

PHILOLOGY

Vladimir A. Lazarev

(Southern federal university. Rostov-on-Don, Russian Federation)

Cognitive and pragmatic approach to the fashion discourse interpretation (on the material of American Vogue edition)

It has been considered language peculiarities and conceptual explicitly and implicitly expressed components of fashion discourse and cognitive structures in its interpretative aspect. The topicality of the article is defined by the obvious attention of different humanitarian knowledge representatives to the fashion phenomenon, which demands a complex studying in the frames of such related sciences as sociolinguistics, pragmalinguistics, discourse studying. The task of our research is the analysis of fashion discourse cognitive and semantic model based on the material of famous American Vogue edition which presents fashion as basic vital human values in modern world.

Key words: fashion discourse, discourse analysis, language priorities, concept “Challenge”.

May 26, 2018