

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ КИЇВСЬКИЙ
НАЦІОНАЛЬНИЙ ЛІНГВІСТИЧНИЙ УНІВЕРСИТЕТ**

**Кафедра германської і фіно-угорської філології
імені професора Г.Г Почепцова**

**Кваліфікаційна робота магістра з лінгвістики
на тему: «Одяг як невербальний компонент комунікації в
англомовному дипломатичному дискурсі».**

*Допущено до захисту
«__» _____ року*

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освітньо-професійної програми
Сучасні філологічні студії (англійська
мова і друга іноземна мова):
лінгвістика та перекладознавство

за спеціальністю 035 Філологія

Девінської Ольги Юріївни

В.о.завідувача кафедри

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Національна шкала _____

Кількість балів _____

Оцінка ЄКТС _____

(підпис)

(ПВ)

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL LINGUISTIC UNIVERSITY

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Master's Qualification Paper

**CLOTHES AS A NON-VERBAL COMPONENT IN ENGLISH
DIPLOMATIC DISCOURSE**

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Kyiv – 2019

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INTRODUCTION

The process of communication is a vital component of our lives. Scientists have paid much attention to the verbal aspect of human communication. Since, sometimes the body language can tell the speaker more than any word in the world.

Many scientists say that almost 75 % of information is got through the non-verbal channel (Laster, 2006). On this basis, the significance of studying non verbal aspect of discourse has become essential (Damhrost, 1990; Knapp, 2006; Richards, 1991).

Clothing as a non-verbal cue plays a very important role in the social life of people. Even not knowing it we transmit some kind of signals with the help of our dress. Moreover, clothing is one of the ways to create an image either a positive or a negative one. In this case, dress can fulfil a number of functions in dress code (Серякова, 2009).

Non-verbal means of communication is a basic component of diplomatic discourse. The realization of diplomatic discourse lies in the system of a status-role relationship. It is characterized by its high pragmatic potential and a number of distinctive features. The use of different tactics and strategies both verbal and non verbal diplomats make the communication event successful. Dress code in diplomatic discourse is one of the strategies.

Clothes are used not only to cover the body (Guindon, 1997) but also to show the attitude to the situation, to show respect to participants, to emphasize the status of the speaker. Studying clothes in the crosscultural aspect will lead us to clear understading of its significance in modern English diplomatic discourse.

The topicality of the thesis is connected with the modern tendency in linguistics to study different non-verbal signs of communication in fiction and non-fiction discursive practices including artefactual components to which clothes belong to.

The object of the investigation is English diplomatic discourse with various clothes descriptors.

The subject of the investigation – discursive-nominative, pragmatic and cross-cultural aspects of English diplomatic discourse.

The aim of the investigation is to establish and study the role of clothes in English diplomatic discourse from nominative and pragmatic points of view.

To reach the aim of the investigation we have to fulfill the **following tasks**:

- to outline linguistic framework of diplomatic discourse investigation;
- to highlight distinctive features of diplomatic discourse;
- to consider the role of non-verbal communication in discourse studies;
- to describe and characterize thematic groups of English labels for clothes ;
- to distinguish pragmatic cross-cultural aspect of clothes descriptors;
- to describe dress codes in different institutional diplomatic practices;

Methods of the investigation: discourse analysis, nominative analysis, pragmatic analysis, contextual analysis.

Theoretical significance of the investigation is driven by further contribution of results in the development of non-verbal semiotics, communicative and diplomatic linguistic studies.

Practical significance of the investigation is the possibility of using the achieved results and conclusions in further scientific research in the field of discourse analysis, elective courses on communication issues.

The structure of the master's thesis . The research paper consists of the Introduction, Chapter 1 (Linguistic dimensions of diplomatic discourse study), Chapter 2 (Discursive features of clothes descriptors in modern English diplomatic discourse), Chapter 3 (Pragmatic cross-cultural aspect of clothes descriptors in modern English diplomatic discourse) , Conclusions, References and Resume.

The research paper is written on 76 pages.

CHAPTER 1. LINGUISTIC DIMENSION OF DIPLOMATIC DISCOURSE STUDY

1.1 Discourse as a subject of linguistic studies

The category of discourse is a very complex phenomenon that is why a great number of studies were devoted to it. The very definition of the term “discourse” is a multidisciplinary issue because a great number of human sciences investigate it. Among them are philosophy, anthropology, sociology, psychology, linguistics etc. Discourse as a part of linguistic studies was deeply explored by many famous scientists such as (Bracher, 1993; Dijk, 1985; Graham, 2005; Stubbs, 1983; Kibrik, 2009; Kubryakova, 2000) but still its explanation seems very ambiguous. There had been many efforts to define what discourse was but the oldest one is found in the French language and means “dialogical speech”. The appearance of the theory of discourse was an impetus for developing the language science and set a challenge for the scientists – to give the linguistics a precise definition of the term.

According to Oxford Encyclopedia Dictionary discourse is “a continuous stream of spoken (and sometimes written) language longer than a sentence” (Oxford Dictionary). In a simple model discourse consists of all forms of speech interaction both formal and informal, as well as written texts of all kinds (Potter, Wetherell, 1990 : 205-219).

For a long time, there was no difference between text and discourse but to our mind discourse is a wider notion. Discourse is a cognitive process which is relevant to the real speech production. British Linguist Henry Widdowson tried to differentiate “text” from “discourse” implying the category of “situation”. He sees the discourse as a combination of text and situation (Widdowson, 2007:).

Aleksandr Kibrik has his own point of view towards discourse as a new object in linguistic studies. To his mind people speak not by sentences, phonemes

or morphemes, they speak by discourses. He was among those scientists who proved that discourse is wider than a text. Discourse is a unity of two entities – process of linguistic communication and its result, namely text. “ *Discourse is an utmost wide notion that includes all forms of the language usage*”(Кибрик 2009 : 3) .

The term discourse itself is widely used in texts without a clear definition because as Michael Stubbs points “ discourse is a language unit beyond sentence “. From the linguistic perspective discourse is also defined as something more than words in clauses or a unit that is not about form but more about meaning. Stubbs underlines that discourse in its organization is very interactive : that means it is dialogical and it is very dependent on the social context (Stubbs 1983: 7).

P. Serio distinguishes eight meanings of the term discourse :

- 1) an equivalent to the term “speech”, any concrete statement ;
- 2) a unity that is superior to the phrase;
- 3) an influence of the statement towards the addressee due to the situation of the statement ;
- 4) a conversation as a main form of the utterance ;
- 5) speech from the perspective of the speaker as opposed to the narration;
- 6) the usage of the language units and their realization in speech ;
- 7) socially or ideologically limited type of utterance;
- 8) a theoretical construction aimed to investigate the conditions of the text realization (Серно1999 : 135).

Teun Adrianus van Dijk, a scholar in the fields of text linguistics, discourse analysis and Critical Discourse Analysis identifies discourse as a complex of form, meaning and communicative intention of the text. It is a communicative event between speakers or listeners in the process of communicative activity in a certain time, space or the other context. The communicative act can be oral, written, have verbal and non-verbal partials. Dijk admits that if “one can control the discourse he can influence the public opinion”. To his mind discourse reflects the mindset and

culture, that is why the notion of discourse has been studied not only in linguistics but also in other human sciences for discursive practices (Dijk 1994: 169-217).

One of the peculiarities of discourse is that it is continual and unbroken, it doesn't have any timeframe, the beginning or the end so it's impossible to define where one discourse ends and another starts. Makarov also supports the idea that what was said is not what was mentioned. (Макаров 2003: 56).

Due to the channel of the information transition, traditionally discourse is classified into oral and written but even in this aspect there is some disambiguate. Oral and written discourse are closely related : in the process of communication speakers can make notes, pass some pieces of information in written form. Prof Kashkin talks about the hybrid type of discourse that combines elements of oral and written discourse types. Thus, one can relate to the dichotomy «discourse (verbal) – text (written) (Кашкин 2004 : 6).

Another important issue is the orientation of discourse. Here two types of discourse are distinguished : personal (person-centered) and institutional (status-oriented). Personal discourse or let us say non-institutional one can be interpreted as a conversation between unacquainted people. Status-oriented discourse is commonly found in a special social institutes like politics, science, administration family etc. In compliance with this political, judicial, diplomatic and military discourses are indicated as the institutional ones. Here discourse is a sample of realization of communicative intentions usually professionally oriented marked by various verbal and non-verbal means. Ability and importance of authority manifestation on a society scale is an important criteria of the institutional discourse. Adequate communication behavior leads to the successful talk exchange and to the reaching the goal of communication. For this, speakers have to obtain a high level of discursive competence which includes concrete spheres, topics and situations, social and cultural knowledge, communication and intellectual skills (Карасик 2000 : 5-20).

Institutional discourse performs a number of functions : performative, prescriptive, presentational and pass-phrasal.

- *Performative function* is focused on the communicative actions performed by the agent in the dialogue with another agent. This function is expressed explicitly and is presented by a number of typical institutional actions
- *Prescriptive function* is not always conveyed in speech acts but still remains very important for consolidation of the corresponding institute and brings clear understanding of the significance in society for the agents.
- *Presentational function* helps to reinforce positive characteristics of the agents in client's conscious. The main characteristic of the agent which is inspired by them to the clients is a high level of professional skills in job. Discursive signs of this function are mentioning of the agent's experience, successful solution of cases, social status of the establishment. This function is obvious in political, diplomatic and legal discourses.
- *Pass-phrasal* is expressed by special discursive signs which are to restrain the scope of agents from the clients. The client has to think that the person in front of him is a high-end specialist (Бейлинсон, 2009 : 146-147).

1.2 Diplomatic discourse and its distinctive features

Nowadays diplomatic discourse attracts much attention. It is studied by specialists from different fields such as lawyers, economists, military officials, political analysts , diplomats, translators etc. Linguistic studies of diplomatic discourse are focused on studying diplomacy as a sociolinguistic phenomenon and also on defining its specific peculiarities and constitutive elements.

According to one of its meanings, the word 'diplomatic' means 'insincere'. This is due to the secrecy of the profession for ordinary citizens, since the details

of negotiations, signing contracts, receptions and speeches are often not available for review and discussion. Subtle diplomatic issues are discussed secretly by diplomats and leaders of countries, often in the interests of the citizens themselves and their security. Naturally, the intentions of diplomats are not always sincere. Political correctness, euphemisms and the so-called 'doublespeak' (evasive speech, demagoguery) come to the aid of a diplomat who controls his actions, who wants to manipulate his interlocutor, who seeks to save the country's face and avoid undesirable conflicts. The semantic factors here are abstractness and breadth of meanings, blurred word boundaries, relativity of notation, ideological polysemy.

Diplomatic discourse is characterized as communicative and functional – so on the one hand it's transfer of information and record retention, and on the other hand it is affecting the receiver of information. Diplomatic discourse is fraught with communicative forms, means and arrangements. Diplomatic discourse is regarded as a series of verbal and non-verbal communication acts in a certain socio-psychological context where the addressee and the receiver are endowed with certain social roles in accordance with their contribution on the world scene (Водак, 1997: 57-61).

Primarily, linguists are interested in typical traces of public form of diplomatic discourse. This form of diplomatic language draws attention because diplomatic association is closed from public eye and lies in the process of negotiating and conversation between partners . In this case we talk about handcuffed circle – agents and clients – including professional diplomats and employees of diplomatic service, whose aim is to solve concrete international problems and to reach a consensus.

Diplomatic communication is not interpersonal communication, but interdepartmental, interstate, where the purpose of communication is to change behavior, establish communication and influence not in relation to an individual person, but to the whole state or department (Борисова, 1996 : 87). The personal factor, which is tangible only in the case of a personal note composed in the first

person, is significantly inferior in the case of diplomatic discourse, since the participants in communication are obliged to strictly observe the rules for drafting documents, acting not as an individual, but as a representative of a particular social group having a certain status and endowed with appropriate authority. The author of a verbal note, which is compiled from a third party, further distances his personality, trying to objectively state the facts and avoid personal assessments, since any diplomatic document must first convey the point of view of the state (Трабелси, 2013).

If we talk about public forms of diplomatic intercommunication we distinguish the following ones : declarations of embassies in the residence countries, press-conferences, briefings of senior statesmen, statements of Ministers of Foreign Affaires, and also proceedings of international organizations which are rotated by mass media. Any international meeting is organized in accordance with requirements of law of nations and observation of diplomatic ceremony (Шейгал 2000 : 24).

The analysis of the term diplomacy shows that the specifics of such kind of communication lies in the peculiarity of its main agent. The main target of diplomatic communication is to inform and to rouse to action. Diplomatic communication as a form of social communication should be considered primarily as a specific exchange of information, as a result of which the process of transferring information of a certain content from the sender to the recipient takes place. Existing models that consider the communicative process within the framework of social communication define communication as a complex, multi-stage process, which includes the formation and analysis of information through setting the goal of communication, searching and identifying key messages aimed at achieving the goal, organizing activities to implement the decision, transmission channel selection messages and, finally, the collection and processing of information on the results of communication (Ковалев, 1993 : 135-139).

The purpose and situation of diplomatic communication determines the communicative aspect of the utterance, its individual speech acts and the genre as a

whole. However, the communicative component is only one side of any speech utterance. Based on the generally accepted understanding of language as a code, diplomatic discourse is a system that is determined by a combination of three plans:

- 1) language (code use) ;
- 2) cognitive (transfer / use of ideas and beliefs);
- 3) communicative or socio-pragmatic (interaction of communicants in certain socio-cultural contexts and situations).

