



**Վ. ԲՐՅՈՒՍՈՎԻ ԱՆՎԱՆ ՊԵՏԱԿԱՆ  
ՀԱՄԱԼՍԱՐԱՆ  
ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ  
ИМЕНИ В. БРЮСОВА  
BRUSOV STATE UNIVERSITY**

**ԲԱՆԲԵՐ  
Վ. ԲՐՅՈՒՍՈՎԻ ԱՆՎԱՆ ՊԵՏԱԿԱՆ ՀԱՄԱԼՍԱՐԱՆԻ  
ВЕСТНИК ГОСУДАРСТВЕННОГО УНИВЕРСИТЕТА ИМЕНИ  
В. БРЮСОВА  
BULLETIN OF BRUSOV STATE UNIVERSITY**

---

**ԼԵՂՎԱԲԱՆՈՒԹՅՈՒՆ ԵՎ ԲԱՆԱՍԻՐՈՒԹՅՈՒՆ**

**ЛИНГВИСТИКА И ФИЛОЛОГИЯ**

**LINGUISTICS AND PHILOLOGY**

**1 (58)**

**Վ. ԲՐՅՈՒՍՈՎԻ ԱՆՎԱՆ ՊԵՏԱԿԱՆ ՀԱՄԱԼՍԱՐԱՆԻ  
«ԼԻՆԳՎԱ» ՀՐԱՏԱՐԱԿՉՈՒԹՅՈՒՆ**

**ԵՐԵՎԱՆ - 2021**

## NEOLOGISMS DENOTING CLOTHES IN ENGLISH AND ARMENIAN

RUZAN MUSEYAN

**Keywords:** *fashion vocabulary, neologisms denoting clothes, process of new word formation, borrowed words, mass media*

Contemporary social trends suggest a series of inevitable changes which affect all aspects of human life, including the language. It is common knowledge that language helps its bearers to categorize the world around them and reflects the social and historical experience of the society. The creation of linguistic signs is the result of the process of interrelation between the phenomena of the world and the language. New words are created every day and their number is growing fast. We live in a society that constantly develops. New things in different spheres arise and they need to be named as Barnhart put it "No new science can exist without neologisms". (Barnhart 1995:53)

Neology is a branch of linguistics which studies new words – *neologisms* which are also called "*new words*", "*lexical innovation*", "*neoseme*", etc. These studies are related to such topics as the essence of neologisms, their origin and ways of formation, their assimilation in speech, delimitations of neologisms and nonce words, problems of nomination processes in the language, the role of motivation in creation of new words, etc.

"A neologism is an item newly introduced into the lexicon of a language" (The Linguistics Encyclopaedia 2005: 519). There are some broader definitions of neologisms. P. Newmark states that "neologisms are newly come lexical or existing units that acquire a new sense" (Newmark 1988:140). In the linguistic encyclopaedia by V.N. Yartseva neologisms are defined as "words, word meanings or collocations that appeared in a certain period in a language or that are once used ('occasional' words) in a text or speech act" (Linguistics. Big encyclopaedic dictionary 1998:279). Oxford Advanced Learner's Dictionary provides the following definition of a neologism "a new word or expression or a new meaning of a word" (OALD 2006: 982). Expanding beyond the framework of a *lexeme*, the latter definitions of the notion of neologisms include *expressions*, *new meanings* and *collocations*, which might be conveyed by old and known words. This

approach is more profound as it takes into consideration not only the fact of the appearance of new words but also the changes of its internal and external organisation.

The article explores *neologisms denoting clothes, their colour, accessories* in the lexical system of the modern English and Armenian languages to reveal the major trends and tendencies taking place within the processes of the new words formation and distribution. To achieve the above mentioned purpose the following objectives are established: to study the theoretical linguistic material and the latest data on the lexicological facts and phenomena related to the topic of the present research; to analyse highly rated online magazines, fashion blogs, podcasts in English and Armenian with the aim of selecting newly created and borrowed lexemes; to build up a collection of neologisms from the above mentioned mass media; to define and study the types of word-building inherent in the neologisms.

