

ИССЛЕДОВАТЕЛЬСКАЯ РАБОТА  
«The English inscriptions on clothes»

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## **Introduction**

«Good clothes open all doors» – says the English proverb. We understand that it's very important to look attractive to achieve the success in the work, or in the study, or in the life, in general. In the 21st century it becomes more difficult to stand out from the crowd and attract attention. We study and try all the way to make an indelible impression with the help of our impressive, extravagant or sometimes shocking appearance.

At present, one of the important parts of our appearance is clothing with some inscriptions, usually in English. They can tell us a lot about a person, for example, about the age, the sphere of interests, the level of English language. However, do the owners of this clothing understand the meaning of the inscriptions or do they wear the clothes without taking into account this fact? Our research is aimed at finding the answers to this question.

The object of the research are inscriptions in English on clothes.

The subject of the study are the texts of English-language inscriptions, their meaning, accordance to grammatical and spelling norms of the English language, understanding these facts by owners of these clothes.

The purpose of the study is to select linguistic analysis of English inscriptions on clothing.

Objectives to achieve this purpose are:

1. To study the literature on the subject;
2. To find some inscriptions on the pupils' clothes;
3. To translate the phrases and verify with the translation of the owners;
4. To summarize the findings.

Our work is divided into two parts: theoretical and practical. In theoretical part we include the history of the appearance of inscriptions on clothes, the need of people to wear such clothes. The second part presents the results of the questionnaires and the analysis of linguistic expertise.

The problem is in the fact that not everyone knows the semantic meaning of the inscriptions.

This work can be useful and interesting for pupils of our school, because they can pay attention to the translation of the inscriptions and correctly use information that can reflect the real interests of its owners.

# **1. The theoretical part**

## **1.1. History of inscriptions on clothes**

Inscriptions on clothing existed many centuries ago. The earliest ones are known from the history of Ancient Greece. The embroideries on the belt and jewelry with the names of owners were popular. In XV<sup>th</sup> and XVI<sup>th</sup> centuries on the Italian and German portraits we could see the inscriptions on the men's shirts, they usually were slogans of a noble family in Latin, or the names of the owners of these clothes. The inscriptions were part of the ornaments, for example, gothic fonts were used in the embroidery.

The capers of King Otto are very famous, we can see them in the museum in Germany. We can also find inscriptions from the Celts, where the letters played a huge role, we can find them in the ancient Slavic adornments, where words are also part of the jewelry.

On the other hand, the idea of writing something on clothes is closely related to the appearance of political slogans. First, the slogans were written on the paper, but with time, they were written on the clothes.

As for the modern inscriptions, first, the inscriptions were on the workers' forms, indicating their status in the workplace. Then the inscriptions showed what kind of designer or firm were they. And after that the inscriptions with a real sense appeared.

At present, there are a lot of different types of inscriptions on clothes. Their meaning can depend on the age, the sense, the aim. They can show the phrases from the films or cartoons, the names of heroes, some numbers, orders and so on. Now the clothes with the inscriptions are indispensable part of the wardrobe. The most popular clothes to have inscriptions are T-shirts.

## **1.2. «T-shirt» inscriptions**

The inscriptions on T-shirts have a difficult, but interesting story. Some people think that the pioneers of any drawings or inscriptions on clothing were ancient painters. The others suppose that T-shirts inscriptions are an advertising move, which was invented by clever advertisers. In any case, funny inscriptions are a great invention, they carry a semantic load.

T-shirts with funny slogans are especially popular in Europe and America among young people, which they choose according to their own character or vision. In our country "themed" T-shirts are less popular, because a large category of young people do not know very well the foreign language. This fact causes some incidents with the inscriptions when people wear such clothes without understanding the sense. As a rule adult people, realizing that some inscriptions can be obscene, try to choose clothes without some words. But teenagers sometimes pay attention only to the beautiful style and funny letters.

## **2. Practical part**

### **2.1. The inscriptions on clothes research**

In the course of the scientific study, several methods were used:

#### **1. The method of observation.**

We observed and fixed the clothes with inscriptions during 10 days. We paid close attention to the appearance of our students and photographed all the inscriptions in English. Then we interested if they know their meaning. During this work more than 40 different inscriptions were fixed.