Obviously, one more parameter stands out in the general structure of diplomatic discourse – the linguistic personality of the diplomat, whose communicative, cognitive and linguistic abilities ultimately determine the success of all communication (Terenty, 2010).

Talking about diplomatic discourse we understand that we mean its agents: they are public figures – national leaders and senior foreign service officers (leading diplomats). The agent – the one who makes a message – is a diplomat or even some organization, group of individuals. The message here is coded information transmitted by the the agent through the channel straight to the receiver. The code consists of verbal and non-verbal means of communication, symbols and signs. The effect of the communication can be found in the changes of the behavior of the communicant which happens as a result of the receiving of the message. Communication is effective only in case the message in coded and decoded properly if not – the understating between partners will be lost.

Diplomats' public speeches are for a huge audience during which they represent their country and obviously country's position. Usually their speeches mention the same people , topics and problems that are discussed by politicians and garner media coverage diplomats wwhich are often referred to the political or media discourse. Yet we don't agree with it because the style of documents and the procedure of the meetings must be considered as a field of diplomatic discourse.

As noted in a number of linguistic works, an analysis of international documents shows that in practice the concept of “protecting interests” of a country

is often replaced by the task of establishing control over its partners. Consequently, the element of manipulation is inherent in diplomatic discourse – influence on the recipient's consciousness, and diplomatic communication is a manipulative dialogue, which implies the covert control of the interlocutor. Regulation of the activity of the addressee, inducing him to the necessary actions by suggesting the need for these actions or their relevance is carried out using special markers, i.e. explicitly and implicitly through the connotation of terms, tonality of discourse, selection of evaluative vocabulary (Terenty, 2010). Speech manipulation tools such as emotional impact, the use of social norms and ideas, linguistic substitution of information, as well as a certain blur of statements are frequently found in diplomatic discourse. It should be noted that the study of diplomatic discourse is necessary not only from the point of view of finding the optimal ways for the addressee to influence the corresponding social group, but also in order to identify the true intentions and hidden methods of language manipulation by the interlocutor or addressee.

Diplomatic discourse is an independent type of discourse which integrates traces of other types and makes its own distinctive features. Its cross-cultural and world character appeals humanism and harmonization. This reflects on the choice of lexis, communication strategies and as a result makes a separate type of discourse that we call diplomatic. Controversial aspect of diplomatic discourse is that in most cases meetings of diplomats are closed from the public eye and that that they have to solve the world problems during the negotiations (Terenty, 2010).

Diplomatic discourse constitutes a special type of communication activity that in comparison to other discourse practices has two forms – public or open diplomatic discourse and secretive closed diplomatic discourse . Both these forms differ in output , means of its achievement, and different context of realization. Diplomatic discourse can be successful in case the aim of the communication was achieved : here we mean advocacy of the government interests (Terenty,2010).

From the linguistic perspective diplomatic discourse possesses the following characteristics: **neutral tone of communication, preciseness and clearness** which

are combined with **brevity** and **benevolence**. Inasmuch as diplomatic discourse is based on the planning of speech actions and on the way of achieving goals, it gives us a chance to say that the linguistic communication is a strategy process which is realized through special communication strategies. Communication strategy is a complex of speech acts aimed to achieve the communication goal developed in the process of speaking under the influence of motive contingent on a concrete need. The communication strategy is realized with a help of tactics, in other words the whole of methods and means for accomplishing the objective.

There are a lot of different ways of achieving the strategy goal. One can use a number of tactics in one strategy: for instance *asking, begging, threatening, making an appeal to conscience*. The number of communication strategies is not so vast, they just outline the route of discourse – communication intention and up to its realization (Garcia, 2012 : 47-49) . But there exist a lot of tactics which provide the flexibility of communication process.

Diplomatic discourse is always dialogically oriented, aimed to strike a compromise through negotiations. The choice of the communication strategy is hinged on the type of diplomatic conversation, subject of discussion, situation of conversation, its form and intentions of a communicant. Having analyzed different views on classification of communication strategies is worthy to outline the most prominent in diplomatic discourse.

- *Manipulation strategy* – based on the implicit influence on the opponent and provides the ability to control person's consciousness and makes the addressee come out his wishes. Such tactics as labeling, exaggeration, suppression, manufacturing of facts are used.
- *Attack strategy* – presupposes using communicative acts against the addressee provokes by hostile intentions and characterized by speech aggression, reached by tactics of offending and accusations.
- *Self-presentation strategy* – the main strategy in diplomatic discourse in case the diplomate represents his company and the image of the state

depends on his behavior. This strategy is realized through solidarities tactics, distance and self-praise.

- *Agitation strategy* – aimed to control the mind and consciousness, persuasion and activity of the opponent. Warning, promising, contrasting prompting are the most frequently used tactics.
- *Self-defense strategy* – used to resist opponent's attacks and realized through the tactic of impact redirection (Журавлева, 2007).

Diplomatic communication is characterized by three components: *perceptive, communicative* and *interactive*. **Communicative component** is in charge of information exchange between the addressee and the receiver. It is marked by the ability of psychological interrelation and the usage of verbal and non verbal means of communication.

Interactive component provides organization of cooperation between the participants of dialogue.

Perceptive component is reflected in the process of partner's perception of each other and to find the common ground (Володина; Карпухина, 2002 : 56).

If we compare several types of institutional discourses we can conclude that the diplomatic one has two main distinctive features: *the intention* (aim) and *the establishment* of communication. The primary goal of such type of relationship is peaceful and flexible solution of contradiction (Tannen; Hamilton; Shiffrin, 2015: 762).

Based on the assumption that language is a code, diplomatic discourse represents a system consisting of two lay-outs:

- 1) language(code usage);
- 2) cognitive (transmission/usage of ideas);
- 3) social-pragmatic (cooperation of the communicants in certain socio-cultural contexts and situations).

1.3. Non-verbal communication: means and ways of information transmission.

It is well known that people as social beings cannot live without communication. It is a process that takes part in every aspect of our daily routine. In most cases, non-verbal communication precedes the verbal one. The first impression of our interlocutor is made visually: his outfit, hairstyle, hands etc. Many psychological studies are devoted to the studies of the verbal aspect of communication, but in this part of our work we will emphasize on the non-verbal aspect of interpersonal interaction.

Non-verbal media creates a system that complements, enhances, and sometimes replaces, verbal communication – words. According to current research, 60% of information is perceived through facial expressions, postures and gestures, and 33% through voice intonation and modulation. It follows that only 7% remain in the proportion of words that the recipient perceives when we speak. This is fundamentally important. That is, what we say is more important than what we say. Most non-verbal forms and means of human communication are innate and allow them to interact, reaching a mutual understanding at the behavioral and emotional levels not only with similar ones but also with other living creatures.

Social psychology relates non-verbal means of communication to a system of signs, which “appears as a more or less clearly perceived property of the general motor skills of various parts of the body (hands), and then we have gesticulation; faces, and then we have facial expressions; poses, and then we have pantomime” (Андреева 1994 : 34).

Let us clarify one point: speaking of non-verbal means of intercultural communication, we mean not only different interpretations of sign language and body, but also other means of non-verbal communication, such as: the use of territory and space, i.e. the organization of housing (life), streets, roads; various interpretations of touch, for example, types of handshakes, hugs as a greeting; different types of communication distances (personal, social); accepted postures (manner of standing, sitting, giving a lecture); depending on the cultural and

historical characteristics of the nation, there is a different tradition of making a first impression. We also refer to national-speaking non-verbal means socially significant things, objects, “cultural symbols”: clothes, cars and their driving style, special road signs, make-up, etc., that carry certain cultural information about their owner – artifacts.

In a wide sense non-verbal communication is understood as a behavior signaling about the character of interaction and emotional state of individuals (Harper; Wiens; Matassaro, 1978: 134). It is considered to be an additional source of information added to the verbal one. In scientific works non-verbal communication, according to A. Sadokhin (Садохин 2004 : 152), is explained as a complex of means, signs and symbols which are used for transmission of information in the process of communication.

One distinguishing characteristic of non-verbal communication is its poly-sensorial nature. A part of non-verbal information expressed in the voice of the speaker is transmitted through our auditory canals. Our visual canal conceives peculiarities of kinesics. Haptic system is responsible for perceiving the physical contact. Chemoreception is a very important canal of non-verbal communication. It helps us to perceive the smell of the human body, emotional and psychological state of the communicators (Hans; Hans, 2015). So we see, that non-verbal communication being poly-sensorial gives us the possibility to catch biologically and socially important information.

Non-verbal communication is special because it is independent from discourse semantics. It appears in the situation where words mean one thing, and information another. The relationship between verbal and non-verbal communication may be the following :

- Non-verbal message complements the verbal one, proves and enforces it ;
- the non-verbal contradicts the verbal one ; non-verbal message disagrees the verbal one, and concerns another topic (Крейдлин 2002 : 31).

Non-verbal communication, as a rule, cannot convey the exact value on its own (except for some gestures). Usually they appear to be in one way or another

co-ordinated with one another and verbal text. Inconsistency of individual non-verbal means significantly complicates interpersonal communication. Unlike language, non-verbal communication is not fully understood by those who speak and those who listen. No one can fully control their own non-verbal communication actions, which often leads to misunderstanding, especially when communicators belong to different cultures.

Non-verbal communication means are used to:

- to regulate the flow of the communication process, to create psychological contact between partners;
- to enrich the values transmitted in words, to direct comprehension of verbal text; express emotions and express understanding situation.

1.3.1. Non-verbal cues in English diplomatic communication

According to Matvieva (Матвеева 2003 : 168) all means of body language such as gestures, mimic, motion, space and time frames, physical contact, glance and means of other communication codes are regarded as non-verbal ones. Studying of non-verbal elements of communication helps us to clarify the methods in which the sense of the message is expressed.

Kinesics involves the whole of gestures, postures, body movements used as extra emphatic means of communication (Knapp 1978 : 125). Gestures themselves can be treated as different movements of body, arms or hands which follow speaker's words and express his attitude to the situation. They can be physiological or culturally based, spontaneous or reflexive (Биркенбил, 1997 : 114). In some articles gestures are taken as a language of international communication. Gestures are classified into : gestures-symbols, gestures-illustrators, gestures-adaptors and gestures-regulators.

Mimics is all about facial changes of a person which can be noticed while communicating. The brightest mean of non-verbal communication is *gaze*. Gaze is used to express everything – starting with happiness up to anger, madness, grieving and distress. But peoples all over the world use gaze in absolutely different ways. According to the studies of ethnic psychologists peoples are divided into so to say “communicative” and “avoidant”. In communicative cultures gaze is considered to be of high importance as well as a short distance between interlocutors. Here we talk about Arabs, Latin-Americans, peoples from South Europe. The latter group of avoidant peoples includes Indians, Japanese, Pakistani and North Europeans (Лабунская, 1999 : 58).

Posture is a body position taken by the speaker while communicating. There exist 3 types of postures : 1) integration or exclusion from the situation. 2) dominance or dependence. 3) harmony or contraposition (Садохин, 2004 : 160). The pose or position of the body in space is one type of manifestation human kinesthetics. One of the first scientistd who pointed that pose is one of the non-verbal communication means was a social psychologist A. Sheflen. He established that the main thing the semantic content of the position of the body is to place it in such a way as to make the interlocutor understand who is in front of him and what he represents. The fact is that person’s posture may indicate his status and role.

Body movements help to express the emotions and to show the intentions. In addition, scientists that study non verbal behavior of people believe that all touches can be classified into the following types : 1) professional; 2) ritual; 3)friend-like 4)loving. (Лабунская, 1999 : 46).

Clothes is one of the most effective means of non-verbal communication. They can help to discover the status of the person, his mood, religious affiliation, hygienic rules and even about peculiarities of character. Definitely, the choice of clothes can be nationally marked, for instance the garb of locals from Arabic or African counties. Colour, design and style are unspoken but they are very expressive non-verbal signals. Also, what is must be taken into account is ethnical

specific towards the colour of the dress. It's commonly believed that favourite colours of the nation are reflected on the state flag (Lewis, 2007).

1.3.2. Clothes as a non-verbal cue in English diplomatic discourse.

The informative and communicative significance of clothing and related items, as well as their status in the taxonomy of non-verbal communication components, is not clearly defined, and they themselves represent the group of non-verbal components that is the least studied in non-verbal studies. The above can be explained by the fact that, unlike other components of non-verbal communication (kinesics, proxemics, etc.), garments are not genetically predetermined, biologically-determined non-verbal actions that are manifestations of higher nervous activity. This creates some complexity when clothes are included and related subjects in the classification of non-verbal communication components.

The process of communication with the help of garments is very difficult to be decoded. It happens because of the complexity of the messages which are transmitted at the the same tyme. These messages include mood, individuality and concern (Damhorst, 1990). In addition, since self-expression is carried out implicitly through clothing, traditional characters with certain meanings are absent, which often contributes to "under-coding" of clothing messages (Guiraud, 1975, as cited in Damhorst, 1990). All of the above features make communication through clothes not only an event that is extremely prone to misinterpretation and vulnerable to adverse effects, but also a rather intimate question between the carrier and its way of transmitting the message, since the implicit side of the person is involved.

