

THE LEXICAL AND SEMANTIC FIELD OF "COSMETICS" IN MODERN RUSSIAN"**Bezzubenko Anastasia Andreevna**

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Abstract. The lexico-semantic field is a set of linguistic (mainly lexical) units united by a commonality of content (sometimes also by a commonality of formal indicators) and reflecting the conceptual, objective or functional similarity of the phenomena being designated [Denisenko V.N. 2002: 44]. All areas related to cosmetics and its linguistic content are of constant interest due to the fact that the objects themselves, which are included in this area, originated in ancient times and have accompanied humans for thousands of years.

Keywords: lexico-semantic field, cosmetics.

The study of lexical systems inevitably guides us to understand the systemic relationships between words and concepts, which has a significant impact on our ability to perceive and use language. This area of linguistics is key to understanding linguistic structure and its functioning in different contexts.

One approach to investigating systemic relationships in the lexicon is the associative experiment. An associative experiment involves presenting a particular word and recording the subjects' reactions in the form of associations evoked by the word. This approach allows researchers to identify the connections that people form between words based on their semantic and sound similarities.

However, the most common approach to the study of systemic relationships in the lexicon is the lexical field. It is considered as a set of words connected by common semantics and the ability to be used in similar contexts. The study of the lexical field allows us to see how words are related to each other and how they form a certain integral semantic system.

We will consider the lexical-semantic field of the word "cosmetics". The multivalence of the very concept of "cosmetics" has led to the fact that the study takes place with the help of various methods. The existence of a large number of interpretations of these concepts allows us to conduct the study from different positions. Discussing the lexical-semantic field of cosmetics, it is worth noting that any of the existing special spheres related to human life and activity, characteristic of the structure of modern society and the modern Russian language (science, production, education, health care, defense, media, advertising, etc.), without the communication of people involved in communication, cannot exist and function.

The formation of the lexical-semantic field "cosmetics" in the modern Russian language took place over a long period of time. The history of the emergence of the denotates of this sphere of human activity goes far back in time, the era of antiquity. The peculiarity of the terminology can be called

that it is not fully formed. In connection with numerous achievements of cosmetology industry in XX-XXI centuries there appeared a new layer of vocabulary, as well as the use of previously existing vocabulary. This has significantly expanded the terminological component of the lexico-semantic field and the field itself.

The world of cosmetics serves its own “world of terms”. Every language has its own language of cosmetics. In the X-XVII centuries, the filling of the semantic field “cosmetics” in the Russian language took place by borrowing lexemes of Greek-Latin origin: aquamarine (Lat. aqua marina - sea water); cuticle (Lat. cutícula - skin); lily (Lat. lilium).

At the end of the XVIII century the lexical-semantic field is replenished with borrowings from French: salon, gelatin, lotion, lipstick. Many words from the world of cosmetics came into the Russian language in the XX century, during the active development of the cosmetics industry. These are such words as: peeling, lifting, shugaring, scrub, shimmer. “In the modern world, the names of cosmetic products are now suffixal formations created by adding a suffix to the motivating base, which, in turn, can be a verb, adjective or noun” [Moiseeva M.I. 2011: 163].

Among other things, the lexico-semantic field of the word “cosmetics” in the Russian language is replenished due to semantic ways associated with changes in the meanings of words, as well as the emergence of new meanings, reinterpretation of old ones. Among the processes that occur in the development of word meanings, we can emphasize the following:

The process of transfer of meanings by similarity of features (metaphorical transfer). In Russian: “wax” (hair styling product), “liner” (eyeliner or lip liner), “milk” (makeup remover). In English: calming - “relieving redness” (e.g. calming sgeat - cream that relieves redness), foundation - “foundation cream”, postfoam - “after bath”.

In order to examine the lexico-semantic field of the word “cosmetics” in more detail, we have compiled a dictionary of cosmetic terms with examples from the NKRNY. Let us summarize the data of our study in Table 1.

Table 1.

The data of our study

№	Minimum context	Link to text	Vocabulary
1	Apply the shadow on the applicator or directly on your finger and a little carelessly, as if in a hurry, go over the eyelids, or you can do it with a special pencil.	“Spring. Health.” [Savina 1999: 3]	A device for blending powder [Dictionary of Terms]
2	In spring 2017, the brand introduced new products: a glow cream, colored lip balms and a line of plumpers that give lips volume.	«LENTA. RU» [2017]	Cosmetic product for the lips a plumper [Dictionary of Terms]
3	After taking a shower and tidying up, Kira briefly went to the Submarine restaurant, located here in the club, to give Lena the scrub and a pack of sea salt she had brought from Crete.	“The road in the snowfall” [Utkin 2010: 124]	A cosmetic cream with solid particles (seeds, salt, sand, etc.) used on the skin of the face [Dictionary of Terms 2021]
4	Apply foundation cream, as close as possible to the natural complexion, with a damp sponge with light patting movements, as if “knocking” into the skin.	“Lisa” [2005: 15]	A sponge of foam used to apply cosmetic products [Dictionary of Terms]

5	It included the pinkish-beige powder highlighter Eclat Du Desert, Les 4 Ombres shadow fours in matte beige-purple and peach shades.	“Kommersant” [Kirienko 2020: 17]	A means of cosmetics to [Dictionary of Terms]
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Many words related to the cosmetics industry are closely connected with the history of languages. Analyzing the various origins of words, the frequency of their use and the emergence of new terms in cosmetology, we conclude that the modern cosmetic vocabulary of the Russian language has mostly foreign or ancient roots. Many of them have remained in their former form, some have lost their original meaning and semantic essence. In the modern world, cosmetics has become not just a part of aesthetics, but also acquired a connotation associated with sales. To achieve this goal, media advertisements have appeared, informing the average person about fashion trends in the world of cosmetics, using not only visuals, but also the accompanying vocabulary. It can be noticed by paying attention to the use of many words from the lexico-semantic field of cosmetics. Some of them, such as lipstick or scrub, have become commonly used. These words are found in the texts of fiction, and in our everyday life, in the oral speech of the average person. If we talk about such words as “highlighter” or “plumper”, which came to us from the English language, it is impossible to include them in common use. The frequency of use of these words is extremely rare, these lexemes are found mainly in magazine articles, on Internet sites.

As a result of our research we came to the conclusion that the modern terminology of the lexical-semantic field “cosmetics” represents a huge layer of vocabulary. It is worth saying that it is not only a set, a number or a set of terms denoting the concepts of this industry, but also a system of standard names built on the interrelationships of concepts that are manifested in the process of general communicative activity in the field of cosmetics industry. In the modern world, it is an object of interest both to the average person - ordinary consumer, and to the specialist working in this field.

The lexical-semantic field of the word “cosmetics” is a complex and systemic formation, which, like the cosmetics industry, is in the process of constant and active transformation. The lexico-semantic field we have considered is subject to the regularities common to other LSPs. On the other hand, it has a number of its own peculiarities. As it became clear from the dictionary of cosmetics, compiled by us, the use of lexemes related to cosmetology in the modern Russian language is not always common. Consequently, we can conclude that the lexical-semantic field of the word “cosmetics” will increasingly grow with the emergence of new cosmetic products, the development of cosmetology as a clearly working industry, as well as with the emergence of new ways of advertising in the media.

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