In the present paper such methods of scientific research as analysis and synthesis, descriptive method, methods of typological and lexicological analysis, comparative method are used.

In this paper we follow Russian scholar V. I. Zabolotkina's classification of neologisms according to the ways they are formed. She classifies them into the following types: **phonological neologisms**, **borrowings**, **semantic neologisms** and **syntactical neologisms**. Syntactical neologisms are divided into types: **morphological** (word-building) and **phraseological** (forming word-groups). (Zabolotkina 1989:87)

**Phonological neologisms** are formed by combining unique combinations of sounds. For example, the neologism **rah-rah** stands for a shirt/skirt which is worn by girls during parades.

**Borrowings** are a fruitful source of enriching the vocabulary. And despite the fact that at present the English language has turned from a recipient language into a donor language, its lexical composition still continues to expand due to borrowings from various languages.

Analysing neologisms denoting clothes we can state that a considerable number of them are *borrowings*, moreover, if in English the source language is mainly French, in Armenian they are imported from English.

The concentration of borrowed words in certain semantic fields reflects the nature of the contact between speech communities. In the 19<sup>th</sup> century France was the centre of science, architecture, textile industry, clothes and fashion. It is not surprising that new words representing aforesaid spheres were imported from the language of the pre-eminent civilisation during that period. Even today as C. M. Millward and M. Hayes state, "French continues

to influence the English lexicon of fashion more heavily than any other living language, and it has contributed hundreds of loanwords" (Millward 2011: 328).

The France's pre-eminence in fashion explains such words as **beige, beret, blouse, crepe, lingerie, negligee, suede, trousseau**, etc.

The word **bandeau (n)** comes from French "bandeau" (a bandage) has the meaning of *1. a narrow ribbon that is tied to the head to hold the hair in a certain position, 2. women's underwear in the form of a short elastic band without metal inserts*. In English a number of neologisms have been created with this component: **baundau top, baundau bra, baundau bikini, baundau shirts**. In Armenian fashion media the borrowed words or their descriptive translations are found, e.g. բանդո բիկինի, նուրբ, առանց մետաղների կրծկալ, etc.

The most misused and abused words in the world of fashion are French **Haute Couture** and **Prêt-à-Porter** that are borrowed both by English and Armenian.

**Haute Couture** refers to the creation of exclusive custom-fitted high-end fashion that is constructed by hand. An haute couture garment is always made for an individual client, tailored specifically for the wearer's measurements and body stance. Haute couture garments are also described as having no price tag. Couture houses or labels don't mass-produce. In modern France, **haute couture** is a protected name that may not be used except by firms that meet certain well-defined standards.(8) In modern English **haute couture** is sometimes substituted with the phrase **high fashion**. This isn't too far off, as **haute couture** literally means **high dressmaking**. In Armenian fashion magazines the loanword **haute couture** or the phrase բարձր նորաձևություն that is the Armenian equivalent for **high fashion** is generally used.

**Prêt-à-Porter** quite literally meaning "**ready-to-wear**" is high quality, factory made fashion. A **Prêt-à-Porter** garment is not created for an exclusive client but in standard-sizes and is available to a wide variety of customers. In this sense it is synonymous with another English neologism **mass market** that means *a product that is designed for the mass market, is intended to be bought by as many people as possible, not just by people with a lot of money or a special interest*. (9) Today the term **mass market** has higher frequency of occurrence in mass media.