The designation of clothing as an important social symbol for communicating identity consists of three main characteristics: a) it is used daily, b) it appears on public display and c) it is easy to manipulate (Feinberg et al., 2010).

Due to strength and inevitable presence of these characteristics, clothing acts as one of the main elements in the formation of impressions, which often leads parties to adapt their behavior in accordance with the values that they decode from the point of view of their opponents. Formation of an impression in this case is one of the key stages of how people “evaluate” each other using visual signals in social contexts, together with theories of self-improvement, communication and perception, which provide grounds for explaining the process of non-verbal communication (Richards, 1991).) While the theory of self-improvement assumes that human behavior is adapted to build and support a positive perception of oneself, communication theory assumes that each person’s environment consists of different physical and psychological conditions and past experience, and also because these elements are different for each person . the communication field is apparently very heterogeneous, and incorrect reading of the signals can often occur

In most existing classifications of non-verbal means (Бацевич, 2004; Почепцов, 2002; Lewis, 2007; Argyle, 1988;) clothing is attributed to the optical group, a subset of artifacts. Artifacts are defined as objects of unnatural origin belonging to material culture (Argyle 1988 : 35). Subgroup artifacts are: clothes, hairstyle, furniture, everything that is a kind of decor of the situation communication and is visually perceived by communicators.

The sporadic and non-systematic nature of knowledge about the artifactual subgroup of non-verbal means determines different approaches to its interpretation within non-verbal studies. Thus, in national linguistics, the view of the subgroup of artifacts as a marginal, peripheral zone of non-verbal communication components, characterized by the smallest in comparison with other degree of certainty, was affirmed. Ukrainian researcher L.V. Soloshchuk (Солощук , 2006 : 20 – 35) points out that the assignment of artifacts to the components of non-verbal communication is not valid, given that these objects are devoid of communicative significance, by which she understands the ability of non-verbal means: “to act in a role inherent in linguistic means, namely: to express and transmit information that contributes to the development, promotion, and

regulation of the communication process. " Since then, the scientist has proposed to distinguish the non-verbal components of communication that the speaker creates in the process of motor-vocal activity (kinesics, proxemics, steam), and which acquire communicative significance during interaction and over-verbal components of communication.

Extraverbal components are defined by the researcher as situational "rather than static in nature, which have the potential to influence and regulate the communicative process", ie, "informative elements that are taken into account by speakers in planning strategies and tactics and which influence the choice of adequate speech situations communication" (Солощук, 2006). The criterion for their separation from non-verbal is less certainty than non-verbal kinesthetic, proxemic actions. In our opinion, the above distribution is inconsistent. The choice of the degree of certainty of a non-verbal agent as a criterion for the distinction between non-verbal and non-verbal components seems validly unjustified, since it is difficult to establish that clothing, for example, has a lesser degree of certainty than, say, proxemic actions. Non-verbal means carry information not of content and factual nature, but rather expressive-evaluative (Серякова, 2000) , interpersonal (Барташова, 2004), which opens them to the potential infinity of interpretations.

Representatives of the Western School of Non-verbal Communication (Lewis, 2007; Argyle, 1988; Richards,1999) oppose the nuclear-peripheral approach to the study of non-verbal means, the main argument in favor of their position, they cite the fact that in communication man does not act as a biological, but as a social being. Since then, all the elements that accompany the verbal act of the speaker have the same communicative importance in speech: body movements, clothing, figure, facial expression. Only equivocal, suggestive study of non-verbal actions will allow to obtain objective and complete results about non-verbal behavior in general, and the above-mentioned linguistic confusion in the study of the artifactual subgroup is linked to the problem of terminology.

Yes, the term “communication” not only substantially limits its object (Knapp 2006 : 34) , but also contradicts the constitutive features of the non-verbal means themselves, namely non-motivation, non-intentional non-verbal actions, they are more difficult to control and correct than the actions of verbal ones, and therefore non-verbal means are given a greater degree of confidence in the perception of information about the interlocutor. On the other hand, communication (and most researchers agree with this) involves the intimate transmission to the interlocutor of certain information segments. Flushing with shame, trembling, anxious facial expressions, etc. during communication is not always intensely transmitted to the addressee, but is his natural reaction to a particular event or feeling. Following the above logic of interpreting communication, these non-verbal actions will not be communicatively meaningful communicatively significant.

Due to the fact that the components of the artifactual subgroup have a character nature, some researchers suggest to study clothing and related material objects in terms of semiotics. AD Belova considers (БЕЛОВА, 1997 : 23) clothing items "a special socio-perceptual semiotic system that is able to" interfere "with verbal communication", and VV Romanov (РОМАНОВ,2004) defines clothing as a visual sign of appearance, creating a semiotic space, visually perceived and interlocutors participates in semiopsychological interpretation of communicative influence. The scientist examines clothing from the standpoint of visual communication, which is understood Communication Mediated Through Graphics, Photos (Lewis, 2007 : 45) , since we are exploring verbal representation of clothing rather than visual, this approach does not correlate with the objectives of our study.

G. Y. Kreidlin (Kreidlin, 2002: 6) synthesizes semiotic and non-verbal approaches to the study of non-linguistic means of communication, and proposes to call science, the subject of which is non-verbal communication and non-verbal behavior, non-verbal semiotics, and treat its constituents as non-verbal signs

The concept of the non-verbal sign was proposed by American scientists P. Ekman and W. Friesen (Ekman; Friesen, 1969). It is based on the postulate of

trinary relations in sign information systems. Thus, to distinguish a non-verbal sign, it is imperative that there are three basic constitutive features, namely the particular nature of the origin (origin), the specific form and rules of connectivity (code), and certain scope (usage). Let us consider the objects of clothing through the prism of the distinguished differential features of the non-verbal sign.

Garments have a material nature of origin, are created by a person for its further socialization and satisfaction of its utilitarian and aesthetic needs. That is, to wear clothing on the body is socio-cultural, acquired in the process of evolution non-verbal human action. Adhering to the scientific views of the above-mentioned scientists, who have identified three sources of origin of non-verbal signs: biological (genetically determined, biological actions, which are the explicators of higher nervous activity); social (acquired non-verbal human actions in the process of its interaction with the natural environment); cultural (those acquired non-verbal actions that were formed during the cultural socialization of man), clothing items fall under the aforementioned definition of the special nature of the origin of the non-verbal sign. The nature of their origin can be seen as social (a person puts on clothes to protect himself from adverse weather conditions) and as a cultural one (the use of clothing is a necessary prerequisite for a person to enter society) (Rudrow, 2014).

Garments are specific tangible objects of real reality that can be seen visually and verbally, and have conventionally established rules of combination, which are formulated in the form of certain codes (code). The code is called the way of joining and ordering signs, it is a kind of rules that govern the movement of signs and their relationship (Гудков, 2007 : 12). Clothing items are integrated into the so-called dress codes in the semiotic universe: Formal, Semi-Formal, Casual, Business, Black Tie, White Tie.

Dress codes declare the requirements for a particular type of clothing and the rules of compatibility of clothing items within the costume ensemble. Dress codes are also generally accepted and well-known rules for the choice of clothing and its combination with accessories for use in a particular situation of socio-cultural

space. For example, White Tie is used during such secular events as the Royal Regatta, the Royal Derby Cup and involves the use of such items as a coat, gloves, and white shirt.

Violation of the rules of compatibility of elements within a given code, such as a combination of a coat and jeans, is perceived as a violation of social norms and usually causes feelings of condemnation. Therefore, garments are endowed with a second constitutional feature of the non-verbal sign, namely, having a specific form and rules of connectivity.

A non-verbal sign, like any other sign of information systems, is used not for its own sake, but to refer to a particular concept, mood, imagination, situation, subject. It operates on the logical principle of *aliquis pro aliqui*, that is, for the sake of substitution for something.

However, it is the theories of perception and the formation of impressions that explain how one person is “evaluated” by another with the help of visual cues (among which clothes are included) that they send. An encoder is a distal object that perceived through mediation channels (Hider, 1958; Shaver, 1975; Fisher; 1978; as cited in Richards, 1991), and due to limited human capabilities, an incomplete stimulus is sent to the brain where the signals are interpreted against the mental field. The mental field consists of the above physical and psychological conditions and past experience.

During this interpretation, two processes occur: through selective attention, the individual decodes the aspects most important for his needs (in search of satisfaction), and then creates a mental image of the distal object, using current conditions, needs and experience for clarifying deficiencies (Richards, 1991). Therefore, taking into account the goals of observer interaction and deciphering signals based on their mental characteristics, “the final perception mainly consists of those signals that the observer needs to see” (Richards, 1991). Since these theories provide a basis for people to interact with each other based on visual cues and emphasize the importance of artifacts in the communication process, the analysis and application of these theories is important for understanding the key

functions of clothes: clothing that represents visual cues that play a fundamental role in social interactions, how people perceive each other and how your identity is reported.

Conclusions to Chapter 1

1. In the first chapter of the research paper we have studied the distinctive features of diplomatic discourse and the place of non-verbal communication in diplomatic communication. Discourse still remains the notion under consideration of a number of scientists. It is divided into written and oral and characterized as continuous and unbroken. There exist different types of discourse and each of them has its own peculiarities.
2. Diplomatic discourse is defined as an institutional one which lies in the system of status-related relationship. It combines the features of political, judicial and some other institutional types. Diplomatic communication is characterized by three components: *perceptive*, *communicative* and *interactive*. Diplomatic discourse possesses the following characteristics: neutral tone of communication, preciseness and clearness which are combined with brevity and benevolence. Diplomatic communication is strategy driven. There are a lot of different ways of achieving the strategy goal. One can use a number of tactics in one strategy: for instance *asking*, *begging*, *threatening*, *making an appeal to conscience*.
3. Non-verbal communication plays a crucial role in the process of diplomatic communication. Body language such as gestures, mimic, motion, space and time frames, physical contact, glance and means of other communication codes are regarded as non-verbal ones. The non-verbal behavior of the diplomat can destroy the negotiating process, can be misunderstood or vice-versa can make it successful.
4. Among all means of non-verbal communication clothes is one of the most effective one. They can help to discover the status of the person, his mood, religious affiliation, hygienic rules and even peculiarities of character.

5. Garments have a material nature of origin, are created by a person for its further socialization and satisfaction of its utilitarian and aesthetic needs. That is, to wear clothing on the body is socio-cultural, acquired in the process of evolution non-verbal human action.

6. Garments are specific tangible objects of real reality that can be seen visually and verbally, and have conventionally established rules of combination, which are formulated in the form of certain codes (code). Clothing that represents visual cues that play a fundamental role in social interactions, how people perceive each other and how your identity is reported.

CHAPTER 2. DISCURSIVE FEATURES OF CLOTHES DESCRIPTORS IN MODERN ENGLISH DIPLOMATIC DISCOURSE

A comprehensive study of clothes descriptors in discourse is impossible without analyzing the systematic representation of clothes items. Numerous works of researchers (Апресян; Васильев; Денисов; Клименко) indicate that the necessary preliminary stage of studying the peculiarities of the systematic organization of linguistic units and the laws by which they function in the discourse is the analysis of lexical-semantic groups formed by a certain number of linguistic units. This approach focuses on identifying the integrity of the object and the mechanisms that provide such integrity, as well as the disclosure of various types of communication between its constituent elements.

In a number of works of linguists, nominative units for the designation of clothing were represented in the form of lexical-semantic field (Шафіков, 1980), as well as lexical-semantic (Чаньшева, 1984) and thematic groups. In this work the body of nominative units for the designation of clothing is considered as a thematic group. The choice of a thematic group as the investigated seems to be a grouping of lexical-semantic units seems relevant, since the corpus of these nominative units within the modern English-language diplomatic discourse is only a part of a holistic, hierarchically structured nominative space, and the actual ones are unified.

2.1. The thematic group of English labels of clothes

The thematic group is defined by the researchers as an ordered set of nominative units, mainly to denote specific tangible objects of real reality, which belong more than one part of the language. The principle of selection of language units for formation thematic group is based on the complex application of linguistic and extramarital factors. The linguistic factors are manifested in the establishment of the central archives of the grouping and community of the

semantic meaning of all its constituents. Extraterrestrial factors determine the ontological distribution of objects of objective reality, indicated by a certain set of linguistic units and a substantive-logical relationship between them. Therefore, for the systematic organization of a corpus of linguistic units for the labeling of English-language clothing in a diplomatic discourse within a thematic group, account must be taken of the aforementioned linguistic and non-linguistic factors. Let us establish a general and integral feature on the basis of which the integration of linguistic units into a thematic group will be carried out. To do this, by analyzing vocabulary definitions from lexicographic sources of Modern English, such as Cambridge's Advanced Learner's Dictionary [CALD], Cambridge Dictionary of English [CDEL], Longman Dictionary of Contemporary English [LDCE], Oxford Dictionary of English [ODE], Merriam Webster Dictionary of English [MWDE], analyze the definition of clothes tokens.

1) Clothes – things such as dresses and trousers that you wear to cover, and protect or decorate your body (CDEL);

2) clothes – the things that reptile wear to cover their body_or keep warm (LDCE);

3) clothes – items worn to cover the body (CALD);

4) clothes – all the cloth articles for personal and household use that can be washed; clothes garments in general; something that covers or coeals (MWDE)

5) clothes – a wide variety of material that covers the body (ODE).

