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THE PECULIARITIES OF FASHION-BLOGS DISCOURSE

The Internet has been an informational and social phenomenon for more than twenty years. Now it has a significant impact on all spheres of human life: interpersonal communication, shopping, reading, learning, etc. Under the influence of the Internet, the opinion of its users about the surrounding world is formed. For example, the Internet helps us choose what films to watch, what books and magazines to read, what food to eat and what to wear. On the one hand, information abundance eliminates the problem of choice. On the other hand, people and their opinions become dependent on the global «machine” of manipulation. The main blocks of this «machine” are online media, social networks, virtual communities and, of course, blogs of various thematic areas (education, politics, travel, fashion, art, society).

The relevance of this topic may be due to the popularity of blogging. In the global network there are more than five hundred million blogs, which attract readers of different age groups.

The **aim** of this article is to analyse the fashion discourse, namely the features of its use and classification.

A **blog** (short for web log) is known to be often defined as an online diary, a regular record of one’s thoughts, opinions, or experiences that they put on the Internet for other people to read [9].

Structurally, a blog consists of [15]:

1. heading;
2. catchy picture;
3. introduction;
4. lead in;
5. main points;
6. conclusion;
7. invitation for feedback;
8. related posts, comments and sharing.

Blogs vary in the type of content they contain. The most widespread types of blogs are personal blogs and niche blogs. Popular topics of niche blogs include: sports, food, writing, music, games, beauty, books, fitness, travel, entertainment, fashion, lifestyle, etc. [6].

Types of content blogs should also be mentioned [5, p. 28–29]:

- 1) content blogs with copyright notes (posts);
- 2) microblogging — contains brief daily posts from the author’s daily life;
- 3) linklog, consisting of links to other sites and comments;
- 4) blogs based on quotes and reposts from other blogs;
- 5) tumblelogs — almost the same as a regular blog, with one difference: a blog entry can only be of a certain format. For example, quote, video, link, song, conversation, and so on.
- 6) splogs — spam blogs.

The study of *State Of Digital* company identifies five more types of bloggers based on their intention to profit from the blog [11]:

- 1) a part-time specialist (uses blogging for extra income);
- 2) amateur (does not use blogging for profit);
- 3) a full-time specialist (blogging as a career);
- 4) a corporate blogger (engaged in the blogging of a particular organization, either in addition to his / her main responsibilities, or this is his / her only task);
- 5) an entrepreneur (maintains a blog for his / her company, such bloggers make up 13 % of the total).

This article discusses the discourse of fashion blogs. It should be noted that until recently, such a phenomenon as a fashion blog did not exist. Previously, you had to have many years of experience in this field and / or a relevant education to get a «name» in the world of criticism of the fashion industry. The Internet in general and the blogosphere in particular have fundamentally changed the situation. Due to the pluralism of opinions expressed in the network, the posts of fashion bloggers were noticed firstly by ordinary Internet users, and only then by designers and large fashion houses. So, now fashion-bloggers are considered to belong to the category of journalists or fashion critics. Moreover, they have become an integral part of fashion shows, one of the key elements of brand promotion on the market. Fashion designers are willing to pay large fees for the positive feedback on their collection or brand.

A fashion-blog is a journal of entries related to fashion, style, clothes in terms of their semantic content. This type of blog is intended to cover the lifestyle of bloggers. Their purpose is to advertise cosmetics, accessories, clothes of certain brands and designers at certain stores and shopping centres and to make the readers (followers) buy it.

The main types of content on this type of a blog are posts about modern fashion, publications in which bloggers talk about the latest events in this area. They upload photos from fashion shows, talk about what to wear in the current season. Fashion bloggers also upload their own photos (the so-called looks or outfits) with detailed descriptions of what brand the clothes are, its value, and explain why things are better to combine in this or that way [1, p. 16].

