

UDC 687.1(084.18)

## THE MEANING OF PRINTS AND INSCRIPTIONS ON CLOTHING (POPULAR SCIENCE STYLE)

*Hatkevich D.N.*

*Belarusian State University of Informatics and Radioelectronics<sup>1</sup>, Minsk, Republic of Belarus*

*Lazarenko A.M. – senior lecturer*

**Annotation.** In this scientific paper, all attention is paid to the influence of inscriptions and drawings on clothing, the degree of liberation, confidence, attempts to implement our inner style on the external attributes of the wardrobe, as well as social status and, in general, on our realization in society.

**Keywords.** Prints, fashion, clothing, style, self-realisation, personality

A person's clothes, their combination and style can say a lot about him. As the old Russian proverb says: "clothes do not make the man". When making a visual analysis of a person, we subconsciously notice how a person corresponds to his age, social status, and fashion. For everyone, clothing has a different value, everyone builds himself, his image through it. British scientists have proven that in 40 seconds people evaluate each other, but they are reluctant to deviate from the established judgment. Therefore, clothes painted with prints greatly enhance the impression on a person.

In 1985, Jean-Paul Gaultier created a new collection of clothes decorated with Cyrillic inscriptions (in the era of perestroika, the fashion for Soviet symbols began). The collection of Jean-Paul Gaultier included Slavic letters that surprised the wearers of this designer's clothes. The Cyrillic inscriptions were of great interest to foreign residents, because for them such simple inscriptions as the letters "Ч", "Й" looked like different things from everyday life. All Paris wore things with this logo, especially everyone liked the letter "Ж", because it looks like a beetle or some kind of Chinese ornament.

Funny T-shirts are not less popular. They are commercially available in a wide variety - you just have to choose the most suitable version. Moreover, they can contain a variety of applications - drawings, inscriptions, cartoons, and etc. With the help of a T-shirt with inscriptions, a person is given the opportunity to express his "I", to show the world his worldview, or simply to cheer up himself and those around him. A good mood is something that modern people sometimes sorely lack. And sometimes it is the cool T-shirts that can be the reason to cheer up everyone who sees them. And there is nothing wrong with that - on the contrary, it brings people closer, makes them kinder and more cheerful.

T-shirts with funny slogans are especially popular in Europe and America among young people, which everyone chooses according to their character and worldview. In Russia, "themed" T-shirts are still less popular. This can be explained by the fact that, after all, a large category of young Russians does not know a foreign language very well (in particular, English), therefore, incidents with inscriptions on clothes are constantly encountered in our country. Basically, young people choose T-shirts with such inscriptions, the meaning of which can only be understood by initiates, those who really know English well. Decent inscriptions on youth T-shirts look something like: "Get the \$ 1 Diamond", (Get a diamond for \$ 1), "Beautiful stranger", "Shining star" and so on. There are, of course, more funny ones: "Call now! I will save you! Soviet secret agent "(Call now. I will save you. Soviet secret agent) or " Mrs. Justine Timberlake ".

The inscriptions are very different. They can tell us a lot about a person, in particular, that this person does not understand what is written on his clothes. The inscriptions change with the age of the person. For a child, these are just some phrases or funny phrases, for a teenager, these are in-

scriptions containing all sorts of phrases, starting with what kind of person he is and ending with the number of the team or street. Adults, on the other hand, realizing that something not for their age or something obscene may be written on clothes, try to choose clothes without inscriptions - this is the right decision, unlike teenagers who only look at a beautiful style and funny letters ...

Human psychology is such that we try to individualize ourselves as much as possible from other people. But not one designer can do with just the inscriptions on T-shirts, sweatshirts and jackets. With the right combination of text with an unusual background, clothing attracts all the attention in any company.

The hallmark of a disciplined person who is aimed at business and business meetings is lines or angular shapes on clothes.

Simple patterns such as evenly distributed stripes on clothes serve as a signal that the wearer of such clothes has self-determination and a constant plan, which he constantly corrects and continues to follow.

Horizontal stripes allow the wearer of this format to always feel calm and consistent. Clothing with curved lines and curved silhouettes is often inherent in people who are creative and unique in terms of thinking.

Clothes with various magical, religious, esoteric symbols or hieroglyphs, as a rule, are chosen by people interested in this topic: philosophy, spiritual practices, occultism, etc. However, they themselves do not always clearly know what this or that symbol facilities. But symbols can carry a very powerful energetic message. Therefore, before putting on such an "outfit", this does not prevent us from finding out what its meaning is.

According to our research, most of the students have in the assortment of their clothes mainly clothes with prints in English. Out of 115 survey participants, 37% of students know the translation of the inscriptions that they have on their clothes and are very attentive to the choice of new things in their wardrobe. 63%, however, understand what is written on them very vaguely and almost never riveted their eyes to this phenomenon.

Undoubtedly, what to wear is a personal matter for each person. However, the fact that the overwhelming majority of people who prefer inscriptions on their clothes are unaware of what inscriptions they are wearing seems abnormal. Learning English is not as difficult as it sometimes seems. Nowadays, English is found everywhere: on goods and store signs, on electrical equipment, clothes, on the Internet. It is studied at schools, universities, in specialized courses. Writing in English can be a quick, cheap and effective way to improve your vocabulary.

Many of us buy and wear clothes, the inscriptions on which are not particularly readable and does not understand its content, but this may not just be a funny inscription or a decoding of a brand abbreviation, but also curses or a mockery of the wearer. Teenagers, against the wishes of their parents not to wear too short T-shirts or clothes with a deep neckline, try to distinguish themselves among the gray mass with different prints, thereby expressing their personality and tastes on the attributes of the wardrobe.

It is extremely relevant and important that we are responsible for the information that we carry on ourselves, we, in a sense, solidize with it, become its carriers to the masses, and it is extremely imprudent to hope that everyone around does not know a foreign language and do not understand what is written on your clothes.

### References

1. История появления прикольных надписей на футболках: [Electronic resource]. – URL: [https://studbooks.net/2150055/literatura/istoriya\\_royavleniya\\_prikolnyh\\_nadpisey\\_futbolkah](https://studbooks.net/2150055/literatura/istoriya_royavleniya_prikolnyh_nadpisey_futbolkah)
2. Блохина В. Всемирная история костюма, моды и стиля. – [Текст]// В.Блохина, – Минск: Харвест, 2009. – 400 с.
3. МОДНЫЕ ПРОВОКАЦИИ В ОДЕЖДЕ: [Electronic resource]. – URL: <https://dni.ru/style/2008/11/5/151623.html>