So we conclude that clothing is regarded as:

- artifacts of everyday dress such as: dress, trousers, shirt, skirt etc ;
- the total of objects that are put on the body in order to provide warmth, comfort and beautify the human body.
- items made of fabric that can be used for both personal and household use .

As we can see, the vocabulary definitions outlined here are dominated by the definition of clothing as objects that are worn on the body. Since most of the dictionary definitions in the disclosure of the meaning of clothes are used in the corresponding token body, we want to clarify the semantics of this nominative unit on the basis of the lexicons from our lexicographic sources:

- 1) *body – the physical structure including bones, flesh and organs (COED);*
- 2) *body – the torso of a person (ODE);*
- 3) *body – the physical structure of a person (LDCE);*
- 4) *body – the central part of a person or animal, not including the head, arms, legs or wings (LDCE)*

Analysis of the vocabulary material indicates that there are two basic definitions of the *body*: 1) the torso, not taking into account the neck, legs and face, (4 ; 2) the entire physical structure of a person (1; 3; 4). Since the second definition of the body token prevails, we take it as a basis in defining the garment and establishing its general integral feature.

Thus, under the clothes we mean the whole set of items that are worn on the body: bodily clothing, hats, shoes, accessories. The criterion for the selection of nominative units for the formation of a thematic group of clothing nominations is the presence in the meaning of these linguistic units of the common integral feature: "objects that wear on the body". Using the component method and the method of analysis of vocabulary definitions from thematic, synonymous and phraseological lexicographic sources of modern English, 351 fixed in the language unit was established, in the meaning of which the Analysis of 3789 fragments is stated above. empirical material has been identified by 26 nominative units with the character "body-worn objects", which are not represented in their dictionary definitions. Therefore, a thematic group of clothing nominations in the contemporary English-language diplomatic discourse, 377 linguistic units are formed to denote clothing.

A thematic group, as a microsystem, with not a chaotic set of linguistic units but a hierarchically structured grouping. It distinguishes the central linguistic

unit and the linguistic-identifier units, characterized by the maximum concentration of basic features, to determine the qualitative characteristics of a particular corpus of units. The central linguistic unit of the thematic group is called the thematic invariant, the linguistic units-identifiers-thematic specifiers, and linguistic units for the designation of different real-world objects-thematic modifiers.

The thematic invariant is the linguistic unit in which the most generalized semantic content is concentrated, common to a particular thematic grouping. An analysis of vocabulary definitions found that such a sense has the tokens of clothes. Therefore, the thematic invariant of the thematic group of clothing nominations is the lexeme *clothes*.

Thematic specifiers are language units that specify the semantically generalized meaning of the thematic invariants and make them thematic identifiers. They do not designate specific items of clothing, but only specify the meaning of thematic invariants. Analysis of empirical material has established that the set of thematic specifiers thematic invariants make the following linguistic units: *garment, attire, costume, finery, garb, garment, creation, affair, ensemble, ensemble, affair, outfit, uniform*. The thematic affair and creation specifiers do not have an integral feature of the garment, but acquire it in the discourse. Thematic specifiers in addition to the common integral additional differential seven, having seven, serve as a criterion. Let's consider in more detail the above thematic that differentiate them. specifiers.

Apparel and attire thematic specifiers indicate formal and formal wear. The differential seven is the extent to which the evolution of linguistic units denoting garments is revealed. Thus, the apparel thematic qualifier on evolutionary load is neutral and also denotes the entire set of formal, business, formal wear used in various worldly outfits, business talks and celebrations. Because this specifier designates the whole spectrum of formal attire from a business suit to an evening gown, it is contextually combined with linguistic units that act as discursive

dexyses, calling time, city, circumstances of a particular event, and thus clothing, that a certain person is dressed for.

“The Duchess of Sussex looked dazzling on Tuesday evening as she attended the One Young World Summit - stepping out at the opening ceremony. Mother-of-one Meghan looked as stunning as ever as she arrived at the Royal Albert Hall. She teamed the frock with a pair of navy suede court shoes by Manolo Blahnik and opted to go without a coat or handbag for the occasion” (Hello Magazine, 22 Oct 2019). In the example above, the language unit summit is the discursive concretizer of the apparel thematic specifier, which marks the meeting between heads of government. This event involves the use of a business professional type of clothing (Graham, 1998 : 191). The outfit of the Duchess received a positive response from the attendees, as noted in the corresponding tokens of positive evaluation of elegant and cozy.

The following thematic specifier, *attire*, denotes elegant, elegant formal-style clothing used in public events such as: The finery themed specifier indicates the decorative type of outfit: elegant clothing with various accessories, which may include buttons, brooches, dressings, chains, chains. on clothes. Unlike the above specification, clothing labeled with a finery nominative item does not necessarily belong to a formal style; its main differential feature is the parade, the presence of a large number of accessories. In fragments of English-language diplomatic discourse, this thematic specifier is found in the descriptive attire of members of the royal family and indicates their formal attire during official ceremonies for the opening of parliamentary work, royal receptions with senior officials from foreign delegations.

According to Debrett's Guide to Heraldry and Regalia , a leading guide to the life of the royal family and the aristocracy, conducting the above socially important activities implies that a royal blood person should be dressed not only solemnly, but also with the relevant regalia of royal power, which are, above all, the diamond coat of arms of the ruling royal house clothing.

The distinctive feature of the *garb* thematic qualifier is the professional orientation of the appropriate clothing. It can be used to refer to the priest's rank, doctor's white coat, or law enforcement uniforms. It is worth noting that this specifier is also used by carnivals, people's apparel designers for certain informal walking events, etc.

The theme specifier indicates both the individual attributes of the garment and the overall outfit. In discourse, it is usually implemented to refer to traditional (folk) clothing, folklore style and often combined with the prepositional attribute of the corresponding semantics.

“Kate Middleton looked stunning today in a green glittering dress. Kate’s dress is green, a national colour of the country. The garment had long sleeves and a matching scarf draped over the Duchess’s shoulder” (Express, 15 Oct. 2019).

Thematically closest to thematic invariants, the clues stand for outfit as a whole. Unlike the outfit qualifier, that of the aforementioned qualifiers, this language unit does not have a differential of seven formal, traditional, or elegant clothing. The outfit marked with this qualifier, in contrast to the thematic invariants, usually consists of at least two components.

The thematic specifiers of *number* and *ensemble* are used to indicate exquisite elegant clothing. Ensemble – fine clothes, usually ordered with approval (SOED). Clothing labeled with such specifiers is perceived not only as sophisticated and bright, but also as appropriate to a particular event, circumstance, situation of its use. For example: *“Samilla's outfit will be designed by Kensington-based couturiers Anna Valentine and Antonia Robinson, who created this elegant number which the bride-to-be rightly wore at the charity evening in 2002”* (Hello Magazine, 8 Apr. 2005). The example above shows that the clothing of the Duchess of Cornwall, designated by the pitber specifier, is not only elegant but also in keeping with the etiquette of the event - the charity evening on which he was donned.

Consider thematic specifiers in which the integral sense of clothing is not fixed in the language use. Yes, the thematic qualifier *affair* in vocabulary definitions does not have the semantic feature of body-worn objects, but is used in English-language diplomatic discourse to designate, typically, women's clothing from fashion designers, in line with the latest trends in fashion.

“France’s first lady Brigitte Macron (nee Trogneux) proved cemetery attire doesn’t have to be demure. Today, the wife of French President Emmanuel Macron arrived in an outfit that stood out at the 75th anniversary of D-Day at the Normandy American Cemetery in Colleville-sur-Mer, Normandy, France” (FootWear News, 6 June, 2019). In this fragment of discourse the *affair* specifier is used to refer to a woman's clothing, which belongs to high fashion. Therefore, the language unit *attire* can be considered as a thematic qualifier of the invariant slots, despite the lack of a dictionary definition.

Thematic invariant and thematic specifiers have the generalized meaning of "body-worn objects". To refer to specific items of clothing we use the term "thematic modifier".

Thematic modifiers – nominative units for the designation of specific items of clothing: for English-language text, including sweater, dress, shirt, suit. Thematic modifiers are presented in the language and speech by multiple language units. For their structured organization in a thematic group, we distinguish thematic subgroups. The distribution of thematic modifiers into the relevant subgroups was carried out on the basis of the separation of the integral seven designation of clothing on such features as:

- gender;
- age;
- situation;
- season;
- accessory;
- nationality.

Consider each of the above thematic subgroups.

The sexual purpose of clothing has no formal grammatical markers of expression, but is represented in the semantics of these units, from which they distinguish those which refer to purely female or exclusively male articles of clothing. The first subgroup includes such linguistic units as *bra, suspenders, nightgown, stockings, leggings, skirt, dress, blouse, top, sandals, undershirt, replic skirt, nighty, tulip dress, bolero-jacket, tights, coatdress, suspender belt, pegleg, button-through dress, ball gown, evening dress, Kitty Foyle dress, Lady Diana dress, LBD and more.*

For example: “*The first lady in red! Melania wowed wearing a custom coatdress by New York-based designer Alice Roi for her journey from the White House to Mar-a-Lago in Palm Beach, Florida*”. (Hello Magazine, 6 Jun. 2019).

A subset of men's clothing items includes, but not limited to, language units such as: *bow tie, tuxedo, chaps, polo shirt, tiepin, boxers, cufflinks, vestments, dinner jacket, military dress, donkey jacket, greatcoat, reefer, jack, BDV, Ronald t Reagan suit, opera hat, top hat, morning coat, lounge suit* and more. Here is an example: “*In Historic National Moment, Justin Trudeau Wears Canadian Tuxedo. The prime minister opted to rock a Canadian tuxedo while attending the Tragically Hip’s final show in Ontario on Saturday night..*” (The CUT, 22 Aug. 2016).

It is not possible to classify all articles of clothing on the basis of their sexual purpose, especially given that in the second half of the 1960s, a "unisex" style was formed in society, which provides identical articles of clothing for representatives of both sexes. Thus, in discourse, gender of thematic clothing modifiers such as *suit, pantsuit, jacket, sweater, shirt, vest, shirt* are distinguished by the corresponding attribute or gender-marked noun in the attributive feminine suit, tan's preposition, suit women shirt, etc.

The designation of clothing by age involves the separation of thematic subgroups of language units for the designation of clothing for:

- children: for example, chin-wiper, spowsuit, soaker, sleeper, baby doll dress, bib-and-braces, etc.

- youth: for example, mini-skirt, leggings, shorts, boots, corset top, ankle-socks, T-shirt, jeans, tunics, rumps, peep-toe heels, mini-dress, fingerless gloves, harem pants, micro-dress, etc. ;
- middle-aged people: for example, suit, overcoat, vest, cardigan, blazer, shell-blouse, pillbox hat, A-line dress, LTD. wraparound, shirt-waister, Dynasty dress, Tiffany dress, button-through dress, cutaway, gowns, tulle, power suits and more.

The above distribution is conditional and based on obvious social stereotypes about what clothes a person should wear according to their age. “*The French First Lady wears a sequined white gown to a State Dinner at the Elysée Palace*”(Town and Country, 8 Jan. 2018).

Let us now turn to a thematic subset of linguistic units, distinguished by their situational characteristics. A situation is understood to be a certain event of a social or personal nature (meeting friends, weddings, betrothals, funerals, social gatherings, business lunches), or certain activities (politics, diplomacy) that involve the use of certain types of clothing. English-speaking society, in particular the British, known for its tendency to honor national traditions, has rigid rules for the use of certain types of clothing at various public and non-public events. Dress etiquette applies not only to a particular style of dress, but also to its color, length, shape, accessories and fabric structure. For example, diplomatic missions don an evening dress for an audience with the Queen of England, and military uniforms with uniform regalia and awards (military dress) for military professions. Women are advised not to wear black clothing when meeting with members of the royal family, as it is the color of mourning (Burrell, 1999 : 46). Violation of these rules is condemning.

The etiquette of clothing matters not only to high-ranking officials but also to ordinary Britons: every year, the Debrett's Guide publishes dress codes and pieces of advice (Debrett's Guide, 2009), which announce changes in how to dress properly in various public and non-public events .

Thematic modifiers, separated by situational purpose, we propose to divide into subgroups, in clothing, which is marked by some secular; diplomatic; personal; social. The following events and related items of clothing include:

1) royal or secular balls and banquets, the attributes of which are, for example: ball gown, evening gown, full evening gown, evening suit, tuxedo, evening gloves, dinner jacket. *“First Lady Melania Trump opted for a white gown which matched that of the Queen, Duchess of Cornwall and the Duchess of Cambridge's ruffled Alexander McQueen dress”* (Evening Standard , 4 Jun. 2019).

2) garden parties, cocktail parties, charity events for which appropriate attire is, in particular, tea dress, Gone with the Wind dress, cocktail dress, cocktail suit, garden party dress. The coat dress linguistically designates a sophisticated medium or short length dress that is usually worn for parties and occasions involving the presence of a small group of well-known people, usually of aristocratic origin, on the occasion of the opening of socially important objects, charity events, sports competitions etc.

