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TÍTULO: Conceptos de moda toponímicos de Rusia y China.

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RESUMEN. El artículo investiga los conceptos toponímicos que se adoptarán recientemente relacionados con el estudio de la dirección de la ciudad como el identificador espacial que es especialmente importante en el mundo de la información moderna mediante la actualización de un fenómeno de la moda en los idiomas ruso y chino. La investigación permite analizar la mentalidad de dos pueblos, que se muestra a nivel asociativo de los portadores de la linguocultura definida sobre la base del fenómeno integral de la moda que llega a todos los campos de actividad de la persona. Se presta especial atención a la estructura de conceptos, el llenado léxico, un componente cuantitativo para detectar su relevancia comunicativa.

PALABRAS CLAVES: concepto, moda del topónimo, linguocultura, Chino, Ruso.

TITLE: Russian and Chinese Toponymic Fashion Concepts.

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ABSTRACT: The article investigates the toponymic concepts that will be adopted recently related to the study of the direction of the city as the spatial identifier that is especially important in the world of modern information by updating a fashion phenomenon in the Russian and Chinese languages. The research allows us to analyze the mentality of two peoples, which is shown at the associative level of linguoculture bearers defined on the basis of the integral phenomenon of fashion that reaches all fields of activity of the person. Special attention is paid to the structure of concepts, the lexical filling, a quantitative component to detect its communicative relevance.

KEY WORDS: concept, toponym fashion, linguoculture, Chinese, Russian.

INTRODUCTION.

No culture exists in isolation. In the course of its life is constantly forcing turning to her past, or to the experience of other cultures. This appealing to other cultures is called "interaction of cultures". In this interaction, the obvious fact is the communication of cultures in different "languages". The fact is that each culture in its development creates different systems of signs, which are its original carriers. The creation of signs is a purely human feature. Only a person consciously creates his signs, they are not for him innate, because they represent the form of the existence of human culture [Glushkova Svetlana Yurievna, Khuzina Alina Ilshatovna, Khabibullina Elmira Kamilevna, 1916].

For a long time, fashion has been setting the tone for the trends dominating the world, and determining their direction. These trends have affected all areas in which people live and develop: clothing, lifestyle, work, attitude, etc. The space for the realization of fashion is the city, its buildings, public places, streets, so fashion and the city are inextricably linked. In speaking of linguistics and studying the city in terms of this scientific direction, we should note that "in the modern information society, the role of toponyms – the identifiers of geographical objects – as

precise landmarks in the space reflecting the mentality of the people” are being strengthened [Kovlakas E. F. 2011].

The concept, being a tangle of culture, performs the function of mapping the mentality and all its changes through the language space.

Regarding the structure of the concept, it should be noted that it “is grouped around a certain “strong” (i.e., value-accentuated) point of consciousness, from which associative vectors diverge” [Karasik V. I., Slyshkin G. G., 2001]. “The most relevant associations for the native speakers are the kernel of the concept; the less significant ones are the periphery” [Karasik V. I., Sternin I. A. Antologiya konceptov, 2005].

DEVELOPMENT.

The purpose of this work is to reveal toponymic concepts in disclosing the phenomenon of fashion in Russian and Chinese linguocultures, i.e. those cities that are associated with the conception of fashion from different bearers.

Methods.

The research methods were:

- 1) Descriptive method, which included the methods of observation, generalization, interpretation and classification.
- 2) Method of conceptual analysis, involving the identification of concepts and methods to verbalize them.
- 3) Statistical method with the use of quantitative analysis, providing accuracy in identifying the frequency of concepts and conceptual features.

The questionnaire of a free association experiment was used as a research material, in which about 300 respondents took part. Respondents were asked a few questions about the associative field of the concept of fashion.

Results and Discussion.

This topic was an object of concern by such authors as Weibel, R., G. Dutton [1999], Győrffy [2015], Imai, M., & Haryu, E, [2004], Lynch, K. [1960], Edward Said [1994], Somadoda Fikeni [2011], Naftali Kadmon [1993], but the investigation from the perspective of contrastive analysis in the very these languages has not been carried out yet.

Concerning Russian linguistic culture, it is paradoxical that no Russian city was included in the list of countries (cities) associated with the notion of fashion. Resulting from the survey, we have found the following toponymic fashion concepts: **France (300), England (276), America (233), Italy (119)**, with their main fashion cities, respectively: **Paris, London, New York, Milan**.

The concept of **France** is the most communicatively relevant fashion concept of modern times, since the priority of French things has high value significance in the texts. The dominant component of France is expressed by the lexeme France (French) or the linguistic equivalent – Paris (Parisian). It has a core and periphery in its structure.

The kernel of the concept is actualized in an explicit way:

- 1) the lexemes that coincide with the dominant concept and are cognate: France (22), French (93).
- 2) lexemes-hyponyms in relation to the dominant concept and cognate units: Paris (65), Paris (30).

The periphery of the concept is verbalized in an implicit way: the lexemes that reflect conceptual indications such as “shopping”, “aesthetics”, “trademarks”: Chanel (50), boutique (29), Lagerfeld (5), perfection (4), shop (2).

