

UNVEILING THE PROMINENT VALUES OF FASHION: A COMPARATIVE ANALYSIS OF AMERICAN AND BRITISH FASHION BLOGS

MODANING MUHIM QADRIYATLARINI OCHISH: AMERIKA VA BRITANIYA MODA BLOGLARINING QIYOSIY TAHLILI

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Abstract. *This study identifies the main promoted values of fashion in England and the UK, highlighting the importance of beauty, youth, and femininity in fashion discourse. The analysis of English-language fashion blogs reveals the use of high metaphorical language, anthropocentricity, and appeal to the characteristics of the advertised product, as well as the promotion of patriotism through fashion.*

Annotatsiya. *Ushbu tadqiqot Angliya va Buyuk Britaniyada modaning asosiy targ'ib qilinadigan qadriyatlarini aniqlaydi va moda nutqida go'zallik, yoshlik va ayollik muhimligini ta'kidlaydi. Ingliz tilidagi moda bloglari tahlili shuni ko'rsatadiki, o'ta metaforik tildan foydalanish, antropotsentrizm va reklama qilinayotgan mahsulotning xususiyatlariga murojaat qilish, shuningdek, moda orqali vatanparvarlikni targ'ib qilish uning asosiy vazifalaridandir.*

Keywords. *Fashion, England, British, America, style, beauty, youth, femininity, patriotism, luxury, attention to detail, authenticity, mythologization, British fashion brand, rational side of fashion, American mentality, individualism, comfort, simplicity, bright colors.*

Kalit so'zlar. *Moda, Angliya, Britaniya, Amerika, uslub, go'zallik, yoshlik, ayollik, vatanparvarlik, hashamat, tafsilotlarga e'tibor, haqiqiylik, mifologiya, Britaniya moda brendi, modaning oqilona tomoni, Amerika mentaliteti, individuallik, qulaylik, soddalik, yorqin ranglar.*

A study conducted by A.G. Khunagova, made it possible to identify the main promoted values of fashion in England. Communication in fashion blogs is characterized by high metaphoricality, which highlights such components as beauty and youth, which has a high persuasive potential due to the combination of anthropocentricity and appeal to the characteristics of the advertised fashion product [Khunagova, 2013, p. 117]. Fashionable new items in England are presented as something perfect, ideal and unique. In addition, English-speaking fashion bloggers from the UK are trying to reflect patriotism in fashion, as the following examples indicate to us: *"define the essence of true British style"; "fabulously British", "British style that offers luxury, attention to detail and authenticity"* [Khunagova, 2013, p. 115]. In England, the key characteristics of the discourse regarding fashion values are: the mythologization of fashion (its ability to impart beauty and femininity), fashionable patriotism (belonging to a British fashion brand), femininity. The British see an exclusively rational side to fashion, understanding it as a means to an end. The idea of the inseparability of time and fashion can be traced in English linguistic culture. The transience of time, the observation of its movement at incredible speed, had a significant impact on the tradition of fashion houses working several seasons ahead of time.

For historical reasons, Americans are adherents of British traditions in fashion. However, adjusted for the American mentality, the characteristic features of which are individualism, the achievement of the "American Dream", equality, freedom of self-expression, actions in order to achieve internal comfort and harmony. Therefore, in the minds of Americans, fashion is, first of all, associated with comfort. In America, simple T-shirts, shirts and jeans have not gone out of fashion for many years. The characteristic features of American clothing are versatility and simplicity of cut. At the same time, Americans love to diversify their appearance with bright colors. Comfort replaces any vulgarity, so sweaters or dresses with open shoulders, back and belly are not typical American fashion. The love of American women for solid soles, sneakers and sneakers is also justified. They use heels only on special occasions.

Analysis of English-language fashion blogs at the graphical level. The most vivid demonstration of the polycode, multimodal nature of the text is manifested at the graphic level, so the analysis of fashion blogs must begin with graphics. As discussed in Chapter 1, color plays a fundamental role in the perception of information. Thus, it is necessary to pay attention to the fact that the same color can convey different information depending on the country, the mentality of its inhabitants and the historical period. For example, the color black in America and

Great Britain is an indicator of power, prestige, and seriousness, which is why in many universities the graduation gown is black. However, the association of black with unhappiness and troubles was also reflected and consolidated in language with negative connotations: "*black mark*", "*blacklist*", "*black humour*", "*black mood*" [Voevoda, 2012, p. 117]. In English-speaking countries, the color white is a symbol of purity and honesty, as evidenced by the expressions "*whiter than white*", speaking of a very honest person; "*white lie*", that is, a lie for salvation. The Queen traditionally wears white when she opens Parliament. Red is the color of strength and passion. English kings were crowned in red velvet. Queen Elizabeth II not only wears deep red velvet to the annual State Opening of Parliament, but also wears shades of red in her everyday life. Since the time of Geoffrey Chaucer, that is, since the Middle Ages, in English culture the color blue has been a symbol of fidelity, perhaps because of the simple rhyme - "*true blue*". This fact can be confirmed by the Anglo-American wedding tradition, according to which the bride must wear "*something old, something new, something borrowed, something blue.*" In turn, in America, the color blue is treated exclusively practically; for example, farmers often paint barn doors blue because it repels flies [Voevoda, 2012, p. 115]. The color green has metaphorical meanings in English-speaking culture: it denotes youth and sometimes inexperience, for example, "*green horn*" / "*green hand*" ("newbie, inexperienced person"); "*as green as grass*" (a completely inexperienced person). In ancient times and in modern Irish fashion, green combined with red in checkered or striped patterns reflects the individuality of the people of the Republic, otherwise known as the Emerald Island. Ireland received this name because of its lush vegetation and green landscapes [Ireland, Electronic resource]. Fashion blogger Rebecca in her blog (see Figure 1) A clothes Horse very clearly expresses the identity of Ireland, photographing its castles, nature and green national costumes.