The neologism **mass market/մասս-մարկետ** is imported in the Armenian language.

e.g. ...Մասս-մարկետ սեզմենտի ապրանքանիշերը վերանայում են իրենց գործունեությունը, քանի որ կրած տոյժը շատ մեծ է... (10)

**Boutique** is another example of French borrowings in English and Armenian. It means *a small shop that sells, etc.* (11) It is synonymous with the word **showroom** which is *a shop in which cars, furniture or electrical or gas appliances are displayed.* (12) The word, developing its meaning by semantic extension, acquired a meaning of *a shop, a salon, in which fashionable clothes, shoes, jewellery, etc are displayed and sold.* In Armenian the borrowed **շոուրում** is used along with its Armenian equivalent **խանութ-տրահ.**

e.g. *Some boutiques and shops call themselves **showrooms** for advertising purposes or to raise their status.*(13)

S. Քիշարյան Շոուրում, «Դրես շոուրում» հագուստի խանութ-տրահ

The borrowing may also perform a deeper penetration into the new language through its connection with native morphemes. The French word **chic** meaning *stylish* is used in a number of English neologisms:

**sporty chic** - *attractive and fashionable sporty style, trendy especially in dress or decor.*

e.g. *My new watch is **sport-chic** in style.*

**casual chic** - *casual chic is trendy, well-groomed and hip looking clothing, mixing the formal with the informal, the trendy with the classic.*

e.g. *Consider these neutral essentials the backbone of your **casual chic** wardrobe.*(14)

In this neologism the component **chic** can be replaced by the word **smart**, i.e. **smart casual.**

e.g. *When you've done **smart casual** right, you should feel like you can walk into any room and have people think, "Damn, he looks good."*(15)

**retro chic or vintage** - *imitative or consciously derivative of lifestyles, trends, or art forms from the historical past.*

e.g. *In this shop all clothes are **vintage**, **retro chic** inspired...*(16)

The above mentioned neologisms crossed over into Armenian fashion vocabulary. The loanwords **սպորտ-շիկ**, **սմարթ քեժուալ**, **վինտաժ** are found in Armenian mass media and advertisements.

e.g. *Բացի կեդերից և սպորտային այլ կոշիկներից, այս սեզոն դիզայներներն առաջարկում են **սպորտ-շիկի** այլ տարրեր բարձրակրունկներ՝ սպորտային ոճով:*(17)

**Սմարթ քեժուալը** ինտրովերտների համար հրաշալի տարբերակ է: Հանգստացող կերպար՝ այնպիսին, ինչպիսին ամեն օր: Տրիկոտաժ, բամբակ, վուշ, հարմար բրոյա սվիտեր: (18)

Cultural and trade relations between Italy and England brought many Italian words into English. These neologisms may refer to the **material** of clothes, e.g. **organza** (after the city of Urgenč), their **colour**, e.g. **orange**, **magenta** (purplish-red or reddish-purple), **sepia** (Italian **sepia**, meaning "cuttlefish", a reddish-brown colour, named after the rich brown pigment derived from the ink sac of cuttlefish), **sienna** (Italian **terra di Siena**, "soil of Siena", **burnt sienna**, i.e. **reddish brown**, **raw sienna**, i.e. **yellowish brown**, **terra cotta** (a colour that resembles terracotta pottery), etc.

**Palazzo trousers/pants** is an Italian borrowing that originates from Latin **palātium** meaning "palace, large residence" (*one of the Seven Hills of Rome, where aristocrats built large houses*).<sup>(19)</sup> The same *large* seems to be reflected in the type of the trousers called palazzo for these trousers are meant to have extremely wide legs.

The Armenian language borrowed the English neologisms, e.g. **պալացո տաբատ**, **օրգանզա**, **տեռակոտ**, **մաջենտա**, while some of the above mentioned colour names are translated into Armenian through description, e.g. **դեղնակարմիր**, **կարմրաշականակագույն**, and in some cases with wrong descriptions, e.g. **magenta** - purplish-red or reddish-purple is translated as **մաջենտա – մուգ կապույտ**, etc:

e.g. Առաջարկում ենք այս սեզոնին մոդայիկ **մաջենտա-մուգ կապույտ** շապիկներ: (20)

Այս մոդելը շատ ավելի թեթև է: Այն ներառում է պիջակ և **պալացո տաբատ**: (21)

**Morphological neologisms** are created according to the patterns that exist in the language system, in this case in the English and Armenian languages. Morphological neologisms include the following ways of word formation: **affixation**, **compounding**, **conversion** and **shortening**.

