

MORPHOLOGICAL ANALYSIS OF FASHION TERMS IN VOGUE'S WEBSITE ARTICLES

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ABSTRACT

Language has evolved into a powerful depiction of the changes and evolutions occurring in the continually expanding fashion business. It is particularly identifiable in the vocabulary employed in the fashion industry, which is getting increasingly sophisticated in both structure and usage. This research aims to examine the word formation process of fashion terminology. This qualitative research utilizes seven articles taken from the Vogue website related to the Coronation of King Charles III as data sources. Applying the word formation process proposed by Yule (2020) reveals that four types of word formation processes occur in 22 fashion terminologies: derivation, compounding, borrowing, and multiple processes. The dominance of compounding highlights that fashion items undergo modifications in their type based on the compound terms' heads. Furthermore, the process with the second-highest number is derivation, which was created to meet a constant demand to represent new concepts in fashion terminology. Furthermore, the borrowing process reveals that all loanwords originated in French. It is supported by the fact that Paris, the French capital, is renowned as Europe's fashion center. Furthermore, the last process in this research is multiple processes which involve two processes: borrowing and compounding.

Keywords: *morphology, word formation process, fashion terminology, Vogue*

INTRODUCTION

Social phenomena that occur in human lives naturally respond to the forms of social change created by the acts of the community itself as time passes. The development of language is one of the social phenomena that evolve constantly. As stated by Alimjanovna et al. (2022), language as a social phenomenon emerges, evolves, and functions, which primarily aims to serve the demands of human society by ensuring communication between members of the social collective and the operation of its users' collective memory. Moreover, language is a reflection of the social context in which it is utilized and can be employed to denote a certain subject. It can be seen in the progression of a series of progressively sophisticated terminology.

Terminology, as stated in Oxford Dictionary, is the set of technical words or expressions used in a particular subject (Oxford English Dictionary, n.d.). Specifically, it can be categorized based on the subject discussed, one of which is the terminology related to the fashion industry, which is commonly known as fashion terminology. In the fashion industry, it is known that there is always a different fashion trend for each decade, therefore, either brand-new fashion trends or resurgent patterns are presented. Specifically, the evolution of fashion trends is also highly influenced by the passing of time and changes in people's lifestyles. As a result, every decade has its own unique traits. Along with the evolution of the fashion industry, numerous fashion terminology is also continually evolving, even undergoing renewal by fashion professionals and connoisseurs and being employed in everyday conversation.

Furthermore, fashion trends arise frequently and are regarded as the most engaging stuff in fashion magazines (Bailey & Seock, 2010). One of the most famous fashion magazines is Vogue, which is known as a monthly fashion magazine published in 23 countries. Moreover, Vogue is widely considered the most prominent fashion magazine, and its editor, Anna Wintour, is regarded as the most influential person in the industry of fashion (Weiss, 2014). Specifically, Vogue publishes various fashion-related articles, both in printed and online versions. One of the contents covers various fashion items used in big events or celebrations, especially the Coronation of King Charles III in May 2023. It is a significant celebratory ceremony in British monarchical tradition. Aside from ceremonial procedures, there is a lot of focus on the apparel worn by guests and royal family members at this ceremony. Therefore, the article taken from this website can provide accurate data regarding fashion terminology. Specifically, this research uses five articles from the Vogue article website related to the Coronation of King Charles III. The researcher employed the fashion terminology encountered in those articles as the data. Furthermore, this research aims to identify the word formation process and the meaning of fashion terms. It is done in order to gain an in-depth understanding of fashion terminology since some of the technically related terminologies in the fashion industry are not understood by the common people.

In this case, the employment of the morphology principles is needed in order to produce an objective interpretation. Morphology studies words, how they are formed, and their relationships to other words in the same language. Moreover, Brinton & Brinton (2010) stated that a language's word creation rules are considered by morphology. Moreover, it describes the study of basic elements in language, which are technically known as morphemes. As stated by Aitchison (2010) that morphemes cannot be divided into smaller syntactic units. In English, morphs can be combined or adjusted to generate new words in a

variety of ways, typically known as the word formation process. According to Yule (2020) there are eleven types of word formation processes which are etymology, coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronyms, derivation, and multiple processes. Therefore, the fashion terminology found in the selected articles is categorized based on the classification of the word formation process proposed by Yule (2020).