The British Queen Buckingham Palace is hosted four times a year at the Garden Party Garden. The dress code for women is a light chiffon tea dress- or silk summer dress with bright colors and fascinator – a hat without borders, in the form of a hoop. Men wear a lounge suit – a formal version of a business suit or military uniform. For example: *“Kate, 37, stepped out for the second Buckingham Palace garden party of the year with Prince William and Queen Elizabeth on Tuesday sporting a light pink coat dress by Alexander McQueen (her wedding dress designer) paired with a matching fascinator by Juliette Botterill”* (People, May 22, 2019).

3) theater premieres, called evenings, like: gala dress, gala evening dress, LBD. Example: *“For the special occasion, Obama's go-to stylist Meredith Koop chose a look that was similar to one from the Cushnie et Ochs Fall 2017 collection. The little black dress was originally created in navy for the runway, and while the cool cutouts are still the same, Obama's version opted out of any sequined details. The result is a sleek-and-chic LBD that's anything but boring,*

accented with equally edgy heels and silver statement jewelry from Jennifer Fisher” (Fashionista, 13 Jul 2017). LBD abbreviation for "little black dress" – stands for a simple but sophisticated short dress, mostly black, for official receptions and evenings.

Thematic modifiers denoting diplomatic etiquette are: *day dress, afternoon dress, morning suit, afternoon suit, lounge suit, afternoon dress, full regalia dress*. Presidents and prime ministers of foreign countries for the first audience to The English queen put on a lounge suit – a business suit of navy blue, brown, but by no means gray or black. It is believed that the gray color of a high-ranking official's suit indicates that he perceives the audience as a normal event and, accordingly, shows disrespect to the Queen, and black indicates that the costume is cheap.

Wives of statesmen wear day dress dresses or skirts, mostly of a subtle color to the business style; A wide-brimmed hat is also mandatory for women. Ambassadors of foreign states are required to wear a coat when presenting diplomas at a meeting with the Queen. Frak is also often out on members of the government, foreign delegates, representatives of diplomatic missions, and cultural figures on the occasion of presentation of honorary certificates and titles.

Thematic modifiers of clothes used on occasions such as wedding, engagement or funeral include *wedding gown, bridal gown, honeymoon dress, going-away outfit, fun garb, wedding ensemble, engagement suit, engagement dress*. The language units for the designation of wedding dress in discourse differ according to the explication of the age characteristic. , wedding outfit, age-neutral wedding ensemble, bridal gown stands for white lush wedding dress me (a dress with a train) of a young girl. To emphasize the age characteristic, this thematic modifier in the discourse is combined with the descriptors of young girl's, full-on, full-blown, romantic white dress, which act as its concretizers. full-blown bridal gown .

The nominative units of engagement suit, engagement dress represent the formal solemn attire of the bride and groom during the formal engagement announcement. The practice of officially declaring an intention to marry has

survived and still exists among aristocrats and representatives of show business. “*Meghan Markle’s engagement dress was sold out when she first wore it for the press call with her new fiancé. In fact, the brand renamed the dress in honour of the gorgeous Duchess*” (Express, 15 Oct. 2019).

Social events include the inauguration of a newly elected president, the coronation of a monarch, the burial of eminent persons, each of which involves the use of a certain type of clothing, so the thematic modification of the coronation gown denotes a special type of attire by the British monarch during the coronation, which are mandatory components: coronation dress with a reflection of the coat of arms of the royal house, the coat of arms of the country, and other nations embroidered symbols, and royal mantle and royal regalia.

“*Melania Trump opted for a perfectly tailored baby blue dress and jacket for her husband Donald Trump’s inauguration*” (Express, 20 Jan. 2017).

Thematic modifiers of *inauguration gown* and *inauguration suit* are used to indicate the clothing of the newly elected president and his wife during the inauguration festivities. The President's inauguration suit does not impose significant restrictions, but it must be a formal business-style suit, and the color of the tie must match one of the colors of the national flag (Wright, 1996 :151), however, there are significant limitations to the First Lady's inaugural dress .

The purpose of the seasonal clothing is to distinguish thematic subgroups of language units by the designation of the appropriate outfit:

- summer clothes: shift dress, summer dress, floral dress, bikini, swimsuit, sleeveless dress / shirt, cap, flip-flops, open shoes, shorts, panama hat, bermuda shorts, khaki, capri, bin-and-brace, G-string and the like;
- winter clothing: anorak, cardigan, taquintosh, London Fog. Burberry, fur coat, winter coat, hat, gloves, winter shoes, pullover, sweater, bodysuit, thermal underwear, scarf, snowsuit, shawl and the like;
- Demi-season clothing: Jeans, bottoms, waistcoat, jackets, classic suit, classic pants, etc.

The basis of the distribution of the above thematic modifiers is based on the utilitarian function of clothing items, namely: providing protection to humans from adverse weather conditions.

Theme accessory modifiers are called not clothing, but clothing items that a person puts not on the body, but on clothing to give him aesthetic beauty, demonstration of his own belonging to a certain social class or emphasizing a certain detail of appearance. Therefore, this thematic subgroup is formed by such linguistic units as: *buttons, handkerchief, buttonhole, pockets, hem, neck, hemline, brim (of a hat), feathers, tiepin, cuff, veil, train, gold braid, seams, belt, shoulder pads, brooch, cleavage*.

Example: “*The first lady stunned wearing a deep **v-neck** dress that featured white appliqué detail for the annual Wounded Warrior Project Soldier Ride at the White House. Melania accentuated her waist wearing a **thick black belt**” (Hello Magazine, 6 June. 2019)*

The thematic modifiers grouped into the thematic subgroup by the seventh nationality include language units for national clothing designation, in particular: sari, shalwar kameez, kimono, kilt, turban, ponchos, chamantos. The visibility of these thematic modifiers is that in their semantics, apart from the fundamental meaning, the national-cultural component of meaning will be realized. This dual nature of the above nominative units allows them to be regarded as signs of language and signs of culture. “*The Duchess had two outfit changes, wearing a white **custom shalwar kameez** by Pakistani brand Gul Ahmed with nude pumps and her Mulberry clutch” (Hello Magazine, 17 Oct. 2019).*

To summarize from the example above, the chapters started summit after the first SOon gathering in 1989 of states during international summits put on national odg to show respect for the host country. In the example above, Presidents J. Bush and V. Putin wear rapshos long linen shirts of bright colors that are a component of Chilean national attire. Thus, in this section, a thematic group of clothing nominations was considered and found to have a hierarchical structure, the constituent components of which, respectively, are thematic invariants, thematic

specifiers and thematic modifiers. Thematic modifiers are represented in the language and speech by a considerable number of linguistic units; for their orderly presentation within a thematic group, we divide them into subgroups based on the integral seven designation of clothing by gender, age, situation, seasons, accessories and nationality.

2.2. Discursive means of clothes descriptors

Clothing descriptors are direct characteristic features of the item or item of clothing being described. They serve as an indicator which can convey the characteristics of other objects and phenomena, and also register their relation to other objects. We believe that in order to establish the discursive characteristics of the descriptive clothing of the pragmatic English language, it is important to identify the discursive means of descriptive clothing of its object, namely: to distinguish the basic structural models of descriptivity, to consider the body of descriptors and to implement their semantics.

The quantitative analysis of the empirical material showed that the language descriptors are colour descriptors (41.7%), evaluation (33.3%), trade name (18%), material (5.1%) and length (2%).

Considering the percentages of the use of clothing descriptors, we conclude that language units predominate the colour. This can be explained by the specificity of human perception of objects and objects of the surrounding reality. The world is coloured, and how scientific research have fixed (Munsh 2003 : 31), the human brain, when perceiving visual objects, quickly and clearly distinguishes four parameters of the object such as: **colour, shape, depth, movement**. Thus, colour is almost the first characteristic of an object that comes in view when perceived by a particular phenomenon, object, creature.

The high frequency of language units used to indicate the appraisal of clothing is determined by the peculiarities of human perception of the world and

objects, which is always axiologically conditioned. The world is recognized and appreciated, and therefore when one perceives a certain object, an attribute of an outfit – one consciously or unconsciously makes it as good or bad. Assessment is also the expression of a subjective element of descriptiveness, as a person defines items of clothing on the basis of his axiological system of values, formed by socio-cultural, historical and individual experience.

The larger half of descriptors for trade names can be explained by the propensity of the English-speaking community, in particular the British community, to pay attention to the class component of human affiliation. The trade name conveys important information about the social status of the owner of the garment, which is important for the future perception by communicative partners – to form their positive or negative impression, providing a loan of confidence and so on. According to Debrett's Guide to the Modern Gentleman (Debrett's Guide, 2009) a person wearing expensive brand clothes is perceived as a trustworthy, reliable, trusted executive. For example, one of the tips in this guide is that when interviewing a job to replace a high position, one should first and foremost pay attention to the outfit that should be simple but well stitched and necessarily expensive.

Given that the above descriptors of garments are characterized by their semantic classification, linguistic units that describe the colour of clothes, we suggest calling them the **colour descriptors**, and those linguistic units that reproduce the estimation that the addressee of the item we define as **evaluative descriptors**. Language units for designation of trade name, material and length are **constructive descriptors**. The choice of the lexical item "constructive" is motivated by the fact that this semantic type of descriptors mark mainly technical (model) characteristics, so to say the manufacturer, the material and the spatial parameters of a certain "design" of the outfit. Let's move on to the descriptors.

2.2.1. Constructive descriptors

Such descriptors are intended to indicate the technical characteristics of the garment, that means its manufacturer (trade name), fabric and length. Conscriptive descriptors for trade and apparel designations usually occupy a preposition and perform a syntactic function of a definition that demonstrates the social status of its owner. Trade names are represented by anthroponyms to designate or design a fashion house (including Chanel suit, Versace evening gown, Ferragato scarf, Norman Hartnell gala dress, Catherine Walker coatdress, Vivienne Westwood frock, Jasper Conran suit), and place names that indicate certain geographical object (e.g., Savile Row suit, Sloane Square attire, Manhattan suit). The characteristic absence of possessive flexion between the descriptor-constructive language unit on the designation of clothing indicates that actualization in communicative-pragmatic aspect acquires a trade name. *“Thus far, Melania has worn a range of designers, some that nod to the goals of this week's state visit (Burberry, Michael Kors), and others that don't appear to (Dolce & Gabbana, Hervé Pierre, Dior, Celine, Hermès)”* (Town and Country, 4 June. 2019).

Length descriptors are represented by constructive descriptors on both simple nominative units (short, long, medium) and complex (arm-length jacket, elbow-length shirt, knee-length skirt, ankle-length socks, calf-length dress). At the heart of complex construct descriptors, there is a complex noun to designate the part of the human body that is limited by the length of the garment (Кокоса 2009). *“Melania kept cool in Florida wearing a sleeveless white cashmere knitted tea-length dress by Calvin Klein for her tour of the Morikami Museum and Japanese Gardens in Delray Beach, which she visited with Prime Minister Shinzō Abe's wife Akie”*. (Hellp Magazine, 6 June. 2019). Usually, the first component of such a model of a complex descriptor construct is a metonymy or metaphor that arises when comparing the length of an outfit with certain realities of objective reality. Suitable examples of metonymy are: floor-length evening dress to signify a casual evening dress (literally "to the floor") and metaphors are: ballerina-length skirt,

which notes a very short dress whose length equals the length of a ballerina's dress, which is known to be short enough.

Material constructive descriptors are represented by simple nominative units (in particular, wool, silk, cashmere, leather, brocade, satin, lace, taffeta, cotton), which can be complicated by concretizers of different shades and texture (e.g. satinized cotton skirt, guipure lace suit, duchess satin dress) and its origin (eg: lamb wool, crocodile skin, Swiss guipure lace). *“Today, for the 10th annual One Young World opening ceremony, a new iteration has arrived in the form of a subtle bouffant, her usual piecey tendrils framing her glowing face. Markle stepped out in a monochromatic Bordeaux-colored ensemble with a V-neck knit tucked into her red **leather skirt**”* (Vogue, 25. Oct. 2019).

Due to the metonymic transfer of the linguistic constructive descriptors to the designation of the fabric can be used in the discourse as the names of the clothes themselves: gabardines, tweeds, leathers. In this case, the grammatical ending (s) is added to the base of the language unit.

In diplomatic discourse, constructive descriptors of material designation may be used to give a certain social characteristic to the wearer, in particular to attest to his material status or party affiliation. For example “tweed” as a fabric is also associated with a conservative lifestyle, unwillingness and rejection of change and pedantry, which creates appropriate metaphorical phrases in the discourse. Technically designated in this way, constructive descriptors are complemented by clothing characteristics. In the discourse, they are concretisers for the transfer of certain qualitative parameters of material and length. They can be used to demonstrate the social status of the carrier person.

2.2.2. Colour descriptors.

In English-language diplomatic discourse, colour descriptors are represented by simple and complex nominative entities. The simple ones include

the colours that have one component in their structure, and complex nominative entities – those that have more than one.

Simple colour descriptors include linguistic units which refer to the designation of the main colours of the objective reality such as *white, black, green, beige, gray, purple*, and those linguistic units that have a secondary association of colour with certain objects of colour nomination. It's basis – associating the colour with certain objects of the world such as:

- precious gems or precious metal: *ruby, sapphire, pearl, diamond, silver, gold, jade, cobalt, bronze, moon stone*;
- flora: *rose, daffodil, lavender, lilac, geranium, saffron, olive, apricot, cherry, raspberry, mint, peppermint, banana, tomato, lemon, lime*;
- fauna: *satellite, donkey, camel, bear, shell, elephant, flamingo, canary*;
- geological objects: *sandy colors, sand, earth colors, aqua, slate, tan*;
- geographic objects: *eai-de-nil, tuscan, sienna, pampas, burgundy*.

