

## The Role of Clothing Names in Linguistics

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**ANNOTATION:** This article discusses the importance of the role of clothing names in linguistics. Understanding the place of clothing names in linguistics seems to be a bit of a complicated process. But given that language is a social phenomenon, clothing names also play an important role in the objects of human life. Because clothing, like language, is an important feature of a civilized nation.

**KEYWORD:** clothes, mentality, folk culture, Uzbek national clothes, English traditional clothes.

**Introduction:** In our country today, special attention is paid to the culture of dress. Clothes are also worn for social reasons. For the same social and psychological reasons, clothes are made to look good. (e.g., to attract other people, to please them). Clothing is any piece of fabric that covers the body. Clothes are sewn, woven, or otherwise made. The purpose of wearing clothes is to protect the body from the effects of the environment: heat, cold, dust, etc. Clothes are a cultural phenomenon that plays an important role in human life. The names of the clothes are based on the function they perform and the atmosphere that suits them.

At one time, as a result of the intermingling of dialects in the language, there were formal changes between nouns. Such changes have become part of the lexical richness of words and sentences over time. "Dress culture plays an important role in making our women fit for life. If a woman likes her clothes, she will be in a good mood. Women who dress in such a beautiful and elegant way, in accordance with our national mentality, will have a broad outlook." the culture of the people, according to one's taste, is sewn in different fashions, from different fabrics; it reflects professional, ethnic and social group affiliation. Clothes worn during the holidays are made of soft and delicate fabric, sewn for comfortable movement. Holiday, ceremonial (personal) Clothes are made in the national style, from precious fabrics, enriched with various ornaments (embroidery, beads, etc.). Work wear is made of ordinary fabrics (eg, firefighter's work clothes are made of fire-resistant tarpaulin, fisherman's clothes are made of waterproof fabric, tractor driver's work clothes are made of overalls, medical staff, hairdressers, cooks' work clothes are mostly made of white gown). ). Sportswear is made for physical training and sports. Uniforms of sailors, policemen, liaison officers and officials (prosecutors, etc.) specified in a special regulation. Special clothing for pregnant women, patients, etc. Clothes to wear. Children K. They are conveniently sewn from colorful fabrics, which are embroidered with various additions, embroidered and decorated in the dry style. . Clothing should be compact, adapted to the climate and season, gender, age, and most importantly, comfortable and appropriate. Tailoring and sewing is a great art. Clothes are first selected from

natural (cotton, wool, jute, silk) or artificial fabrics, and seamstresses sew clothes at home, in workshops and factories. To do this, you must first cut the fabric. This work is done by a tailor. On the right, a fashion designer draws a model of a dress. So a few people work until the clothes are finished and they go down to the store.

During the Neolithic period, a man who mastered the art of spinning and weaving began to use wild plant fibers in clothing, and the development of animal husbandry and agriculture allowed the use of domestic wool and cultivated plant fibers to make cloth. All types of clothing have evolved from 2 primordial appearances — leather, grass, leaves, and feathers, which are thrown over the shoulders, and belts (belts). Later, veils took the form of cloaks, shirts, and kaftans, and waistbands took the form of pants, skirts, and aprons; a piece of animal skin wrapped around a slipper or foot is the simplest. It was a type of shoe, and bark and wood were also used for the shoes.

In the 20th century, technological advances and the changing lifestyle of the garment industry ushered in a new era in the history of clothing. . From the 20s, men began to wear uniforms. From the 50's there was a dress that was easy to move, light and elegant clothes were created, the sleeves were integral. Stylish shirts, skinny pants appeared, and sportswear became popular.

In women's clothing in the 1920s and 1980s, the asymmetry in the form of clothing, lines and ornaments disappeared, and the elasticity of the lines created by the free folds of elastic fabrics in shirts began to appear.

The practice of branding - in the original literal sense of marking by burning - is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE.[7][need quotation to verify] Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could deduce the actual owner. A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.[2][3][4][5] Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders.[6] Brand names are sometimes distinguished from generic or store brands.

In the modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.[8] Many companies believe that there is often little to differentiate between several types of products in the 21st century, hence branding is among a few remaining forms of product differentiation.[9] The term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into. It includes the voice and the tonality of the business. Over time, the practice of branding objects extended to a broader range of packaging and goods offered for sale including oil, wine, cosmetics, and fish sauce and, in the 21st century, extends even further into services (such as legal, financial and medical), political parties and people (e.g. Lady Gaga and Katy Perry). Branding in terms of painting a cow with symbols or colors at flea markets was considered to be one of the oldest forms of the practice.