Due to the fact that the English language has become the main language of international business and communication, it has a big influence on other world languages. This fact can explain why neologisms begin to appear mainly with the help of world-building - conversion, derivation, composition. So, neologisms in modern English are created first of all with the help of its own resources, which makes the English language different from other languages. When it comes to the fashion industry, this idea becomes even more important as often English is the language used to communicate between different markets.

Moreover, today the language of fashion is mostly enriched with English words, instead of French or Italian (compared to the language of fashion in the previous century). A modern fashion designer who wants an international

job in fashion, a stylist looking for new clients or a blogger that wants to talk about fashion need English vocabulary of fashion. **Grunge, V-neck, drape, colour block, blanket dressing, top stitching, MOQ** (Minimum Order Quantity) are just a few words that form a part of the unique world of modern fashion vocabulary.

Affixation was found only in a small number of examples of neologisms denoting clothes in English and Armenian. In the English neologisms denoting clothes the following prefixes are mostly used: **over-, ultra-, pseudo-, uni-**, e.g. **ultramodern, overdressed, pseudo-chic, pseudo-casual, unisex**, etc. The most productive suffixes among the analysed neologisms denoting clothes proved to be the following noun forming suffixes **-er, -ation**, the verb-forming suffix **-ize**, the denominal suffix **-less**, the deverbal suffixes **-able, -ing**, e.g. **sneaker, sleeveless, bagger, transformer, stretching, stitching, sexualize, recycling, stretchable**, etc.

In Armenian neologisms denoting clothes the prefixes **գեր-, վեր-**, the adjective-forming suffixes **-ային, -ավոր**, the deverbal suffixes **-ում, -ած**, prevail, e.g. **բրենդային, վերամշակում, գերկարճափեշ, գերմոդայիկ, գերբարձրակրունկ, ջինսավոր, ականջողված (ականջներին օղեր հազգրած), վարտիքային**, etc.

**Compounding** demonstrates higher degree of productivity in the coinage of neologisms denoting clothes in English and Armenian.

In English the compound neologisms denoting clothes may contain the following components: **bag, suit, denim**, and in most cases they are coined to name a new clothing item, accessory or style.

e.g. **cat-suit** - a woman's close-fitting one-piece garment with trouser legs, covering the body from the neck to the feet

**Bum-bag** - a small pouch on a belt, for money and small articles, worn round the waist or hips

**messenger-bag** - a large bag, worn across the body.

**belt-bag**- a small bag incorporated in or designed to be attached to a belt

**stealth-bag**- a bag or purse designed to disguise its cost or contents

**double-denim**- a style of dress in which a denim jacket or shirt is worn with a pair of jeans or a denim skirt, often regarded as a breach of fashion etiquette

It should be noted that the analyzed neologisms denoting clothes not only name the new clothing item, but also are bearers of information of linguocultural and sometimes even historic value.

The word **pussyhat** that is a pink, crafted hat, conveys a certain politically and culturally marked information. The word refers to the resemblance of the top corners of the hats to cat ears while also attempting to reclaim the term "pussy", a word used by D. Trump's remarks (2005) that women would let him "**grab them by the pussy.**" "The comment have spurred many women into action and led to the creation of hand-knitted pink pussy hats which thousands of marchers are expected to turn up in at the **pussy-hat-demonstration** for women's rights". (22)

Another neologism that has close connection with clothes is **chairdrobe**. It reflects the art of piling clothes on a chair to be used in place of a closet or dresser.