Moreover, in the morphological field, many scholars analyzed the word formation process of particular terms. As previously explained, many words are formed as a result of the dynamics of the phenomenon of human life. One of the studies that has been done is an article written by Fitria (2021) entitled Word Formation Process of Terms in COVID-19 Pandemic. This study identified the type and examples of the word-formation process of phrases that occurred during the pandemic COVID-19. Specifically, the researcher found that the majority of COVID-19 terminologies are associated with technical issues in the medical profession or other scientific domains. Moreover, based on the analysis, the researcher encounters six of the 11 processes proposed by Yule (2006). The processes are borrowing, compounding, blending, acronyms, clipping, and multiple processes. An example can be seen in the word 'covid' as the representation of the blending process. This term is the result of combining three separate words, which are Corona (Co), Virus (Vi), and Disease (D) (Fitria, 2021). These words contain different meanings, then forming a new terminology.

In addition, another research regarding the word formation process, yet another object is also found. The research is conducted by Indrian (2022) entitled "A Morphological Analysis of Word Formation Process Used in Mobile Application Names." This research intended to examine the word-formation process used in the names of mobile apps in the Google Play Store. It also used Yule's categorization of the word formation process. Specifically, the researcher obtained four processes, which are compounding, blending, derivation, and multiple processes (Indrian, 2022). One of the applications analyzed is CapCut which undergoes a blending process. This word was formed by two verbs, namely *capture* and *cut*. Parts of the word *capture* was omitted. As a result, the words *cap* and *cut* were merged to produce CapCut. Based on the previous studies, it can be seen that the research related to the word formation process must be conducted continuously. Specifically, every event that involves human life certainly has an impact on the development of language in all fields, for instance in the fields of health and technology as stated in the previous study. These facts triggered the researcher to conduct a morphological analysis of fashion terminology encounters in the articles. The researcher conducts a

morphological analysis of the word formation process by using the categorization proposed by Yule (2020). Therefore, the researcher would like to analyze and describe the word formation process in the articles. Thus, it is expected to give the proper understanding to people so that the terms can be used appropriately for their function.

METHODS

In this chapter, the researcher describes the research methods employed in this research. Specifically, this research employed a qualitative method. This method is suitable for this research since it focuses on qualitative phenomena, such as those that are connected to or involving quality or type (Kothari, 2004). Moreover, this method results in data that are either non-quantitative or have not been submitted to rigorous quantitative analysis. Furthermore, in collecting the data, the researcher utilized a document analysis method by using the content analysis technique. It allows the researcher to transform verbal or written information into interpreted data (Tavakoli, 2012). The material used can be found in any type of document, such as an article. Specifically, this research used seven Vogue website articles, entitled "Princess Charlotte's Adorable Coronation Concert Dress Is From a Kate-Favorite Brand," "Dr. Jill Biden Wears a Ralph Lauren Suit to the Coronation of King Charles," "Kate Middleton Turns to Her Favorite Skinnies to Close Out Her Coronation Wardrobe," "Princess Kate Doubles Down on Her Bold New Style at the Coronation Concert," "The Story Behind Queen Elizabeth II's Dazzling – And Highly Symbolic – Coronation Gown," "Katy Perry Turned to Vivienne Westwood for Her Royal Salute of a Coronation Outfit," and "Bruce Oldfield, Queen Camilla's Coronation Gown Designer, Is a Long-Time Royal Favorite."

Those articles were used as the sources of data. They can be accessed on the Vogue website. As stated previously, this research focuses on the Coronation of King Charles III, therefore the selected articles were published throughout the series of events, namely from 5-7 May 2023. Through these articles, the researcher selectively collected the terminology related to the fashion industry. Afterward, the collected terms were classified into each word formation process. The classification was done according to the types of word formation processes proposed by Yule (2020). Specifically, for the compounding process, the researcher applied the syntactic patterns in English compounds proposed by Brinton & Brinton (2010) in order to produce a specific description of the internal modification of the words.

FINDINGS AND DISCUSSION

Based on the analysis, the construction of fashion terminology seen in the Vogue online articles was examined through the investigation of the word formation process. Specifically, the researcher encountered four types of the word formation process, namely derivation, compounding, borrowing, and multiple processes. Moreover, the data frequency is described in Table 1.

Table 1. Frequency and Percentage of Word Formation Process Types

Types of Word Formation Process	Frequency	Percentage
Derivation	7	32%
Compounding	10	45%
Borrowing	4	18%
Multiple Processes	1	5%
Total	22	100%

As stated in Table 1, it can be seen that compounding dominates in the findings, which consist of 10 words. Moreover, derivation consists of seven words, then followed by four words belonging to borrowing. Furthermore, there are also multiple processes, consisting of one word, which have the least frequency. Further explanations regarding each process are explained in the next section.