Brand equity is the measurable totality of a brand's worth and is validated by observing the effectiveness of these branding components.[10] As markets become increasingly dynamic and

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fluctuating, brand equity is built by the deployment of marketing techniques to increase customer satisfaction and customer loyalty, with side effects like reduced price sensitivity.[8] A brand is, in essence, a promise to its customers of what they can expect from products and may include emotional as well as functional benefits.[8] When a customer is familiar with a brand or favors it incomparably to its competitors, a corporation has reached a high level of brand equity.[10] Special accounting standards have been devised to assess brand equity. In accounting, a brand defined as an intangible asset, is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value. Brand valuation is a management technique that ascribes a monetary value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

The word "brand" is often used as a metonym referring to the company that is strongly identified with a brand.[11] Marque or make are often used to denote a brand of motor vehicle, which may be distinguished from a car model. A concept brand is a brand that is associated with an abstract concept, like breast-cancer awareness or environmentalism, rather than a specific product, service, or business. A commodity brand is a brand associated with a commodity. USA, Japan, etc. firms compete freely with them. Clothing made of fabric in the CIS dates back to the Neolithic period. Mil. av. In the 1st millennium, Scythian men wore shirts and kaftans, pointed hats, boots, and women wore loose-fitting shirts and tops. Russians, Ukrainians, and Belarusians wore long-sleeved shirts, jackets, coats, fur hats, boots, pajamas, boots, Caucasians (Armenian, Georgian, Azerbaijani) wore long shirts, burqas, and women wore waist-narrow, wide-skirted shirts, compact caps, and thin scarves. The peoples of Central Asia wear long-sleeved shirts, jackets, coats, doppi, turbans, handkerchiefs, fur hats, mahsi, kavush, and ethics. They were dressed.

Clothing has significant social factors as well. Wearing clothes is a variable social norm. It may connote modesty. Being deprived of clothing in front of others may be embarrassing. In many parts of the world, not wearing clothes in public so that genitals, breasts, or buttocks are visible could be considered indecent exposure. Pubic area or genital coverage is the most frequently encountered minimum found cross-culturally and regardless of climate, implying social convention as the basis of customs. Clothing also may be used to communicate social status, wealth, group identity, and individualism.

In most cultures, gender differentiation of clothing is considered appropriate. The differences are in styles, colors, fabrics, and types.

In contemporary Western societies, skirts, dresses, and high-heeled shoes are usually seen as women's clothing, while neckties usually are seen as men's clothing. Trousers were once seen as exclusively men's clothing, but nowadays are worn by both genders. Men's clothes are often more practical (that is, they can function well under a wide variety of situations), but a wider range of clothing styles is available for women. Typically, men are allowed to bare their chests in a greater variety of public places. It is generally common for a woman to wear clothing perceived as masculine, while the opposite is seen as unusual. Contemporary men may sometimes choose to wear men's skirts such as togas or kilts in particular cultures, especially on ceremonial occasions. In previous times, such garments often were worn as normal daily clothing by men.

Different cultures have evolved various ways of creating clothes out of cloth. One approach simply involves draping the cloth. Many people wore, and still wear, garments consisting of rectangles of cloth wrapped to fit – for example, the dhoti for men and the sari for women in the Indian

subcontinent, the Scottish kilt, and the Javanese sarong. The clothes may simply be tied up (dhoti and sari) or implement pins or belts to hold the garments in place (kilt and sarong). The cloth remains uncut, and people of various sizes can wear the garment.

Another approach involves measuring, cutting, and sewing the cloth by hand or with a sewing machine. Clothing can be cut from a sewing pattern and adjusted by a tailor to the wearer's measurements. An adjustable sewing mannequin or dress form is used to create form-fitting clothing. If the fabric is expensive, the tailor tries to use every bit of the cloth rectangle in constructing the clothing; perhaps cutting triangular pieces from one corner of the cloth, and adding them elsewhere as gussets. Traditional European patterns for shirts and chemises take this approach. These remnants can also be reused to make patchwork pockets, hats, vests, and skirts.

Modern European fashion treats cloth much less conservatively, typically cutting in such a way as to leave various odd-shaped cloth remnants. Industrial sewing operations sell these as waste; domestic sewers may turn them into quilts.

In the thousands of years that humans have been making clothing, they have created an astonishing array of styles, many of which have been reconstructed from surviving garments, photographs, paintings, mosaics, etc., as well as from written descriptions. Costume history can inspire current fashion designers, as well as costumiers for plays, films, television, and historical reenactment.

Uzbek national costume. In the territory of Uzbekistan, local clothes have long been formed on the basis of climate, living conditions and tribal traditions. The rich history of the Uzbek national costume is reflected in the archeological monuments, murals, written sources, and miniatures depicted in the manuscripts found in the territory of the republic. During the Eastern Renaissance, as in all spheres, the development of clothing was very advanced. Waist dresses, which clearly show the beauty of a person's figure, are widespread. However, the method of tailoring clothes according to one's figure is not very developed here. The form of clothing is closely related to the aesthetic ideal, socio-economic life, in particular, religion and morality.