“*Brigitte Macron wearing a lavender dress by Louis Vuitton, silver pumps, and a matching clutch to host a state dinner at Versailles*” (Harper's Bazaar, 12 Sept. 2018).

Each of the above mentioned colour descriptors has acquired a certain symbolic meaning in the society. It happened due to the similarity or contiguity of colour with a particular object or phenomenon of the outside world. For example, black is a manifestation of mourning and red is a passionate nature (emotional descriptions of clothing are descriptors of the flame color). Colour descriptors perform the pragmatic function of manifestation the attitude of the addressee towards the described person. Consider an example: “*Brigitte Macron walking to a welcome ceremony in Canada wearing a royal blue dress, matching coat, and floral white pumps*” (Harper's Bazaar, 8 June. 2018).

The above situation explicates the descriptive attire of Brigitte Macron (Prince William's bride) during a close friend's wedding ceremony. Blue is associated with the metaphorical royal blood (*blue blood*), and its concretizer is often used in the discourse by the adjective *royal blue*.

Complex colour descriptors consist of several, preferably two, structural components. In the course of the study, we have identified two varieties of two-component complex colour descriptives. In the first case, the constitutive component is a **lexical unit**, which compares colour, and the second is **semiafix**.

Examples of the first are: *rainbow-colored suit, tan-colored jersey, camel-colored coat, sofa-coloured jacket, rose-coloured evening dress, plum-coloured suit, rose petal-hued dress, gold-hued ensemble, rust-coloured evening dress, teal coloured suit, metal-hued skirt, metallic-hued jacket.*

For example: “*The 48-year-old first lady showed off a chic camel-colored look from head-to-toe for the flight, paring a \$3,875 light brown double-breasted wool coat by Roksanda featuring red trim around the back and sleeves*” (Foot Wear News, 1.Feb. 2019). A sophisticated *camel-coloured* colour descriptor compares the colour of The First Lady’s look to that of a camel.

The second kind of two-component complex descriptors is the lexicalisation of free phrases, in which the first component expresses the concretizer (noun or adjective specifies the name of the color, its shades, palettes), and the second – language unit for the designation of colour: *green-brown, chocolate-brown, wine-red, forest-green, ice-blue, kemit-green, electric-blue, salmon-pink, petrol-blue, cherry-red, pure-white, ink-blue, buttercup-yellow, tint-green, mustard-yellow, mousy-gray, rose-pink, deer-purple, shocking-pink.*

Colour can have a significant number of shades beyond the semantics of the corresponding colour descriptor. Therefore, in the discourse formed a certain body of colour concretizers, denoting a variety of shades and the degree of manifestation of a certain differential trait, intensity, weakness. “*The Duke of Sussex drove his grey electric Audi E-Tron and wore a **cool blue** suit as Meghan kept her outfit autumnal with a leather burgundy BOSS pencil skirt and rustic quarter-sleeve top*” (The Sun, 25 Oct. 2019). The colour descriptor indicates a reduced blue level in the example given to the suit's color specifier.

The color specifics of a diplomatic discourse may be linguistic units such as: *pale print yellow dress, pale lavender skirt*, denoting feebly marked shade of

colour; shocking, *pinking; shocking; pinking; shocking; deep purple, plum velvet*, which nominalize a strongly marked colour.

The intensity of the manifestation of the colour differential in the description of the outfit in the discourse can be expressed not only by lexical but also by grammatical means to which the suffixes belong: *bluey suit, reddish dress* meaning partial colour intensity.

The basis of the vast majority of discursive concretizers colour descriptors are the metaphorical association of colour with a particular object of reality, and even a particular profession. In diplomatic discourse, an anthroponym containing the name of a well-known public figure may act as a specifier for a color descriptor Nancy Reagan Red, Grace Kelly Blue. Red, for example, is associated primarily with former US First Lady Nancy Reagan. At most of the state receptions, Mrs. Reagan wore red dresses, thus making stand out among others. In the discourse, anthroponyms denote not only shades of colour, but also a certain cultural-historical reality, of a certain connotative value, which underlies precedent, as in the example given above by Nancy Reagan. The gradual properties of colour descriptors, expressed as comparisons, by degrees can be used to denote the intensity of manifestation of differential trait in diplomatic discourse both at the level of: paradigmatically fixed forms of degrees of comparison (eg, blackest), and at the level of discursive modifications (eg whiter-than-white). Thus, color descriptors are represented in the discourse of English-language periodicals by simple and complex nominative entities. The use of concretizers is due to the fact that the semantics of colour descriptors do not reflect all the shades of the colour palette and the degree of their saturation.

2.2.3. Evaluative descriptors.

Feature of human perception the reality and the objects is the axiological component of this process. Evaluative descriptors are focused on expressing appraisals of addressees. Usually, the descriptors of evolution are adjectives

because of their ability to provide substantive and non-substantive entities, have varied qualities and express an appreciation. The evaluation vector, positive or negative, can be embedded in the semantics of the respective linguistic units or formed in the process of functional compatibility of the unit in discourse. Thus, they distinguish the inherent linguistic units by the marking of the mark, whose lexical meaning is fixed in the seme, and the non-inert linguistic unit, which are determined by their contextual combination (Kovalenko 2005 : 121).

The garment descriptors represented by the inherent adjectives include: *beautiful, perfect, elegant, dazzling, gorgeous, adorable, admirable, hideous, dreadful, harrowing, unattractive, glamorous (glam), fabulous (fab) and more.*

For example: “*At a charity gala performance of "Hamilton" at London's Victoria Palace Theater, Markle wore a \$595 tuxedo minidress. The elegant Judith & Charles piece looked like an oversized blazer - a popular look among celebrities like Kylie Jenner and Blake Lively*” (Insider, 27 Mar. 2019). In the example above, the positive evolutionary orientation of the descriptor is embedded in the lexical meaning of the adjective and does not require context to be objectively interpreted.

A prerequisite for defining the adherent (contextual) descriptor-evolutives with context and common background knowledge of the addressee and the addressee. Context can provide an evolutionary focus on those linguistic units whose semantics do not express a semantic value. Given that the addressee seeks to establish cooperative communicative relations with the addressee, which is achieved by appeal to a single repository knowledge fund, intertextual units, in particular precedent linguistic units, are used in the diplomatic discourse as descriptors of clothes.

Evolutionary descriptors can be lexicalised by phrases that contain the emotional components **oh, so, ah**, which gives the above descriptors exceptional expressiveness in the implementation of the appraisal attire. Thus, the evolutionary descriptor of clothing can be divided into an incendiary and an adherent. Adherent descriptors receive value in context, usually preceded by precedent language units.

the only repository knowledge foundation its use is based on communicative participants in diplomatic discourse.

Conclusions to Chapter 2.

The analysis of the discursive peculiarities of clothes descriptors in modern English Diplomatic Discourse gives us a chance to make the following conclusions:

1. The thematic group of clothes items is hierarchically structured set of language units. The presence of linguistic units in their semantics is the main criterion for the general feature of the thematic group « objects that we put on the body».
2. The components of the thematic group of clothing nominations are thematic invariants, thematic specifiers and thematic modifiers. Thematic invariant is the most general in content common sense for the corresponding thematic grouping. Thematic specifiers specify and make concrete the semantically generalized values of the thematic invariants.
3. Thematic modifiers are represented by a large number of language combinations of thematic modifiers in units. The thematic subgroups were carried out by the seventh destination of clothing on such grounds as gender, age, situation, season, accessory and nationality.
4. In diplomatic discourse, the thematic invariant, thematic specifiers and thematic modifiers of clothing are syntactically combined with lexical units for colour designation (41.8%), ratings (33.2%), trade marks (18.3%), fabrics (4, 6%), length (2.1%), which gives the recipient the opportunity to fully describe the clothing of a certain person. Given that these lexical units are not named but supplemented by the description of the garment by identifying its various properties, they are considered in the work from the perspective of descriptors. Depending on what property of clothing is emphasized by the descriptor, there are three types

of them: colour descriptors, evolutive descriptors, constructive descriptors.

5. Colour descriptors are represented by simple and complex metaphorical nominative entities, the basis of most of which is the association of clothing with a certain object of reality or a natural phenomenon. Concretezitors are used to denote the colour shade palette and the degree of the saturation.
6. Evaluative descriptors denote the appraisal of clothing that is described by the addressee in a particular piece of diplomatic discourse. Usually, lexicals and adjectives become descriptors of the collocation. Valuable seed in the descriptor-evolution may be lexicographically fixed in the lexical meaning of the respective linguistic units or conditioned contextually.
7. Constructive descriptors are focused on the designation of the technical characteristics of clothing: its manufacturer (trade name), fabric and length. Each of them has the potential to provide social information about its owner.

Chapter 3. CROSSCULTURAL ASPECT OF CLOTHES IN MODERN ENGLISH DIPLOMATIC DISCOURSE

Studying clothes as a non-verbal signal in diplomatic discourse is not possible without touching cultural aspect. Diplomatic visits always include travelling to other countries where diplomats represent the whole nation of the native country. The choice of clothes directly depends on the following factors : religious views, the type of the visit (official or non-official visit, dive-by visit, business visit, shirt-sleeve meeting, landmark event), daytime and each of them has got its own protocol.

3.1.Functions of clothes in cross-cultural communication

The role of clothes in making an impression about the person and also its influence on the emotional state of it's owner is a subject of psychological investigation. Dress was studied by G.Simmel (2003) ,J.Fluggel (1976) and E.Harlock (1976) . It has been proved that clothes are not only the first object that is analyzed format the first meeting but also is the element which is estimated by three parametres according to situation, age, profession.

The studies of clothes have clarified that people illustrate ideological background and their philosophy with the help of clothes items. Clothes is a cultural artefact which is not used only on daily basis. Clothes serve as a mempry of previous epochs, historical and cultural events of certain country.

Clothes influence the perception of the person by other people. In diplomatic discourse clothes shows the rezervness, and loyalty. For example the choice of the dress of the First lady is a part of the American political life and plays a significant role in creating the social behavior (Набокова, 2009). Society is very strict towards the dress of the First Lady. The dress must be expensive but at the same time very beautiful, simple and balanced. Inaugaration dress is extremely prominent because it will proclaim the styly of the First Lady and shows how the nation wants the Lady to represent the country to the world.

The diplomat who is dressed according to the situation and in expansive attire has more authority than the one who looks poor and does not comply with the situation. That is why clothes is a means of social regulation and a tool for influence.

According to the investigated material clothes descriptors in diplomatic discourse are personally oriented: it means that the description is given not just to the clothes but to the outfit of a certain person which has its traces in discourse. Clothes descriptors are significantly important from the communicative perspective because they help the addressee to convey information not about the dress itself but about the wearer (Kaiser, 1988: 98).

Clothes in diplomatic discourse perform the following functions: decoration, protection, attraction, self-assertion, self-denial, group identification, display of status and social role (Серякова, 2009: 87). Let us consider some of them.

When we talk about social role we talk a tactic which is used to inform the addressee about the social status of the diplomat. Social status can be natural or acquired (Скидченко, 1997: 32).

Natural high status is the one that the person acquires from birth. Here we distinguish membership of the Royal Family or belonging to the aristocracy. The following thematic modifiers are used to outline the status: coronation dress, coronation gown, full-regalia dress, the robe of state etc. “*Queen Elizabeth II wanted her coronation dress to be similar to her wedding dress...*” (Express, 18 Mar. 2019). Here we see that the thematic modifier *coronation dress* emphasizes on the royal status of Queen. The modifier has a symbolic meaning of the attribute of royalty.

There also exist some speech means of realization this tactics. Here we talk about the syntax combinations with presuppositional meaning like queenly, ceremonial, stately.

The acquired social statuses include the statuses the person attain with the help of his own efforts and abilities. Three criteria are distinguished here: prestige,

herd and power (Скидченко, 1997: 33). According to these criteria upper, middle and low statuses are outlined.

While categorizing the acquired social statuses the addressee is prone to use the combination of linguistic units of denoting clothes with constructive descriptors of trademark and fabric. Among linguistic units used for outlining the status we have to distinguish between inherent and adherent ones.

Inherent pieces of clothes include *Ascot hat, cocktail dresses, garden-party dresses, morning suit, dinner jacket*. They function as markers of upper social status because they are used on business receptions and secular events. Let's consider the example: "*This father-son duo dressed for the occasion, with both Charles and William wearing the Ascot-required top hat...they showed off their sartorial style...*" (Town and Country, 18 Jun. 2019). Having used the linguistic unit "ascot-required" the addressee shows us the status of the diplomats and adds the evaluative component "show off". According to the protocol Ascot requires certain dress code that should be followed. What's more Ascot is a Royal event where all members of the royal family are engaged. All Royals must be worn according to the dress code which reflects the history of the family.

The descriptors of trademark, colour and fabric are also known as communicative tactics for realizing the acquired status. Their high association potential helps to show the status because usually people are already familiar with famous brands, trademarks, colours and fabric. For example: "*Melania Trump wears statement \$9,000 Dior coat to celebrate Thanksgiving*" (Evening Standard, 21 Nov. 2018). In this description we can observe the usage of the descriptor of elite trademark – Dior – which is known to be affordable for upper class people. Having worn the coat which costs a lot Melania emphasized on her social status of the First Lady. The price is also used in discourse fragments when the trademark is not familiar to the people but make it possible to presuppose the status of the wearer.