Figure 1 – Blog A clothes Horse

The above review of the use of the color component in phraseological units of various types allows us to conclude that American and British blogs are characterized by both bright colors and pastel ones. As our research has shown, the color design of a blog depends not only on the culture of its owner, but also on what brand it promotes, what age and social stratum of society it targets. For example, midfielder of the English club “Chelsea Ruben” Loftus-Cheek, during his rehabilitation after an injury, became an ambassador of the “Burberry” brand (Figure 2). At this time, his blog was rebranded, and it acquired a bed color scheme, filled with photographs of a football player wearing clothes with a popular checkered pattern of four colors: black, white, sand and red; which is a print of the British brand.



Figure 2 – Ruben Loftus-Cheek's blog

Graphic features of English-language fashion blogs often include highlighting text in different colors, changing the font, text direction, underlining, and italics, which is only possible on personal sites. Authors often use these techniques to attract readers' attention to keywords and expressions: "Matching my outfit with this lush location in an **emerald dress** and **blue accents**" [Wendy's lookbook, Electronic resource], "Shop my current favorites from my wardrobe , all in one place! " [Ciara O'Doherty, Electronic resource], "The **green Vivaia flats** here are a nice pop of color against the dark blue of the jeans and the white of the blouse" [A clothes horse, Electronic resource] (Figure 3–4).

This summer is all about easy-breezy sets and white-hot accessories — which is why I'm so excited to team up with my friends at **CHARLES & KEITH!** They've got some of the chicest shoes, bags, sunglasses, and jewelry on the net... and the best part? They won't break the bank.

Figure 3 – The Chriselle Factor Blog



"PAID COLLABORATION"
Two Early Spring Looks with Vivaia

REBECCA, A CLOTHES HORSE [yob/has](#)



Figure 4 – Blog A clothes horse

On the Instagram platform, unlike personal sites, it is technically impossible to write in italics or change the color and direction of the text. That is why emoticons are often used in posts, the pragmatic purpose of which is to more accurately convey the author's mood, as well as his desire to inspire readers, establish closer contact with them, simulating the situation of natural interpersonal communication, which is also found among most bloggers. If we consider blogs that are maintained on the Instagram platform, then emoticons are used more often than on the personal sites of bloggers: *"In between meetings before the weekend starts. Wearing my favorite pieces from the #purelei signature collection to celebrate their 5th anniversary 🍷"* [Negin Mersalehi, Electronic resource] (Figure 5).

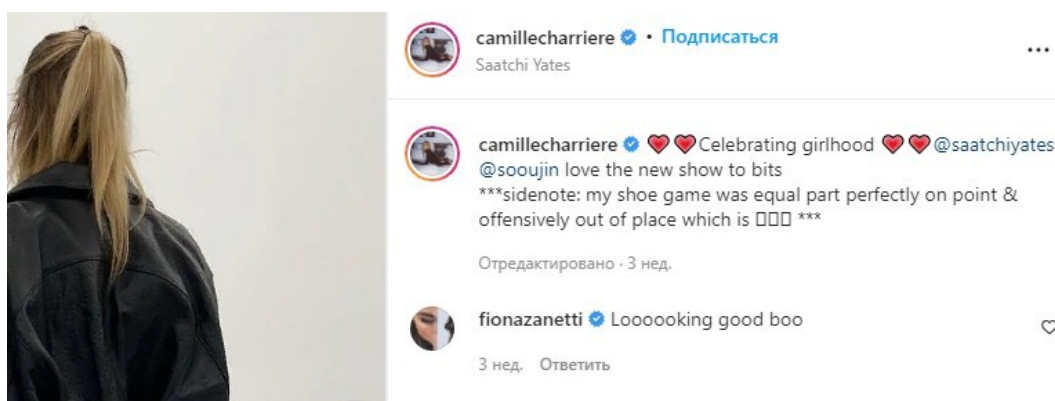


Figure 5 – Camille Charriere's blog

In conclusion, the analysis of English-language fashion blogs has revealed the main promoted values in England, such as beauty, youth, patriotism, and femininity. The use of color in fashion blogs is a crucial aspect, with colors having different meanings in American and British cultures. The analysis also highlights the polycode and multimodal nature of fashion blogs, which involve not only

written text but also visual elements such as images, graphics, and emoticons. The study demonstrates that English-language fashion bloggers from the UK strive to reflect patriotism in their fashion choices, while American bloggers prioritize comfort and individuality.

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