Women need a wide, long, narrow shape, sewn from light-colored fabrics. The brides wore a special necklace. The headscarf is usually a scarf. Depending on the age and status of the family, different types of handkerchiefs - gauze handkerchiefs, shawls, handkerchiefs, etc. different handkerchiefs were wrapped, and the method of wrapping was different. A comfortable hat for girls is a skullcap. The most popular are Iraqi skullcap [chorgul, yormadozi, beaded flowers, zardozi, and Iraqi doppi. The headdress is decorated with beautiful ornaments, a necklace, a zebigardon, a bracelet, a ring, etc. jewelry is worn. The women also wore an aura-lined cotton cloak made of simple fabric, which clung to the woman's figure and was slightly higher than the hem of the shirt. The collar of the coat was deeper, without buttons. According to Sharia, women hide their faces from strangers. So they covered the tent, then the shawl. Uzbek clothes are diverse. It features a variety of national costumes created in the late 19th and early 20th centuries, as well as state-of-the-art clothing. Planning for the began in the 60s. The development of the art of modeling and designing clothes in collaboration with artists is taking a new path. In some societies, clothing may be used to indicate rank or status. In ancient Rome, for example, only senators could wear garments dyed with Tyrian purple. In traditional Hawaiian society, only high-ranking chiefs could wear feather cloaks and palaoa, or carved whale teeth. In China, before establishment of the republic, only the emperor could wear yellow. History provides many examples of elaborate sumptuary laws that regulated what people could wear. In societies without such laws, which includes most modern societies, social

status is signaled by the purchase of rare or luxury items that are limited by cost to those with wealth or status. In addition, peer pressure influences clothing choice.

The fashion direction is based on the best achievements of fashion designers, mainly taking into account the specific season of the year. Great attention is paid to the creation of comfortable work clothes for people of different professions. Uzbek fashion designers are looking for expressive clothing styles that meet the new conditions. "Vintage" is a colloquialism commonly used to refer to all old styles of clothing. A generally accepted industry standard is that items made between 20 years ago and 100 years ago are considered "vintage" if they clearly reflect the styles and trends of the era they represent.

Items 100 years old or more are considered antique.

Retro, short for retrospective, or "vintage style," usually refers to clothing that imitates the style of a previous era. Reproduction, or repro, clothing is a newly made copy of an older garment.

Clothing produced more recently is usually called *modern* or *contemporary* fashion. Work is also underway on a traditional national dress code that is well-established among the people. The new shape of women's jackets, which appeared in the early 20th century, has changed only in some parts. The suitability of the traditional national dress for the natural climate, the ease of execution for each woman, the simplicity of its shape, and the ease of sewing all play an important role in the preservation of traditional clothing. In the works of Uzbek fashion designers, national and international features find a harmony in modeling. Humans have devised clothing solutions to environmental or other hazards: such as space suits, air conditioned clothing, armor, diving suits, swimsuits, bee-keeper gear, motorcycle leathers, high-visibility clothing, and other pieces of protective clothing. The distinction between clothing and protective equipment is not always clear-cut since clothes designed to be fashionable often have protective value, and clothes designed for function often incorporate fashion in their design. The choice of clothes also has social implications. They cover parts of the body that social norms require to be covered, act as a form of adornment, and serve other social purposes. Someone who lacks the means to procure appropriate clothing due to poverty or affordability, or simply lack of inclination, sometimes is said to be worn, ragged, or shabby.<sup>[32]</sup>

Clothing performs a range of social and cultural functions, such as individual, occupational and gender differentiation, and social status.<sup>[33]</sup> In many societies, norms about clothing reflect standards of modesty, religion, gender, and social status. Clothing may also function as adornment and an expression of personal taste or style.

For practical, comfort or safety reasons most sports and physical activities are practiced wearing special clothing, Common sportswear garments include shorts, T-shirts, tennis shirts, leotards, tracksuits, and trainers. Specialized garments include wet suits (for swimming, diving, or surfing), salopettes (for skiing), and leotards (for gymnastics). Also, spandex materials often are used as base layers to soak up sweat. Spandex is preferable for active sports that require form fitting garments, such as volleyball, wrestling, track and field, dance, gymnastics, and swimming. There were some differences in the design of unmarried Uzbek girls' and women's clothing. For example, the collar of a girls' shirt is opened horizontally and the edges are embroidered with a bow or hem; The collar of the women's jacket is about 25 cm long. After the annexation of Central Asia to Russia, dresses with a vertical collar (nogoy collar) appeared (in the Zarafshan valley it was called a Kazakh shirt). Young women wore shirts with parpara collars (or silent vertical collars) until their first children were born. In the late 19th century, women's dresses with pleated breasts appeared, and such dresses are still the main form of national dress.

In fact, the names of the clothes should be comfortable for us to pronounce and should not cause any discomfort when we use them in our speech. Therefore, in linguistics, special attention is paid to the study of clothing names and changes in their naming.

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