Derivation

Referring to the data in Table 1, there are seven fashion terminologies formed through the derivation process. Specifically, derivation refers to the insertion of a word-forming affix, either prefix or suffix (Brinton & Brinton, 2010). Those affixes modify the root's word class. Brinton and Brinton (2010) classify affixes into four types, namely nominalizer, verbalizer, adjectivalizer, and adverbializer. Briefly, nominalizer refers to each suffix that can produce a noun from an adjective or a noun, such as *-ment*, *-er*, and *-ness*. Moreover, verbalizer refers to the suffix that can generate a verb from an adjective or a noun. Examples of verbalizers are *-ate*, *-ify*, *-en*, and *-ize*. Furthermore, suffixes that create an adjective from a noun, a verb, or even another adjective are known as adjectivalizer and are exemplified by the suffixes *-able* and *-ful*. Last, the fewest number of class-changing suffixes, which are known as adverbializers, generated an adverb from an adjective or a noun, namely *-ward*, *-ly*, and *-way* (Brinton & Brinton, 2010).

In this research, the researcher encountered seven words formed by nominalizer and one word formed by verbalizer. The nominalizer is exemplified by the suffixes *-y*, *-ing*, and *-er*. In addition, the suffix *-er* dominates in this process. It is consistent with the fact that the suffix *-er* is a highly productive nominalizer (Brinton & Brinton, 2010). Furthermore, the verbalizer appears once through the use of the suffix *-ing*. Specifically, lexical rules can be

used to describe derivation. The list of the words and the lexical rules are presented in Table 2.

Table 2. Derivation Words and the Lexical Rules

The Lexical Rules	Derivation Words	Part of Speech
blaze (V) + -er	<i>Blazer</i>	Noun (N)
choke (V) + -er	<i>Choker</i>	Noun (N)
design (V) + -er	<i>Designer</i>	Noun (N)
sneak (V) + -er + s	<i>Sneakers</i>	Noun (N)
embroider (V) + -y	<i>Embroidery</i>	Noun (N)
fit (Adj) + -ing	<i>Fitting</i>	Noun (N)
accessory (N) + -ize + -ing	<i>Accessorizing</i>	Verb (V)

Based on the data in Table 2, it can be seen that the nominalizer is exemplified by the use of the suffixes *-er*, *-y*, and *-ing*. Meanwhile, the verbalizer can be seen through the use of the suffixes *-ize* and *-ing* in a noun. Specifically, the derivation can be presented through tree diagrams, which have the feature of displaying the hierarchical structure of complex words. In this research, the researcher provided the tree diagram of the word *accessorizing*, which is considered to have a more complex structure compared to the other words based on the number of suffixes applied. The tree diagram is presented below. Afterward, the researcher also provides the descriptions of each derivation word in the forward section.

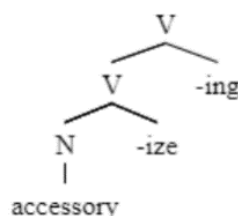


Figure 1. Tree Diagram of Accessorizing

Blazer

The word *blazer* consists of two morphemes. It is formed by adding the suffix *-er* after the verb *blaze*. It can be seen that the suffix contributes to the changes of the root from a verb into a noun. Specifically, in the fashion industry, this word refers to a style of jacket worn over a shirt that resembles a suit jacket but is cut more informally. In addition, blazers are frequently part of a uniform that designates.

Choker

The word *choker* contains two morphemes, which are the verb *choke* and the bound morpheme *-er*. This suffix specifically changes the part of speech of the free morpheme *choke*, from a verb into a noun. In the fashion industry, *choker*

refers to a fabric band worn around the neck as a necklace or as an adornment. However, along with the development of the fashion sector, chokers are typically made of materials other than fabric. As stated in the article, it refers to a pearl choker named a *Three Row Pearl Bas Relief choker*.

Designer

The word *designer* is also a derivation word that originally formed from a verb to a noun. This word consists of two morphemes, namely a free morpheme design as a verb and the bound morpheme *-er*. Specifically, *designer* refers to someone whose responsibility is to conceptualize or design an object's form. Generally, the design might mean a variety of things, however, in the fashion industry, it is related to clothing, even accessories.

Sneakers

The word *sneakers* consists of three morphemes. It derives from the verb sneak into a noun through the use of the suffix *-er*. Moreover, in the article, the author also uses the suffix *-s* in order to indicate it as the plural thing. Specifically, *sneakers* refer to a kind of sporty or casual shoe with a rubber sole.

