

## SUMMARY

**Subject matter:** Gallicism in the German discourse of fashion and their didactic potential

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**Topical Importance:** Relevance of a research is caused by existence and functioning in the German discourse of fashion of the French lexical loans and long ago the arisen need for their profound and comprehensive study.

**Goals:** The main goal is identification and system consideration of Gallicisms of a written discourse of fashion.

**Task:** to carry out the state-of-the-art review of scientific literature devoted to loans in German; to define extra - and interlinguistic prerequisites of penetration of the French loans into German; to study the historical and culturological factors which have caused specifics of filling of a German-speaking discourse of fashion Gallicisms; to carry out the topological analysis of original German-language texts about fashion of publicistic style.

**Theoretical value and practical applicability:** The theoretical importance of a research consists in studying of a role of the French loans in German. In this work Gallicisms are considered as result of interaction and interference of two language pictures of the world, as a way of replenishment and enrichment of the German language through French borrowing. Besides work makes a contribution to studying of functioning of Gallicisms in the sphere of fashion and in development of the theory of a discourse.

The practical importance of a research is caused by a possibility of using the main results in works on a lexicology, linguistic and cultural studies German language, style. The materials can be used in lexicographic practice.

Many scientists criticize the lack of a measure at loan. However some linguists consider loan as a way of enrichment of language, with particular focus

on cross-cultural contacts. One of these contacts can be considered fashion. The fashion is a part of culture. It can't exist outside of society.

**Result:** We have carried out the comprehensive analysis and the description of the main components of the German and French conversation about fashion. In work it is consistently proved that this type of a conversation about fashion belongs established as in it, components, feature of this type, are assigned: participants, chronotope, purposes, values, functions, strategy, genres, inconsistent formula.

The influence of the French language in the field of fashion noticeable in the German language, and currently, despite the great influence of Anglo-Americanisms. As have shown results of a research, in the field of fashion words of the French is still relevant.

The text in the discourse of fashion to optimally performs basic discursive functions: accurately, clearly, concisely, describes the available model. He carries a supporting role : comments on a photo, a short phrase designed for quick reading.

Unusual for German, phonetic, grammatical, and graphical properties of Gallicisms attract attention and motivating participation in fashion life. New life within such subject as "Fashion" is received by Gallicisms which belong to outdated lexicon, known only to the true followers and connoisseurs of French fashion and culture. The authors fashion publications use borrowing in order to impress the consumer, they tend to emphasize the status, education, refined taste and self-esteem.

In general Gallicisms form numerous and various layer of vocabulary of the German language fashion. Loans from French nominate articles of clothing which characterize appearance of the person, his manners and behavior, designate various shades of flowers, styles and directions in art.

**Implementation advice:** the theoretical and practical data of the paper can be applied for further scientific research, for works on a lexicology, linguistic and cultural studies. Materials can be used for pupils of schools at the initial stage of training in German.

