

ABSTRACT
**of the final qualification work on the topic
"Linguoculturological features of the concept
of "FASHION INDUSTRY" in modern English"**

Author of the final qualification work: 4th year student of the Institute of Foreign Languages and International Tourism of Pyatigorsk State University R.K. Kamilova studying in the direction of training 45.03.02 - Linguistics (profile: theory and methodology of teaching foreign languages and cultures- the English and German languages)

Scientific research supervisor of the final qualification work: PhD, associate professor of the department of cross - cultural communication of the Institute of foreign languages and international tourism PSU I.M. Akopyants.

The relevance of the research topic is determined by the following factors. The concept of the fashion industry, reflecting the above characteristics of the fashion industry as a segment of the economy, needs more in-depth study. This will allow us to identify the conceptual parameters that form it, establish their organization within the concept and describe the features of verbalization, taking into account the cultural identity of the communicants. Linguocultural modeling of concepts is currently one of the most actively developing areas in linguistics, but not all types of cultural concepts are sufficiently studied. The fashion industry is not only a cultural phenomenon, but also an economic phenomenon, which is widely and variably represented in the language, but is not sufficiently studied from a linguistic point of view.

The objective of the study to determine the components of the concept of the fashion industry, their organization and features of actualization in the speech of English-speaking communicants.

Research tasks:

- 1) to establish the constitutive features of the concept "FASHION INDUSTRY";
- 2) describe the associative, discursive and linguocultural characteristics of the "FASHION INDUSTRY";
- 3) identify, describe and classify lexical means that objectify the concept of " FASHION INDUSTRY";
- 4) determine the most significant parameters of the concept "FASHION INDUSTRY" in the aspect of English-language linguoculture.
- 5) Analyze the implementation of the identified linguistic and cultural features in the light of the parameters of the fashion discourse.
- 6) Identify the main linguistic and stylistic features of the fashion discourse.

The theoretical significance of the research is that this study attempts to clarify, the concept of "concept" in modern linguistics, determines the place of the concept of "FASHION INDUSTRY" in the fashion discourse as a whole, identifies and describes the content and structural characteristics of the concept of "FASHION INDUSTRY" in the linguoculturological aspect, taking into account the pragmatic specifics of its verbalization in the British fashion discourse.