Embroidery

The word *embroidery* contains two morphemes, which are a free morpheme embroider as the verb and a suffix *-y* that changes it into a noun. The word *embroidery* refers to the art of decorating cloth or other materials with a needle and thread or yarn. However, embroidery is not only limited to the use of thread, other materials, such as beads and pearls can also be utilized in embroidery.

Fitting

The word *fitting* consists of two morphemes. Specifically, it derives from the verb fit into a noun through the use of the suffix *-ing* as a gerund. This word can be defined as a process in which someone having clothing manufactured for them tries the garments on before they are done to ensure they will fit.

Accessorizing

The word *accessorizing* contains three morphemes, which are the free morpheme accessory as a noun, then the suffix *-ize* and *-ing*. In this case, those suffix produces the noun into a verb. This word refers to the process of enhancing particular objects with additional accessories.

Compounding

Based on the analysis, the researcher found 10 fashion terminologies categorized as compound words. Yule (2020) stated that compounding is a process of combining two separate words in order to create a single form. Moreover, in English words, compounding words consist of three types: compound nouns, compound verbs, and compound adjectives. Each categorization varies in its syntactic patterns. In addition, compounding can be found in the form of a single word, hyphenated terms, and separated terms. The list of compounding words is described in the table below.

Table 3. The List of Compounding Words

Compound Words	Root	Root	Associated Affixes	Syntactic Category
Court shoes	Court (N)	Shoes (N)		Noun (N)
Dress code	Dress (N)	Code (N)		Noun (N)
Headpiece	Head (N)	Piece (N)		Noun (N)
Handbag	Hand (N)	Bag (N)		Noun (N)
Lounge suit	Lounge (N)	Suit (N)		Noun (N)
Neckline	Neck (N)	Line (N)		Noun (N)
Outfit	Out (Prt)	Fit (V)		Noun (N)
Underskirt	Under (Prt)	Skirt (N)		Noun (N)
Dressmaker	Dress (N)	Make (V)	-er	Noun (N)
Shoemaker	Shoe (N)	Make (V)	-er	Noun (N)

Based on the data, there are 10 fashion terminologies categorized as compound words. Specifically, those terminologies are compound nouns that are formed with different syntactic patterns. In this research, the researcher classified the syntactic patterns of the words using the syntactic patterns of English compounds proposed by Brinton and Brinton (2010). Six words are formed by combining two different nouns as the roots. In addition, two compound nouns are produced by a particle and a verb. Moreover, two other words are created by combining nouns and verbs with the suffix *-er*. Further explanation regarding each terminology is presented below.

Court shoes

The word *court shoes* consists of two different roots which are categorized as nouns. It is known that in English, the head of the compound is the rightmost word (Fromkin, Rodman, & Hyams, 2017). Moreover, the head is the element that establishes the general meaning and grammatical category of the words. In this case, the head of *court shoes* is *shoes*, which specifies the core meaning of this word, which is a kind of shoe. Specifically, *court shoes* could be defined as a basic woman's formal shoe that does not cover the top of the foot. Furthermore,

shoes as the head is a noun, therefore the syntactic category of *court shoes* is also a noun.

Dress code

The word *dress code* is produced by joining two roots *dress* and *code*, that have similar syntactic categories, which is a noun. Specifically, this word has *code* as the head, therefore *dress code* is also categorized as a noun. In this case, *code* refers to a set of rules determined for a particular occasion. Thus, *dress* specifies *code* into a set of rules regarding acceptable attire for a particular occasion.

Headpiece

The word *headpiece* consists of two different roots which are categorized as nouns. Here, the head of the word is *piece*, which specifies the core meaning of this word, which is a type of ornament. Furthermore, *head* specifies that it is a type of ornament worn on the head. In addition, *piece* as the head is a noun, therefore the syntactic category of *headpiece* is also a noun.

Handbag

The word *handbag* is produced by combining two words with the same syntactic categories. Specifically, this word has *bag* as the head that determines the general meaning of this compound word. By joining these two words, it can be understood that *handbag* refers to a bag that is held in the hand and is used for carrying small items.

Lounge suit

The word *lounge suit* contains two different roots which are categorized as nouns. Specifically, this word has *suit* as the head which determines its syntactic category as a noun. Moreover, a *lounge suit* can be understood as a man's suit consisting of a matching jacket and trousers worn for work or on more formal events.

Neckline

The word *neckline* is produced by combining two words with the same syntactic categories. Specifically, this word has *line* as the head that determines the general meaning of this word. By joining these two words, it can be understood that *neckline* refers to the edge of an item of clothing, especially a woman, that fits around the neck.