The neologism **batty-old-bag** conveys negative connotation for it is often used as an insulting word addressed to an old woman.

e.g. *There are moments when this performance threatens to descend into one of Lipman's **batty-old-bag** turns, and others when it is just comically sublime; although Lipman is at her very best in a scene when a steely matron interrupts a recital complaining on behalf of the music lovers of America.*(23)

In modern English the word **smart** serves as a source for new neologisms, e.g. **smartwatch**, **smart casual**, **smartglasses**, etc.

e.g. *From products like Google Glass head-mounted **smartglasses** and Nike's body-tracking Fuelband, to apparel such as moisture-wicking clothes, Watts says "sportswear has taken a huge shift into mainstream fashion".*(24)

Another productive component for neologisms denoting clothes is **leggings**. The word **treggings** comes from the blend of **trousers** and **leggings** and stands for women's leggings that are designed to resemble a pair of trousers.

The neologism **Jeggings** is a blend of words **jeans** and **leggings** and is a tight-fitting stretch trousers for women, styled to resemble a pair of denim jeans.

The aforesaid neologisms found their way into Armenian and are widely used in Armenian fashion media.

e.g. ***Թրեգինսների** որոշ մոդելներ փարբերվում են փաթափներից իրենց ոճով և հարմարավետությամբ: (25)*

*Արդեն մի քանի սեզոն է, ինչ նորաձևություն են մտել **ջեգինսները**, որոնք լեգինսների և ջինսերի հիբրիդ են հանդիսանում: (26)*

In English mass media the following phraseological neologisms and abbreviations denoting clothes were observed: **open collar worker** (someone who works at home using mobile computing technology), **see now, buy now**, **LBD** (little black dress).



e.g. *Susan decided to start a an online business and be an **open collar worker**.* (27)

*As Net-a-Porter founder Natalie Massenet says, we should be very proud that Burberry planted the British flag in the brave new world of 'see now, buy now'.* (28)

*From Hepburn's Givenchy sheath to Queen Bey's Topshop embellished mini, the **LBD** has become the uniform of choice for some of the most iconic women in history.* (29)

Fashion language is in a state of flux introducing new lexemes denoting different clothes, fashion trends, commercial activities or trademarks that are not pointed out in the present paper.

To sum up, it should be mentioned that neologisms denoting clothes are markers of culture in contemporary system of language and speech in English and Armenian. Being a social phenomenon, language enriches its vocabulary due to development of different aspects of human life and activity. Just as we humans do, languages also adapt to new needs.

## REFERENCES

1. Barnhart R., Some Thoughts about Neologisms before Starting BDNE IV. Journal of the Dictionary Society of North America. 1995. 51-64 pp.
2. Linguistics. Big encyclopaedic dictionary. Resp. ed. V.N. Yartseva. Moscow: Great Russian Encyclopaedia, 1998.-685 p.
3. Newmark P., A Textbook of Translation. New York: Prentice-Hall International. 1988. -292 p.
4. The Linguistics Encyclopaedia. London: Routledge. 2005. -762 p.
5. Oxford Advanced Learner's Dictionary; 7th edition. Oxford University Press. 2006. - 1715 p.
6. Zabolotkina V.I., New vocabulary of the modern English language. Moscow: Vysshaya Shkola. 1989.-126 p.
7. Millward C.M., A Biography of the English Language. Cengage Learning; 3rd edition. 2011. - 496 p.

## INTERNET SOURCES

8. <https://www.sewingchanelstyle.com/what-is-real-haute-couture.html>
9. <https://dictionary.cambridge.org/dictionary/english/mass-market>
10. <https://www.tert.am/life/am/news/2020/05/18/aram-nikolyan/65678>
11. <https://dictionary.cambridge.org/dictionary/english/boutique>

