

## **The Presence of Anglicisms in Italian Fashion Magazines and Fashion Blogs**

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**Abstract :** The present research investigates the lexicon of a fashion magazine, whose universe is very receptive to lexical loans, especially those from English, called Anglicisms. Specifically, we intend to discuss the presence of English items and expressions in the Vogue Italia fashion magazine. Besides, we aim to study the anglicisms used in an Italian fashion blog called The Blonde Salad. Within the discussion of fashion blogs and their contributions to scientific studies, we adopt the theories of Lexicology / Lexicography to define Anglicism (BIDERMAN, 2001), and the observation of its prestige in the Italian Language (ROGATO, 2008; BISETTO, 2003). According to the theoretical basis mentioned, we intend to make a brief analysis of the Anglicisms collected from posts of the first year of existence of such fashion blog, emphasizing also the keywords that have the role to encapsulate the content of the text, allowing the reader to retrieve information from the post of the blog. About the use of English in Italian magazines and blogs, we can affirm that it seems to represent sophistication, assuming the value of prerequisite to participate in the fashion centers of the world. Besides, we believe, as Barthes says (1990, p. 215), that "Fashion does not evolve, it changes: its lexicon is new each year, like that of a language which always keeps the same system but suddenly and regularly 'changes' the currency of its words". Fashion is a mode of communication: it is present in man's interaction with the world, which means that such lexical universe is represented according to the particularities of each culture.

**Keywords :** anglicism, lexicology, magazines, blogs, fashion

**Conference Title :** ICLLL 2015 : International Conference on Languages, Literature and Linguistics

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** January 26-27, 2015