Outfit

The word *outfit* is produced by joining a particle *out-* and the verb *fit*. Based on the syntactic categorization in English compounds proposed by Brinton and

Brinton (2010), this combination results in a compound noun. This word can be defined as a set of clothes worn for a specific event or particular activity.

Underskirt

The word *underskirt* is produced by combining a particle *under-* and the verb *fit*. Moreover, this syntactic pattern generates a compound noun. Specifically, *underskirt* refers to a skirt worn as undergarments beneath another skirt.

Dressmaker

The word *dressmaker* consists of two roots and an associated suffix *-er*. Specifically, the suffix *-er* changes the part of speech of the free morpheme *make*, from a verb into a noun. Furthermore, the word *dress* and *maker* are combined to create another new word. Here, the word *maker* as the head determines the general meaning of this word. By joining these two words, it can be understood that *dressmaker* refers to someone who creates women's clothing, especially one who does so professionally.

Shoemaker

The word *shoemaker* consists of two roots and an associated suffix *-er*. Here, the head is *maker*, which specifies the core meaning of this word, which is a person who produces something. Furthermore, *shoe* specifies something that is created by the maker. Thus, *shoemaker* refers to a person or company that manufactures shoes.

Borrowing

Over the past century, English has embraced words from nearly a hundred different languages, demonstrating its exceptional openness to word-borrowing (Finegan, 2013). Specifically, borrowing is the process of adopting a word from one language to be applied to another language. Based on the observation, four loanwords are originating from French. It is known that Paris, the capital city of French known as the fashion center of Europe. As stated by Arnold (2009), by the later 18th century, fashion's development had accelerated, and by the time the Industrial Revolution peaked, it had expanded to include a variety of distinct fashions. Moreover, she added that France had developed haute couture, a high-end style of clothing that involves dressing each client individually by that time. The first loanword is *haute couture* which refers to the fabrication of special garments produced from high-quality, pricey fabric and sewed with meticulous attention to detail and finish. The second is *couturier* which can be defined as a person or company that designs, manufactures, and sells high-end fashion clothing. The third is *atelier* which refers to a workspace or studio, particularly one used by a designer or artist. The fourth is *wardrobe*

which originates from the Old French word *wardrobe*. It can be defined as a huge closet for hanging clothes that are either built into the wall or a piece of furniture.

Multiple Processes

Multiple process is a method of producing a new word by combining more than one process in a single word (Yule, 2020). The researcher encountered two words in the paper that are produced through multiple processes, which is *peacoat*. The word *peacoat* consists of two roots, which are *pea* and *coat*. Initially, the word *pea* undergoes the process of borrowing from the Dutch word *pij*. Then, it is compounded with the word *coat*. The word *peacoat* is produced by joining two roots *pea* and *coat*, that have similar syntactic categories, which is a noun. Specifically, this word has *coat* as the head, therefore *peacoat* is also categorized as a noun. Thus, *pea* specifies *coat* into a thick wool jacket that has front-buttoning. Initially, it is worn by European naval sailors, yet today worn by a wide range of people.

CONCLUSION

Language has become a powerful representation of the changes and evolutions that are taking place in the rapidly increasing fashion industry. Specifically, it is reflected in the terminology used in the fashion industry, which is becoming progressively complex in both its structure and usage. The research employs seven selected articles taken from Vogue website as the source data. Based on the analysis, the researcher found 22 words that belong to four types of word formation processes, which are derivation, compounding, borrowing, and multiple processes. The dominance of compounding emphasizes that some fashion items have developments in their kind based on the head of the compound words. For instance, in the word *handbag*, the root *hand* describes a particular type of bag.

Moreover, the process with the second-highest number is derivation, which occurs in seven words. The researcher found that there is a perpetual need to express new concepts, particularly in fashion terminology. The derivation process allows for the formation of new words by enhancing the meaning of the base word by adding affixes. As a result, it aids in the development of new vocabulary that still refers to its free morpheme in creating different parts of speech. For example, adding the suffix *-ize* to the noun *accessory* transforms the part of speech into a verb referring to the process of adding an accessory. In addition, there is also a borrowing process consisting of four words. Based on the research, all of the loanwords originated from French. Furthermore, the last process in this research is multiple processes, which

consist of one word, peacoat. Specifically, this word undergoes two processes, borrowing and compounding.

Based on the observation, future research can expand the theme of articles from other fashion media. It can be done in order to widen the collection of fashion terminology, therefore other word formation processes that are not covered in this research can be described. Moreover, it is expected that future scholars employ different article themes which can vary the findings on fashion items with different types since this research found relatively formal fashion items.

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