It is also important to mention that the usage of clothes descriptors for denoting the regional membership of the person is found very rarely. It happens because Englishmen are already acknowledged with the stereotypes and

associations which help to decode the the information about the origin of the person.

The usage of national cotume and combining them with the constructive descriptors (fabric and form of the dress) help the addresse to demonstrate the national affiliation of a person.

3.2. Dress code in higly institutional diplomatic occasions

Visiting high ranking occasions requires from diplomats a special preparation. Here we talk about a diplomatic protocol which include the rules of ceremonial and it's compliance. The protocol itself means a c omplex of rules according to which the official representatives of each country regulate the order of various diplomatic ceremonials (Серякова, 2012:214). The rules of diplomatic protocol are aimed for organising sane relationship between states and their representatives abroad. These rules must be properly outlined and adhered. Any violation can be crucial and create difficulties and then lead to the apologizes and looking for the ways of saving the face.

Diplomatic protocol presupposes the following categories : the rituality of the process, screenplay of the event, locality and temporality and what is more the usage of symbols and artefacts which are also called as discourse semiotizators (Метелица 2002: 179). It is worthy to note that non-verbal symbols and artifacts are often involved in diplomatic discourse. They provide a kind of sign support to the rituality under the protocol. Accordig to professor Sieriakova (Серякова, 2009) we distinguish the following types of non-verbal signs such as : national and state symbols, invitation cards, and style of clothes.

The first set of non-verbal signs usually has a national and state character. They are perceived as certain material values for the nation and are fundamental for national ceremony symbolism. In the USA for instance the visual artefacts are

the following : national flag (stars with stripes) , national colours (red, white and blue) and the National emblem – the eagle.

The second set includes such non-verbal cues as : clothes, accessories and all symbols of state recognition – for example medals. Their main function is to make the event under the protocol more formal.

The diplomatic etiquette provides some rules of clothes depending on the type of the occasion which is known as a dress code. Considering the ultra-formal visits the black-tie or the white-tie dress codes can be distinguished.

The black-tie dress code takes place during the wedding, solemn receptions, gala-dinners. The black tie dress code is not the strictest form of the whole existing ones. Usually, it is appropriate for celebrations held after 6 pm. For women a long dress of any degree of elegance will be enough. It can be embroidered with sequins or, conversely, a silk flowing dress. Unlike the strictest White Tie dress code, in the case of Black Tie the neckline size is not specifically regulated, as well as the presence or height of cuts. The only acceptable type of shoe with the Black Tie dress code is closed shoes. The material does not play much significance – except for leather or suede, it can also be velvet or satin. In some cases, Black Tie allows a cocktail dress, but it must be below the knee. The colour scheme of a Black Tie dress is a matter of taste, but it is better to avoid overly bright and flashy shades, as well as colourful or predatory prints that will look a bit aggressive. Unlike the White Tie, which accepts only precious jewelry, quality jewelry is allowed at Black Tie level events. It should not be too much. A necklace and bracelet or large earrings and rings will be enough.

For men, Black Tie suggests one possible appearance which is a tuxedo suit, a black bow-tie with right angles that should be tied, and classic not lacquered derby shoes or oxford shoes .

White-tie dress code as being the strictest has certain rules and restrictions. Let us consider them :

1. Dresses should be long and be sure to cover the ankle and all other parts of the body should be closed as much as possible. No frank cutouts. If the outfit is

with a deep neckline, then it must be covered with a cloak. Hands should also be covered. For this, women wear gloves above the elbow, ideally they should be white. For men, this dress code implies a tailcoat, bow-tie and black patent leather shoes.

2. In this dress code no fakes and ordinary jewelry are applicable. Only gems and metals. If there is no way to wear jewelry, then it is better not to wear anything.

3. Accessories. One can take with only those things that fit in a miniature clutch. Large bags and large clutches must be excluded. The decor on such a small handbag should be non-invasive and preferably fabric, for example, from satin or shimmering fabric.

4. The hair must be always styled in a high hairstyle or simply gathered to open the face. Loose hair is not permissible, it is necessary to use styling products and varnishes so that the strands do not fall out of the hairstyle during movement.

The last occasion which gathered almost 200 representatives from all the world was the enthronement of the Japanese emperor Naruhito. The royals and diplomats from different countries joined this high-ranking ceremony. Let us consider some examples of the choice of clothes for a white-tie banquet in Japan.

“Queen Letizia of Spain looked typically stylish for the high-profile occasion, plumping for a pink and green floral gown from Spanish designer Matilde Cano, which she accessorised with a pretty blush pink headband and a green waist belt to accentuate her svelte frame . Never one to shy away from making a statement, the 47-year-old finished the look with glittering jewels at her neck and wrist” (Daily Mail, 22 Oct.2019).

In this piece of discourse we see that the Queen of Spain joined the ceremony of enthronement. She represented her country and for this purpose she chose a dress by the Spanish designer. The colour descriptor “ green floral” concretizes the colour of the dress and compares it with the flowers . As it is mentioned the occasion is a high-profile one the dress code is important. The gown and the jewels chosen by the Queen suits the occasion. An evaluative descriptor “

pretty” shows the positive response from the public. Blush pink – the colour modifier “blush” concretizes the shade of the headband which means that it wasn’t too bright and haunting.

“The Netherlands' Queen Maxima made an entrance in a head-to-toe silver-grey look, arriving alongside her husband King Willem-Alexander. The queen's floor-length gown featured floral applique and flattering sheer sleeves. She topped the ensemble with one of her signature hats in the same shimmering shade” (Daily Mail, 22 Oct. 2019).

The following piece of discourse describes the attire of Queen Maxima. The **floor-length** constructive descriptor shows the length of the gown which perfectly match the occasion according to dress code. Signature hat underlines her individuality and means that she wanted to emphasize on it.

“Crown Princess Mary of Denmark fully embraced the sparkles this evening. In addition to her tiara, her pale pink gown featured a shimmering cape, and her clutch glittered as well” (Town and Country, 22 Oct. 2019).

Princess Mary chose a pale pink gown for her outfit. The colour modifier pale points the shade of the gown. Pale pink is associated with princesses from fairy tales and something innocent which mean that this colour is perfect for her status. The tiara with precious gems as diamonds and rubies emphasized her status as a princess.

“Empress Masako arrives at the Imperial Palace to attend the court banquet. She appears to be wearing the grand Meiji Tiara, as her mother-in-law did at Crown Prince Akihito's” (Town and Country, 22 Oct. 2019).

The fragment shows the dress of the Empress of Japan during the banquet. Having worn the tiara she showed her upper status. The evaluative descriptor *grand* shows that it impressed the public.

“Mary changed out of her white Maria Fekih dress and into an equally as stunning lilac off-the-shoulder dress with a fabulous sequined floor-length cape to spend the evening at Tokyo's Imperial Palace for a State Banquet for the newly enthroned Emperor” (Hello Magazine, 23 Oct. 2019).

In this piece of discourse we can observe the choice of the attire of Princess Mary. The evaluative descriptors “**stunning**” and “**fabulous**” show the high positive estimation which lies in the lexicological meaning of the adjectives meaning that the Princess made a good choice. **Lilac** colour descriptor shows the shade of the gown which is compared to a flower.

“Myanmar's leader Aung San Suu Kyi stepped out in a gold ensemble of a silk long-sleeved top, embroidered skirt and matching hairpiece. Alongside her delicate earrings, she also wore a statement yellow and pearl necklace to tie together her outfit” (Hello Magazine, 23 Oct. 2019).

In this piece of discourse we see the description of the Myanmar's leader. Here we see the gold and yellow colour descriptors. We may conclude that as far as diplomats represent the country they came from, the choice of the colours are not unreasonable. Yellow is one of the colours from the Flag of Myanmar and gold is a colour of the State Seal. The choice of the colours directly lies in the strategy of presentation of the country. The constructive descriptor **silk** points to the fabric of the dress and also can be associated with the national costumes of the Burmese costumes which are mostly made of silk, lace or cotton. The embroidered skirt also features some cultural traces of national costumes and means handmade design which is always respected because of a time-consuming process. The thematic specifier ensemble shows that the dress was elegant and fashionable.

“Prince Charles looked dapper as he posed in full uniform ahead of the special events. Prince Charles, who for the occasion wore a Benson & Clegg full evening dress suit, was accompanied by Paul Madden, the British Ambassador to Japan” (Express, 22.Oct, 2019).

The fragment under consideration is an example of the royal male outfit. The evaluative descriptor ‘dapper’ shows that the Prince was in a tidy and neat outfit. The thematic language unit ‘suit’ stands for a masculine piece of clothes which is worn during diplomatic visits and special occasions. The modifier ‘evening’ is used to emphasize the diplomatic etiquette which was successfully followed by the Prince.

“Crown Princess Victoria accompanied her father, Carl XVI Gustaf of Sweden to the banquet this evening. Her tiara was more understated than some of her fellow roya” (Harper’s Bazaar, 22 Oct.2019).

In this piece of discourse we can observe underestimation of the tiara of Crown princess Visctoria. The evaluative descriptor «**understated**» shods that the tiara worn by her was not as bright as it could have been.

“Crown Princess Victoria of Sweden opted for a more low-key tiara, which complemented her delicate lace dress perfectly. She accompanied her father, Carl XVI Gustaf of Sweden” (Harper’s Bazaar 22 Oct,2019).

In these two pieces of discourse we can oserve an evaluation of the look of the Princess. The evaluative descriptors “understated” and “low-key” show us that the tiara is not as striking as tiaras of other royals. The descriptor low-key emphasizes on her shy and sensitive character. As the Princess accompanied her father we may say that the choice of the tiara depended on this situation and it was done to show her status as a Princess which is lower than The Queen.

“Queen Maxima chose the perfect tiara to match her dazzling red ball gown, as it appeared to feature several striking rubies” (Harper’s Bazaar, 22 Oct. 2019).

In this piece of discourse we can see that the dress of The Queen of the Netherlands achieved positive response from public. It can underpinned by evaluative descriptors “**dazzling**”and “**striking**”. The linguistic unit “ball gown”is an attribute of the high-profile banguette. The ball gown means an expensive, usually jeweled drees worn for special occasions. The tiara finished the outfit and fited the white-tie dress code as for the formal meeting.

“King Jigme Khesar Namgyel Wangchuck of Bhutan and Queen Jetsun Pema of Bhutan also attending the ceremony wearing traditional robes from their country” (Daily Mail, 23 Oct.2019).

The fragment of discourse describes the robes of the King and the Queen of Bhutan. The thematic specificator “**robe**” means a piece of clothes which often loose and lond frequently worn for very formal occasions. The evaluative

descriptor ‘**traditional**’ explicitly underlines that wearing these clothes The King and the Queen wanted to represent their country with the help of wearing national dress. The youngest Queen in the recent times is often opted in national colourful dresses while travelling with diplomatic visits. That is done to adhere the rules of Bhutan according to which all the citizens are to wear national form of clothes.

“Not all in attendance were royals. Ukraine's President Volodymyr Zelensky and his wife Olena Zelenska attended the ceremony as well. Olena stunned in a pale yellow gown paired with delicate, jeweled gloves” (Daily Mail, 23 Oct.2019).

This fragment of discourse provides us the description of the dress of the first Lady of Ukraine. The colour descriptor ‘**pale yellow**’ resembles the arrays of colours of Japanese culture. The dress combines the traces of both Ukrainian and Japanese culture which noded the host country and also represented the Ukrainian nation. The ‘jeweled gloves’ were ideal for the ceremony according to protocol.

“At first glance, her floor-length white gown, worn with elbow length gloves and hair twisted into a chignon were spot on for the white tie dress code” (Telegraph, 3 June. 2019).

The fragment shows us the description of the choice of the attire for the banquet hosted by the Queen. Melania wore a floor-length gown which perfectly matches the high-profile occasion where the diplomatic protocol restricts wearing midi or short dress. The choice of the colour – white – is considered to be well-targeted. The Queen was also wearing a white gown and as it was mentioned Melania “ *nods to the Duchess of Sussex and Princess Margaret with her rebellious white-tie style*”. But it was also mentioned that wearing white she threw the shade at Camilla.

3.3 Dress code in institutional occasions : state visits

Diplomatic visits always require travelling to other countries. Each trip requires special preparation and the wardrobe taken for the tour is always under the eye of a journalist. The dress has always fit the occasion and of course it conveys

messages. Let us consider some examples from the semi-formal diplomatic visits and analyse the dress.

“The first lady must have been paying homage to her host country when she wore a Gucci dress covered in London landmarks — Big Ben, double-decker bus and all — to board the plane from D.C” (The New York Times, 7 June.2019).

In this piece of discourse we can observe the outfit of the First Lady of The USA during her state visit to the UK. The dress chosen by Melania was inspired by the famous British landmark such as Big Ben, double-decker buses and the House of Parliament. The function of her dress was to not the hosting country with the help of her dress. It is underpinned by the positive linguistic units “ pay homage” which means to show the respect to the British culture.

“Mrs. Trump was being diplomatic by arriving and departing in the British heritage brand Burberry (a pussy-bow-print blouse splashed with the word “society” on the way in, and a trench coat as she left)” (The New York Times, 7 June.2019).

