

## LEXICAL AND STYLISTIC PECULIARITIES OF ONLINE ARTICLES ON FASHION

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*Acest articol are ca scop prezentarea particularităților lexicale și stilistice ale articolelor online din domeniul modei. Cercetarea se axează pe analiza multiaspectuală a acestora. Demersul cercetării îl constituie dezvoltarea formelor noi de stil publicistic caracterizate prin brevilocvență, concizie, vocabular metaforic cu efect lingvistic și extralingvistic puternic asupra cititorului.*

Publicistic style is a linguistic style which deals with media and everything that concerns the large public. Its general purpose is to persuade and to influence public opinion [2, p.332]. The development of Internet lead to the creation of a new form of publicistic style mainly the online article. Online article is the same article as in print media containing the same elements as headline, by-line, introduction, body, quotes, photos and captions. However, online articles on fashion are usually more sophisticated in comparison with the articles from fashion newspapers or magazines, containing a lot of photographs and videos and, in most cases, with small articles about a certain topic [3, p.2].

When analyzing the language of fashion in articles, we took into consideration the research made by the semiologist Roland Barthes, in his book *Système de la Mode (The Fashion System)* in which he tries to establish the role of fashion magazines and how they contribute in the production of fashion signs. In his book, he mentioned that in most cases images may say more than words. He writes that “an image inevitably involves several levels of perception and that the reader of images has at his disposal a certain amount of freedom in his choice of the level” [1, p.25]. R. Barthes also speaks about two functions of the language of fashion: the function of knowledge and the function of emphasis [1, p.13]. The function of knowledge proves that language delivers more additional information while photography delivers poorly or not at all. The function of emphasis duplicates elements of a garment, which are visible in the photograph.

Our research is based upon a corpus of twelve articles on fashion, which include around 510 other small articles (sub-articles), selected

from popular websites such as „Yahoo!Style”, „Yahoo!Music”, „Yahoo!News”, „Vogue” etc. The main subject covering the articles is the outfit of celebrities at Grammy Awards, one of the most famous annual ceremonies dealing with music industry. All these articles were analysed from both the linguistic and extra-linguistic standpoints.

The extra-linguistic peculiarities have an important role for online articles on fashion, because, first of all, people are attracted by the physical aspects, then they are impressed by what they see in the article. However, the language used in these articles has also a significant importance, as it has a great impact on the reader and a huge power of persuasion. As the main goal of the articles on fashion is to persuade people on buying a product, the linguistic peculiarities in these articles may be compared with the language used in advertising and even with the belles-lettres-style. They contain many stylistic devices that intensify the beauty of the language.

As regards lexical peculiarities of articles on fashion we can state that derived words prevail and that the majority of the derived words are adjectives (90 words): *curvy, corsetry, fashionista, asymmetrical, pre-grammy, oversized*. Compound words are also widely used (46 words): *bead-embroidered, well-tailored, pearl-embellished, cobalt-blue, red carpet, chain mail, black-and-white*. Most of them are used as nouns (25), while 21 compound words are adjectives. In the majority cases, compounds are used for describing parts of clothing. For example, there are different types of necklines, whose names contain two or more words: *polo neck, jewel neckline, scoop neck, V-neck, square neck, off-the-shoulder, one-shoulder necklines, keyhole necklines, sweetheart necklines, U-neck, turtleneck*.

Articles on fashion also use a large number of adjectives, which denote different shades of colour such as *cobalt-blue, hot-pink, canary-yellow, pale pink, bright pink, light purple, electric blue, bright red, wild pink, silk and tulle pink dress* etc. or the length of a clothing or part of it, like *high-end, low-cut, long-sleeved, thigh-high leather boots, high-waisted, floor-length* etc.

The terminology of fashion contains a vast number of borrowed words from different languages, like French, Italian, Latin, etc. The majority of borrowed words have French origin: *chic, culottes, couture, espadrilles, bracelet, silhouette, fragrance, crêpe, lingerie, velour, georgette, rouge, creme, embroider, bustier, chignon* etc. There also

are words borrowed from Germanic languages: *rucksack*, *trend*, *sketch*, *yoke*, *linen*; from Urdu and Persian: *shawl*; from Hindi: *bangle*; from Italian: *stiletto*, *pastel*, *pastiche*; from Arabic: *elixir*, *satın*; from Greek: *sandal*. Many borrowings came into English via other languages, for example the Italian word *pastiche*, entered into English vocabulary via French.

As regards the stylistic peculiarities of articles on fashion we can state the abundance of colloquial units such as: contractions (*it's*, *isn't*, *aren't*, *won't*, *don't*, *doesn't*), slang words (*sexy*, *cool*, *super*, *cutesy*, *cutie*, *itty-bitty*, *fellow*).

The large number of stylistic devices makes online articles more interesting, catching and persuasive. Metaphor is a stylistic device used very often in articles on fashion. It is a perfect device for colouring the language. The meaning of the metaphorical sentence *...her fire-engine locks match her sky-high platforms* is bound to the context. The expression *fire-engine locks* is a metaphorical way of saying „red hair” and by *sky-high platforms*, the author wanted to point out how high the platforms of shoes are giving this exaggerated metaphor („sky-high”). Some metaphors are used for describing items of clothing, such as „*glittering stars and moons gown*”, „*ethereal white wedding gown*”, „*edgy fishtail train*”, „*spaghetti-strap*”.

Beside metaphors, the articles contain many similes. In comparison with metaphor, a simile contains the conjunction of comparison. Some examples of similes taken from the articles, which use “like” are:

*It's like a piece of artwork.*; *Rihanna looks like the prettiest human cupcake.*; *Dressed like a Barbie.*

The epithets are also widely used in articles on fashion. The author uses many striking combinations of words (adjective and noun), which may be unexpected, like *bold makeup*, *shimmering outfit*, *striking monochrome gown*, *strategic cutouts*.

The articles contain many phrasal verbs and phraseological units. Among the phrasal verbs there are the following phrases: *pull off*, *drag down*, *stand out*. The phraseological units used in articles are the following: *turn head*, *make an entrance*, *look sharp*, *tongue-in-cheek*, *steal the show*, *hot dog on a stick*.

An interesting stylistic device, which is sometimes used in articles of fashion, in order to impart a melodic effect to the utterance, is allite-

ration. Such examples are especially found in headlines: *Pretty in pink* („Yahoo!News”), *Back in black* („Yahoo!News”), *belle of the ball* („Vogue”).

In conclusion we can state that online articles represent today a form of publicistic style widely accessed and read by the general public due to their brevity, conciseness, linguistic and extra-linguistic features. They fully fulfill their main function to inform, persuade and entertain.

The analysis of the corpus of articles has shown the powerful influence of the linguistic and particularly stylistic means of expression in the creation of the online articles.

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