italiiskoi mov. *Naukovi zapysky. Seriya: Filologichni nauky*, 206, 66–71. <https://doi.org/10.32782/2522-4077-2023-206-9>
2. García, C. I. L., & Pulcini, V. (2018). SPECIAL ISSUE: Anglicisms in Domain-Specific Discourse: Fashion, Leisure and Entertainment. *Revista de Lenguas Para Fines Específicos*. 24.1, 10-17. <https://doi.org/10.20420/rlfe.2018.351>
3. Arhip, O., Arhip, C. (2019). The lexical field of fashion conquered by english. *Annals of the University of Craiova for Journalism, Communication and Management*, 5(1), 119-139.
4. Silchenko, K. [@Katyasilchenko]. (2023, September 4). Peredyvlialas strichku instahram i zbahnula, shcho zhodnoho foto z kampeinu kolektsii ss2023 ne znakhodzhu. [Photograph]. Instagram. [https://www.instagram.com/p/CwxyGWyNuBj/?img\\_index=1](https://www.instagram.com/p/CwxyGWyNuBj/?img_index=1) (accessed April, 13, 2024). (in Ukrainian)
5. Factory\_kass. [@factory\_kass]. (2024, January 12). Zavershuiemo pershu polovynu sichnia i aktyvnyi robochyi tyzhden randsamsamy iz nashoho vyrobnytstva. [Photograph]. Instagram. [https://www.instagram.com/p/C2AQYfqN9ZI/?img\\_index=1](https://www.instagram.com/p/C2AQYfqN9ZI/?img_index=1) (accessed April, 13, 2024). (in Ukrainian)
6. Frolovheart. [@frolovheart]. (2023, August 28). Komanda brendu vypustyla FROLOVHEART — limitovanu kolektsiiu chornyx ta bilykh svitshotiv z vyshyvkoiu nytkamy abo biserom. [Photograph]. Instagram. <https://www.instagram.com/frolovheart/> (accessed April, 13, 2024). (in Ukrainian)
7. Factory\_kass [@factory\_kass]. (2023, December 27). Ne sorochkamy yedynymy. [Photograph]. Instagram. [https://www.instagram.com/p/Cwe5AWxoh\\_U/](https://www.instagram.com/p/Cwe5AWxoh_U/) (accessed April, 13, 2024). (in Ukrainian)