The piece of discourse provides us with the description of the dress of Melania Trump while paying a visit to the UK. The evaluative descriptor “ diplomatic” proves that the choice of the outfit was matching the goal of the state trip. The choice of the British brand ‘ Burberry’ noted the fashion industry of Britain. The word ‘society’ on her blouse was a sign of her clear thoughts and meant that she was driven by the idea of careness of people around the world.

“She looked utterly appropriate at the Normandy D-Day celebration in a somber Dior coat and Roger Vivier shoes — both French brands, to salute the French” (The New York Times, 7 June.2019).

The fragment under analysis features the dress of US First Lady on her trip to France . The positive evaluation of her dress is underpinned by linguistic units ‘ **utterly**’ and ‘**appropriate**’ which means that the choice of the dress was perfect and suitable for the occasion. The constructive descriptors ‘Dior’ and ‘Roger Vivier’ are famous trade marks. Wearing them she noted and showed her appreciation of French fashion.

“As she boarded a plane she appeared to be wearing a Zara jacket with the astonishing caption: “I really don’t care. Do U?”(The Guardian,22 Jun.2018)

The following piece of discourse states the fact that the print on the jacket can spoil the situation and become a reason for a scandal. Melania Trump arrived to visit children who are sick and when she boarded a plane the journalists noticed the sign on her back. The evaluative descriptor «astonishing» shows the reaction of people towards this awkward situation.

“Melania Trump packed for her African adventure. Her stilettos were leopard print, her skirt leather, her coat suede, in a warm ocher color that would have blended nicely with the red-earth airstrips of the African bush”(Town and Country, 9 Oct.2019)

The choice of the outfit of the First Lady of the US is very ambiguous. The animal print which is conveyed by a colour concretizer ‘leopard’ and the constructive descriptor ‘leather’ gives us a precise understanding of her outfit. The clothes to our mind is not the best for the occasion. Melanis was on a diplomatic mission in Africa. The message that she sent was that she came to the Safari. To our mind animal prints are not very suitable for diplomatic visits especially when we talk about the continent with safari land. Wearing animal prints Melania made Africa to exotic which is not good for diplomats. There were a lot other options to choose in order to nod the country: culture and fashion are also in a list.

“The animal theme roared back when Trump deplaned at Nairobi’s Jomo Kenyatta International Airport in a white dress with a bright tropical-bird pattern. And she departed in much the same way—in a green dress covered in beige silhouettes of cavorting rhinos, zebras, and flamingos” (Town and Country, 9 Oct.2019)

In this piece of discourse we have a detailed description of Melania’s dress in Africa. The first lady was in a dress with animal prints. We think that this outfit can interpreted in two ways : it is not appropriate for the diplomatic visit to the country where the fauna is so rich in different exotic animals. The suit should have

been more reserved. And, on the other hand it was a nod to the country, she expressed her joy and may be her love to animals.

“Back to the safari outfit that was Trump’s choice for her visit to a Kenyan orphanage and a game drive in Nairobi National Park—the aforementioned pith helmet, plus white shirt, pants, and high boots” (Town and Country, 9 Oct.2019)

For the game in the national park Melanis Trump chose white helmet, white shirt and high boots. But, the choice of white clothes articles was a failure. First of all, white colour is dangerous to be worn in the place where there are a lot animals. White colour as well as all the bright ones attract animals which can fall on Melanis because she was the most noticebale. In addition, Melania was in a place where there was a lot of dirt and white colour blouse could immediately become very dirty. The pitch helmet was also not the best thing to weat because it is a liitle bit old-fachioned and hasn’t been worn for 30 years.

“The Duchess of Cambridge chose a bespoke shalwar kameez by Catherine Walker and beige heels for her arrival in Islamabad”(Glamour, 17 Oct.2019)

In this piece of discourse we see the outfit of the Duchess Kate Middleton during her trip to Pakistan. The constructive descriptor ‘bespoke’ shows us that the Duchess was preparing for her trip and had learnt some facts about fashion of Pakistan. The choice of the dress was perfect for the occasion. The descriptor shalwar kammez marks a traditional women dress worn in South Africa and Central Asia. Wearing it the Duschess showed repsect and credit to the country, culture and customs.

“On the first full day of the tour, Middleton continued dressing in the traditional style of Pakistan in a blue kurta (a loose, collarless shirt often worn in South Asian countries), pants, and a scarf by local designer Maheen Khan. She accessorized with beige block heels from New Look and Zeen earrings, per Hello! Magazine” (Glamour, 17 Oct.2019).

During her trip to Pakistan , Kate wore a scarf by a local designer which was regarded as a nod to fahion industry of the recipient country. The modifier

‘kurta’ shows the national belonging of this clothes article. Kurta is a loose shirt , without a collar which is frequently worn by people from South Asia. Pants and a scarf have closed her body which shows her respect to the religious views of the country where women are not allowed to show their arms and knees.

“In the evening, for a reception at the Pakistan National Monument, the duchess changed into a sparkling green emerald gown by Jenny Packham with earrings from Onitaa, which were sourced locally” (Glamour, 17 Oct.2019).

In this fragment of discourse we can observe the choice of the dress of The Duchess for the evening reception. The descriptor ‘gown’ proves the dress was long and appropriate for the evening receptions according to the dress code. The constructive descriptor ‘emerald’ shows the material of the dress which perfectly emphasized on her status as a member of the Royal family. The earrings were produced by a local jewelry house which is taken as a reverence to the hosting country. The green colour of the dress is also remarkable, because it’s a colour of the national flag of Pakistan.

“Kate's tunic featured jasmine flowers within the embroidery - a nice nod to Pakistan's national flower”(Hello Magazine, 17 Oct.2019).

In this piece of discourse we see that the Duchess was wearing a tunic which was a great choice because it covers the body and is worn by all women in Pakistan. It made her look similar to the citizens. The evaluative descriptor ‘ a nice nod’ is used to emphasize on the print of her tunic which was featured with jasmine. As it is mentioned jasmine is a national flower of Pakistan and the tunic was a tactic to convey a message that she knows much about the culture of the country she visits.

“Melania Trump wore a sleeved black robe with a gold belt while Ivanka Trump wore a black-and-white dress with long sleeves”(Telegraph, 20 May.2017)

In this piece of discourse we see the description of the dress of Melania Trump during her visit to Saudi Arabia. The concretizer ‘robe’ features a long dress usually worn by Eastern women. The choice of the dress was perfect because the dress code in the hosting country is very strict towards the female fashion.

However, she was criticized for not wearing a headscarf which is very important. Women have to cover their heads according to the dress code.

“The Duke and Duchess of Sussex on Tuesday paid a visit to the country’s oldest mosque...For the visit Meghan ditched the denim jacket she wore earlier in the day and donned a cream-colored headscarf” (Huff Post, 2019).

In this piece of discourse we can see the description of the Duchess of Sussex on her trip to South Africa. Never seen in headscarf before, Meghan proved that she knows the rules of entering the mosque. She covered her head as it is required for entering the worship places. The jacket covered her knees and arms which is also important according to the clothes rules. We can conclude, that Meghan adhered to the rules and respected religious views of the country.

“The Beulah dress features Bhutan’s national flower, the poppy, and is called “Juliet” (of course she would wear a dress named “Juliet”)” (Vanity Fair, 11 Apr.2016).

The fragment describes the outfit of Kate Middleton during her trip to India. She nods the country with her dress, which features a national flower – a poppy. The dress was inspired by *“purple sunsets of India”* (Glamour, 2016).

CONCLUSIONS TO CHAPTER 3.

In the third chapter of our research paper we have practically analysed examples of fashion diplomacy in Modern English diplomatic discourse. We have analysed 27 examples of dress chosen by diplomats on their trips to other countries. We may conclude that :

1. The choice of the directly depends on the occasion : banquette, evening reception, high-profile meetings, diplomatic state visits.
2. The high-profile occasions require the adherence to the protocol and the dress code either a black-tie or a white tie.

3. For high profile occasions diplomats choose the clothes that will emphasize the status. The following clothes articles are usually found : tiara, jewelry, floor-length gown, suit, clutch, gloves/
4. The main function of the dress on a high profile occasions is to show the social status : being a Queen or a Princess, President or The First lady.
5. Diplomats paying visits to other countries often dress typically for the hosting country. Wearing national costumes, or having national marks on the dress highlight the respect to the country.
6. The main goal of the visits is to represent the country the diplomat came from and to nod the hosting country. For this purpose, diplomats choose the dress of local designers, feature national colours or landmarks on their clothes.
7. The message of the dress sometimes may be twisted. We can say that the choice of clothes, colour, print, length etc are of high importance. If the diplomat wants to look appropriate he has to learn some cultural aspects of the country he is going to pay visit to.

GENERAL CONCLUSIONS

In the process of investigation we have explored the role of clothes in modern English Diplomatic Discourse. The most complicated thing that we faced was the definition of the term “discourse”. A number of works were devoted to this topic but we agree with the one suggested by Professor Kibrik : “*Discourse is an utmost wide notion that includes all forms of the language usage*”. We have clarified that discourse has two forms (oral and written), can be divided into a number of types and subtypes.

Diplomatic discourse is one of those types which has to be studied more deeply. It is an institutional type of discourse which combines traces of political, judicial, media and many other discourses. Diplomatic communication is closed from public eye and this makes its studying challenging. Still, any diplomatic communication is not possible without using of non-verbal means of communication. Here we speak about gaze, mimics, posture, space, timbre, clothes etc. Non-verbal means are usually combined or supplemented by the verbal ones which make the speech more expressive and emotionally coloured.

Clothes in diplomatic discourse play a very important role and is considered to be one of the cues of non-verbal communication. Having analysed a number of works of non-verbal studies we can conclude that clothes belong to the optical group of non-verbal means of communication and the subgroup of artifacts. Artifacts are clothes, hairstyle, furniture and everything that is taken as a décor in a certain speech situation. Clothes as a non-verbal cue are regarded as situational and according to professor Soloschuk “they can control and communicate the process”. Clothes can be interpreted endlessly because they convey the meaningful and factual information and also expressive-evaluation one.

We have analyzed clothes from the linguistic point of view by detailed analysis of clothes descriptors. Descriptors are classified into colour, evaluative and constructive ones. Colour descriptors are metaphorical and are associated with

objects of natural reality. Their concretizers specify the shade and the degree of saturation.

Evaluative descriptors show the appraisal of the addressee and are frequently found in discourse fragments as basic components of estimation. Evaluative descriptors are fixed in the lexical meaning but may be contextually conditioned.

Constructive descriptors show the fabric, length and trade name of the piece of clothes. They are often found in discourse as means of underlining the status.

To reach the aim of the investigation we have fulfilled the **following tasks**:

- outlined linguistic framework of diplomatic discourse investigation;
- highlighted distinctive features of diplomatic discourse;
- considered the role of non-verbal communication in discourse studies;
- described and characterized thematic groups of English labels for clothes ;
- distinguished pragmatic cross-cultural aspect of clothes descriptors;
- described dress codes in different institutional diplomatic practices;

We have analyzed 30 examples of discourse fragments and can make a conclusion that clothes play a crucial role in English diplomatic discourse. Clothes articles create positive or negative impression, emphasize on the status, show respect to other cultures and nations.

РЕЗЮМЕ

Спілкування як засіб передачі інформації займає провідне місце в усіх сферах життя, особливо в період глобалізації та зростання міжнародної інтеграції. Дипломатичне спілкування тривалий час залишається закритою сферою діяльності, але через пресу та телебачення стає можливим для аналізу поведінки представників держав усього світу. Успіх дипломатичного спілкування переважно залежить від адекватності застосування вербальних та невербальних засобів передачі інформації. Дипломатія передбачає ситуації, в яких одна людина є представником думок та позиції всієї країни, представником якої вона є на міжнародній арені.

Невербальний компонент комунікації може повністю замінити або доповнити вербальний компонент і таким чином повпливати на результати дипломатичного спілкування, адже невербальні засоби часто інтерпритуються невірно учасниками комунікативного акту.

Відоме прислів'я стверджує : « Зустрічають по одежі, а по розуму проводжають». Саме цей аспект оцінки людини при зустрічі повпливав на вибір теми дослідження : « Clothes as a Non-verbal component of communication in English Diplomatic Discourse».

Магістерська робота складається з вступу та трьох розділів. Обсяг роботи – 76 сторінки. Список використаних джерел – 81.

У першому розділі роботи розкрито поняття дискурсу, досліджено визначні характеристики дипломатичного дискурсу, виділено компоненти невербального спілкування, його роль в дипломатичній комунікації, визначено місце одягу в системі дипломатичних відносин.

У другому розділі роботи проаналізовано мовні засоби на позначення одягу, визначено поняття тематичної групи на позначення одягу, тематичної інваріанти, тематичного модифікатора та тематичного специфікатора. Запропонована класифікація дискрипторів та підкреплена прикладами фрагментів дискурсу.

У третьому розділі було подано характеристику дипломатичного протоколу, характеристику дресс коду, проаналізовано 30 фрагментів сучасного англійського дискурсу з детальним описом та аналізом вбрання в залежності від типу заходу чи візиту.

Ключові слова : дискурс, дипломатичний дискурс, невербальна комунікація, одяг, артефакт, дескриптор, дипломатичний протокол, дресс-код.

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