The concept **England** alongside the concept **France** occupies a leading position in the area of the origin of fashion. The dominant component is expressed by the lexeme England or its linguistic equivalent London; the concept consists of kernel and peripheral parts.

The kernel of the concept is actualized explicitly:

1) The lexical units that either coincide with the dominant concept, or are cognate: England (31), English (158).

2) the lexemes-hyponyms to the dominant concept and cognate units: London (50), of London (18).

Peripheral lexemes verbalize the concept in an implicit way: by means of the units that actualize the conceptual attributes: the queen (9), fashion show (5), restraint (3).

The concept of **America** is also a significant toponymic concept of fashion. It is the lexeme America or the unit that actualizes the American fashion, New York is the first to participate in its verbalization; it consists of kernel and peripheral parts.

The kernel sphere is filled with the lexemes that objectify the concept explicitly:

1) units that coincide with the dominant concept and are one of its roots: America (80), American (64).

2) lexemes-hyponyms to the dominant concept and cognate units: New York (69), of New York (11). The peripheral zone consists of the units that verbalize the concept in an implicit way: the lexemes that actualize the conceptual feature: flamboyancy (stunning) (9).

The concept **Italy** takes the last place in the list of toponymic concepts that actualize foreign geographical objects related to the level of popularity of foreign fashion labels in our domestic space. The concept is expressed by the lexeme Italy or its cognate equivalent Italian and consists of kernel and periphery.

The kernel is actualized in an explicit way:

1) The lexemes that coincide with the dominant concept and cognate: Italy (35), Italian (53), the Italians (3).

2) The lexemes-hyponyms in relation to the dominant of the concept: Milan (19). The periphery is verbalized in an implicit way: the lexemes that actualize the fashion brands of Italy: Rifle (5), Armani (4).

Modern time is distinguished by an orientation toward the West and Western fashion. Proof of this is the active functioning of toponymic concepts in the minds of bearers, defining western geographic objects.

In speaking of Chinese linguistic culture, it is interesting that three Chinese cities were included in the list of countries (cities) associated with the concept of fashion. As a result of the survey, we have found the following toponymic concepts of fashion: **France (300), China (276), Hong Kong (233), Italy (119)**, with their main fashion cities, respectively: **Paris, Beijing-Shanghai, Hong Kong, Milan.**

The Chinese also consider Paris to be the capital of fashion, fashion houses and brands. The kernel of the concept is actualized explicitly:

1) The lexeme that coincides with the dominant of the concept 巴黎(53).

2) The lexeme-hyponyms in relation to the dominant concept and cognate units: 巴黎(60), 巴黎的 (40). The periphery of the concept is verbalized in an implicit way: lexemes that reflect conceptual features 购物 “shopping” (50) 品牌 “trade marks, brand”: 香奈 Chanel (30), 专卖店 boutique (27).

The concepts of **China, Hong Kong** alongside the concept of France are quite blurred in the minds of the Chinese from the point of view of fashion. The kernel of the concept is actualized explicitly:

1) The lexical units, either coinciding with the dominant concept, or using morphemes: 中国 China (31), 中国的 Chinese (158).

2) The lexemes-hyponyms in relation to the dominant concept and cognates: 北京 Beijing (60), 香港 Hong Kong (78) 上海 Shanghai (50). The peripheral lexemes are blurred enough.

The concept **Italy** in Chinese linguistic culture also takes the last place among concepts that actualize foreign geographical objects related to the level of popularity of foreign fashion labels.

The concept is expressed by the lexeme 意大利 Italy.

The kernel is actualized in an explicit way:

1) The lexemes that coincide with the dominant concept and are cognate: 意大利 Italy (39), 意大利的 Italian (43), 意大利人 the Italians (3).

2) The lexemes-hyponyms to the dominant of the concept: Milan 米兰(19). The periphery is verbalized in an implicit way: the lexemes that actualize the Italian brands of fashion: Armani 阿玛尼 (4) 古驰 Gucci (9).

CONCLUSIONS.

In the Chinese mind fashion is created not only by Western brands. Chinese fashion has always been special and the local color, culture and way of life have furnished it with correction.

Modern society associates fashion mainly with the West. An indicator to it is the active functioning of toponymic concepts in the minds of the bearers, denoting Western geographic objects in both Russian and Chinese linguocultures. And if the names of large Russian cities as the leaders of fashion are paradoxically absent in the minds of Russian society, then for the Chinese, fashion is created not only by Western brands, but also by China's proper, as China's fashion has always had a local color, and culture and life have furnished it with correction.

Chinese people like to buy expensive brands with logos, so that everyone can see the level of their well-being. It comes from the depths of consciousness, from the Chinese mentality and is determined by economic and historical background: a sense of security plays a big role due to ubiquitous poverty in the country, but in recent years, many wealthy Chinese prefer intellectual luxury, their tastes become less refined and more specific. They begin to worry about what the

brand and its products in general are, questioning the true value of a particular thing. Priority is given not only to blind obedience to fashion labels, but also to responsiveness to their lifestyle and individual parameters.

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