Fashion blogs as a multifaceted phenomenon must be considered precisely as a discourse, and not as a genre or style. This is due to the fact that discourse is a broader concept. It can be associated not only with the linguistic characteristics of blog texts, but rather with a whole range of extralinguistic parameters. These parameters are involved in creating a special atmosphere for fashion blogs.

When describing a fashion blog, all its components should be considered. They include the names of bloggers, their profession, range of interests, the posts they create, the links they share, the structure of blog posts and, of course, the linguistic and stylistic means that define this unique world [2, p. 188–190].

The description of the discourse in question must begin with a portrait of its main character — a typical fashion blogger. Two types of fashion bloggers can be distinguished [1, p. 17]:

1) the one who describes only fashion trends in clothes and accessories, and periodically shares his/her impressions of shopping trips in various shopping centres;

2) the one who posts his/her photos and a story about fashion trends in clothes of various brands. In addition, they upload photos and articles about press tours, fashion shows, presentations, advertise contests held by well-known brands in whose companies bloggers participate; publish articles on fashion and fashion trends, both his/her own and other authors’.

The first type of bloggers usually conducts their blogs on various blogging platforms, such as wordpress.com, tumblr.com, blogger.com [16]. Bloggers of the second type often turn a traditional blog into a fashionable portal, similar to online versions of reputable glossy magazines (Vogue, ELLE [10], Harper’s Bazaar [12], etc.).

The type of platform on which the blog was created and its format depends not only on the scale of financing the blogger, but also on the desire or the need to be equal with the reader, to be close and understandable to him / her. This is also necessary in order to be trusted not only by representatives of the elite of the society and regulars of fashion shows, but also by ordinary people. Some of them are in search of their unique style. Therefore, they explore the information space of the Internet or want to get acquainted with the main fashion trends of the upcoming season.

The vast majority of the audience of bloggers are not directly related to the fashion world. These are students, housewives, adolescents, public sector workers, etc. Many of them do not have the financial ability to replenish their wardrobe in the stores of those designers whose outfits they see in the photos of blog owners [1, p. 18–19].

Therefore, posting high-quality thematic images and illustrations becomes an extremely important task for bloggers. Posts are organized in such a way that they can attract readers of various types.

The study of blogs allows us to distinguish the following linguistic characteristics of fashion blogs [4, p. 91–95]:

1) Texts of fashion posts are highly expressive due to the use of a large number of descriptive adjectives, often in superlatives. Replication of adjectives is typical for Internet discourse. This technique is used to emphasize the quality of the subject, which is central to the blogger. Adverbs of degree (very, too, so), exclamatory sentences can also be used. Meaningful words are written in capital letters. Nonverbal means of communication such as emoticons («emoji») are used. They are typical for Internet communications and often replace punctuation marks. For example: «*In true Marc Jacobs fashion, the pockets are **huge**, the buttons are **big AND extremely shiny**. The fabrics are of **the highest quality**; thick, **heavy and rich, rich, rich!**», «*know you'll be wearing them for **a long, very long, time*** [8].»*

2) Complex sentences are not used. This helps to facilitate the perception of the text of the post, which has an advertising character. For example: «*Go for a slouchy linen trouser, a great white tunic, and throw your paisley on top like it's psychedelic icing. Don't forget the hat, if not to broaden your shade, then to broaden your horizon* [14].»

3) Bloggers use words related to colloquial vocabulary to be clearer to their readers. For example: «*but **y'all** know me..., wanna, I'm not **gonna lie**..., **they're NOT gonna last** very long but **man oh man, Hanging out** with my **erm...*** [13].»

4) Borrowings from the French language prevail in the fashion blogs of the English blogosphere (e.g. the *Patrouille de France* [8]; *L'oeil BA collection* [13]). Such words are usually related to the thematic field of fashion and style.