12. <https://dictionary.cambridge.org/dictionary/english/showroom>
13. <https://ielfs.com/news/what-is-a-showroom/>
14. <https://www.trunkclub.com/womens-style/casual-chic-style>
15. <https://www.primermagazine.com/2018/learn/what-is-smart-casual>
16. <http://thevintedge.com/en/vintage-boutiques/286-retro-chic.html>
17. <https://blognews.am/arm/news/401805/ashnan-amenanoradzev-koshiknery-foto.html>
18. <https://style.news.am/arm/news/55585/match&go-amanorya-gishery-dzez-amen-inch-kareli-e.html>
19. <https://www.collinsdictionary.com/dictionary/english/palazzo>
20. <https://www.ha.am/%D5%A3%D5%B8%D6%82%D5%B5%D5%B6/%D5%B4%D5%B8%D6%82%D5%A3%D5%AF%D5%A1%D5%BA%D5%B8%D6%82%D5%B5%D5%BF-%D5%B4%D5%A1%D5%BB%D5%A5%D5%B6%D5%BF%D5%A1/>
21. <https://style.news.am/arm/news/80088/khorhurdner-terezayic%E2%80%A4-erekoyan-kerpar.html>
22. <https://www.ibtimes.co.uk/pink-pussyhats-will-be-making-statement-womens-march-washington-1601088>
23. <https://www.theguardian.com/stage/2005/nov/05/theatre>
24. <https://www.theguardian.com/technology/2013/sep/13/editd-fashion-trends-big-data>
25. <https://jam-news.net/>
26. <https://style.news.am/>
27. <https://www.urbandictionary.com/define.php?term=open%20collar>
28. <https://www.theguardian.com/fashion/2016/feb/24/london-fashion-week-wardrobe-more-interesting-eiderdown-coats-showgirl-sequins-next-seasons-trends>
29. <https://www.elle.com/fashion/g8192/evolution-of-the-little-black-dress/>

**ՌՈՒԶԱՆ ՄՈՒՍԵՅԱՆ - ՀԱԳՈՒՍ ՄԱՏՆԱՆՇՈՂ  
ՆՈՐԱԲԱՆՈՒԹՅՈՒՆՆԵՐԸ ԱՆԳԼԵՐԵՆՈՒՄ ԵՎ ՀԱՅԵՐԵՆՈՒՄ**

*Հիմնաբառեր՝ նորաձևության բառապաշար, հագուստ մարմաննշող նորաբանություններ, նորաբանությունների ձևավորման գործընթաց, փոխառնություններ, զանգվածային լրատվամիջոցներ*

Նորաձևության և հագուստի լեզուն բաց համակարգ է, որը զարգացման գործընթացում է: Հագուստ, հագուստի գույն, պարագաներ մատնանշող, նորաձևությանը վերաբերող նորաբանությունները երկու

լեզուներում հսկայական բառափունջ են կազմում, որոնք ոչ միայն հարստացնում են տվյալ լեզուն, այլև մեծածավալ և արժեքավոր տեղեկատվություն են պարունակում նորաձևության ոլորտի և ընդհանուր առմամբ՝ երկու ժողովուրդների աշխարհընկալման և աշխարհի լեզվական պատկերի փոփոխությունների վերաբերյալ:

#### **РУЗАН МУСЕЯН - НЕОЛОГИЗМЫ ОТНОСЯЩИЕСЯ К ОДЕЖДЕ В АНГЛИЙСКОМ И АРМЯНСКОМ ЯЗЫКАХ**

***Ключевые слова:** лексика моды, неологизмы относящиеся к одежде, процесс образования новых слов, заимствование, средства массовой информации*

Язык моды и одежды - это открытая система, находящаяся в процессе развития. Неологизмы, относящиеся к одежде, цвету одежды, аксессуарам, в обоих языках образуют огромный словарный фонд, который не только обогащает язык, но и содержит массу ценной информации об индустрии моды, и в целом, о мировосприятии и изменениях в языковой картине мира двух народов.

**Ներկայացվել է՝ 10.09.2021**

**Գրախոսվել է՝ 09.09.2021**

**Երաշխավորվել է ԲՊՀ Անգլերենի ամբիոնի կողմից՝ 27.10.2021**