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English Labels: Past and Present

English is a global language. It has penetrated into all spheres of society. We can hear English at home, in the streets, on television and radio, in newspapers and magazines. Most manufacturers of clothes, shoes, cosmetic products, electronic equipment use English in the instructions and labels.

Today T-shirts with labels in English are especially popular among young people and teenagers. This trend, which has taken possession of Europe and the US, has become more and more popular in Russia. And now the T-shirt with a flashy label is not only a part of the collection of the fashion designer. It is also an essential attribute of the youth wardrobe. The meaning of the words does not matter – being a fashion person is what really matters.

Originally, Ancient Greece became the ancestor of the inscriptions on the clothes. There was popular embroidery and patches on clothes with the names of the owners. Later, by the end of the XV century, Italian and German portraits demonstrated the inscriptions in the pattern of men's shirts and corsages of women's dresses. Usually, the motto of a noble family was written in Latin. In the twentieth century, political ideas moved from paper to clothes as slogans on T-shirts. The history of such inscriptions is quite interesting. First inscriptions adorned only uniforms, indicating the status of people wearing them. Then they began to show the designer's name or the brand of the thing. Later, in the 1980s, inscriptions on clothes began to carry the meaning. [1]

Fashion trends are constantly changing. You can wear a beautiful dress or a suit, wonderful shoes and take an expensive handbag and you will look stylish. But who doesn't want to show off? A T-shirt with a speaking label will be suitable to this situation best. Not everyone can understand the message, especially in a foreign language, but you won't be unnoticed.

Why are T-shirts with English inscriptions so popular among teenagers? The answer is quite simple: youth means freedom. A businessman is unlikely to wear such clothes. Fashion is fashion. But if you want to be a big-ideas person at work, suit up. Scientists say that wearing formal business attire can increase abstract thinking – an important aspect of creativity and long-term strategizing. The experiments suggest the effect is related to feelings of power.

The label on the clothes has a certain communicative orientation. Mostly, it depends on the purpose of the communication. There are many types of labels with different meanings. They may also contain slang words, either well-known or prevalent only in a certain circle of people or in a particular territory.

The inscriptions can include:

- contracted forms (Sorry, I'm late)
- grammar and lexical mistakes of different kinds (“i werkz hard for da monee”, “can to fly”)
- questions and exclamations (Hi, and your name is?)
- words broken into parts that have no sense (“Princ iple ofsuc cess”)

All the inscriptions can be divided into several semantic groups:

- brands (Adidas, Nike, Dior, D&G, Versace, Celine)
- musical bands (Metallica, Beatles, Queen, Pink Floyd, Ramones)
- jokes and funny phrases (“Princesses don't do dishes”, “I was born to be blond”, “People like people but I am the queen”, “I love you more than pizza”, “No boyfriend no problems”)
- negative expressions (“Don't copy me!”, “Minimum of the contact with surrounding”, “You can't sit with us”, “Don't care”, “All monsters are human”, “I have no future”, “I don't believe in human”)
- social problems (“No parking”, “Stop pollution”, “Save the Earth!”, “Don't worry! Be happy!”, “Don't be mad”, “Stay real”)

- characteristic of a person (“Forever Young”, “Girl princess”, “I am at the age of”, “Born to be Free”, “Poison free”, “Nothing is possible”, “Best friends”, “Student”, “Super star”)
- quotes from songs and movies (“Diamonds are best Girls’ Friends”, “All you need is rock-n-roll”)
- names of sports teams (“NBA”, “Real Madrid”, “NY Yankess”, “Manchester united»)
- names of cities and countries (“America”, “NY, I love NY”, “Keep calm and love London”)
- subject from movies and books (“Batman”, “Superman”, “Barbie”, “Avada kedavra”, “Its LeviOsa not LeviosA”)

To sum it up, T-shirts with the inscription in English will help you express yourself, if you really know the meaning of the label. A T-shirt with the reasonable inscription can be interpreted as a powerful expression of individuality. In any case, it is necessary to remember and understand what is written on our clothes!

Литература

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