Blog posts are rich in stylistic devices, which make them especially aphoristic and figurative [3, p. 89–90]. For example:

1) allusions to designers (Calvin Klein, Karl Lagerfeld), actors (Sharon Stone, Jennifer Aniston, Angelina Jolie, and James Dean), editors of fashion magazines (Emmanuelle Alt (Vogue Paris)), famous models (Naomi Campbell, Gigi Hadid), fashion brands (Chloé, Dolce & Gabbana, Michael Kors, Gucci), shops (H&M, Zara), etc.;

2) metaphors: «*My main man, Marc Jacobs, has been killing it (and mind you, killing my finances) lately. A total **runway look*** [8]»;

3) epithets: *modern-boho aesthetic, minimalist bloggers, a romantic shirt* [12];

4) proverbs: *The Devil's In The Detail* [10];

5) irony: «*Another short trip notched up in New York meant another trip to Paintbox, not with palm trees, pineapples or other emoji-esque motifs that are so de rigueur of summer manicures* [13]»;

6) words belonging to a high literary style: *fabulous, magnificent, pretentious, poetic, to flourish, utilitarian, unearthly, azure*.

Many foreign bloggers maintain their blogs in two languages, for example, in English and French, as Alix does [7].

At the end of the post, bloggers make conclusions, which free the reader from self-understanding of information. This plays a decisive role in shaping the reader's opinion. The findings are often indirect and contain an incentive to action: «*Wanna know what I need to serve as an exclamation mark to this lewk? The olive green ostrich leather bag Marc named after me. Such a shame that bag is in the Philippines at the moment. **I'll make it my priority to get it the next time I go back to visit family*** [8]».

Summing up the results of the study, the following can be noted. Firstly, bloggers have the opportunity to cover topics of interest to them, express their opinions, focus on their perception of what is happening, provide information in the style most convenient for them, and act as the main character of the posts. All this brings the author as close as possible to readers. This leads to a growing interest in the blogosphere. Secondly, the linguistic component of blogs is characterized by a high level of expressiveness and speech that is easily comprehended. Blogs have almost the same structure, which allows the readers to orient in the web page and feel comfortable reading posts. Today, fashion blogs provide an opportunity to write about fashion not only to journalists, but also to ordinary people. Even if you do not have a professional journalistic education, you can become a fashion blogger. This situation is favourable for self-expression, searching for like-minded people, grouping according to interests, opinions, way of life and lifestyle. For this reason, blogs attract young people who have a need for self-expression.

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ЛІНГВОКУЛЬТУРНІ ТА СЕМАНТИЧНІ ОСОБЛИВОСТІ ФРАЗЕОЛОГІЗМІВ З КОМПОНЕНТАМИ-ЗООНІМАМИ В АНГЛІЙСЬКІЙ МОВІ

Постановка проблеми. У процесі життя людина створює власну систему світосприйняття, яка відображає національно-культурні традиції певної мовленнєвої спільноти, яка, представлена мовою, створює мовний світогляд. Зоолексика різних народів демонструє нам, що образне мислення кожного народу є індивідуальним та відмінним в ціннісній картині світу різних етносів. Актуальність цієї роботи полягає в тому, що фразеологічні одиниці, що містять назви тварин, представляють великий прошарок лексики, часто вживаються, привертають увагу дослідників, однак залишаються недостатньо вивченими.

Аналіз дослідження. Фразеологічні одиниці із компонентом-зоонімом є надзвичайно популярними у мовленні та представляють собою досить велику групу лексичних одиниць. Дослідження фразеологізмів із зоосемічним компонентом були проаналізовані в роботах таких учених, як Г. Кривенко, О. Нагорна, Л. Ярова, В. Мокієнко, В. Ужченко, В. Телія, А. Шмельов. Однак проблема комплексного підходу до фразеологічної одиниці як поняття мови та культури ще не вивчена і не затверджена, також їхня семантична класифікація потребує ґрунтовнішого вивчення.

Мета статті полягає у аналізі лінгвокультурних аспектів та вивченні семантики англійських зооморфних фразеологізмів. Досягнення поставленої мети передбачає розв'язання таких завдань:

- охарактеризувати лінгвокультурну специфіку зооморфних фразеологічних одиниць;
- надати семантичну класифікацію ФО, що аналізуються.