#### **2. The analysis of the fixed inscriptions for grammatical and orthographical mistakes and the analysis of translation.**

After the inscriptions were fixed we chose 20 ones that we liked the most. We checked the phrases and the words for mistakes, we translated them and specified their meaning.

#### **3. To carry out a survey among the pupils of our school.**

We made questionnaires among 50 students; we asked the next questions:

- Do you buy clothes with foreign inscriptions?
- Do you know the meaning of the phrase when you buy such clothes? Do you pay attention on it?
- Translate these phrases (at this point we proposed to translate the fixed phrases and words).

### **2.2. The results of the research**

According to our research most students have clothes with inscriptions in a big quantity, almost all inscriptions are in English. However, only 40 % (16 pupils from 40 ones) of students know the translation and pay attention to the meaning.

The analysis of fixed inscriptions showed that there are a lot of mistakes, especially grammatical. The most popular mistake is the omission of the verb “to be”. We suppose that it is associated with the Russian analogy. Also we noticed that there is a tendency to write the words according to the pronunciation, so some words have the mistakes: “butiful”, “cul”, “spik”. There were a lot of clothes with inscriptions that don’t have any sense; it’s like a number of words or letters, usually very beautiful letters. However these mistakes don’t interrupt to the owners to translate and to understand these phrases. Moreover many students don’t know that they are present, it means that there is a low level of knowledge of English language.

We also noticed that girls prefer clothes with inscriptions more than boys. Moreover they prefer inscriptions of pink, purple or sparkling colors. They are like some type of decoration for them.

As for boys, the inscriptions of blue, yellow or red colors are in their preference. The inscriptions with some pictures are in demand too. Funny illustrations attract attention, because it is not necessarily to know English well, you can only watch a picture. The most popular pictures demonstrate cartoons or films’ heroes, some funny animals.

Data from the questionnaire showed that 84 % of students (42 pupils from 50 pupils) choose consciously the clothes with English inscriptions. They think that it is fashionable and youthful. But the biggest part of these students (37 from 42) pays attention to the beauty, or brightness of the print but not to the semantic load. That's why only few students could translate the proposed phrases.

However there are some students who decided to pay attention to the translation next time, because they knew that some phrases have semantic load that don't correspond to their status.

## **Conclusion**

In this way answering to the question in the introduction: do the children consider the semantic load of the inscriptions in English, we found out that only a little part of pupils paid attention to the translation. The students noted that the difficulties with the translation didn't stop them, and they bought these clothes any way.

Most of students don't pay attention to the translation of inscriptions and perceive them only as a decoration of clothes. After we translated them their written words and phrases on clothes they admitted that they never thought about what they wore. But now they are interested in it and they will translate all that they are going to buy.

During our research the pupils' interest increased. We could see the pupils tried to read and to translate all that was written on the clothes. Our work could bring to the surface the problem and to propose to the pupils to think before buying some fashion clothes with the inscriptions. And also we think that a lot of pupils changed their attitude to the English language, we hope they will learn it harder.

Extremely topical and important is the fact that we are responsible for information that we wear. We become the carriers in masses and it is unwittingly to hope that everybody don't know a foreign language and don't understand what is written on our clothes. We are responsible for what we wear.

## **Bibliography**

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3. <https://pedtehnо.ru/content/angliyskie-nadpisi-na-futbolkah-podrostkov>



**The analysis of the inscriptions for different mistakes (examples)**

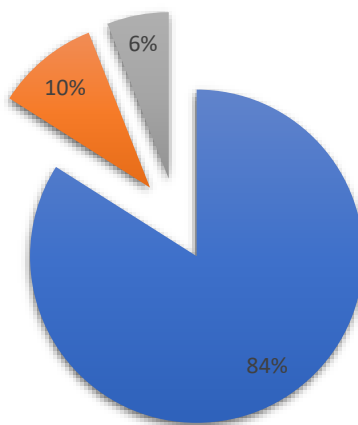
<b>A real phrase</b>	<b>A correct phrase</b>
Donut touch my phone.	Don't touch my phone.
Shopping is better than terapy.	Shopping is better than therapy.
Moldy in love with you.	Moldy is in love with you.
Pretty gilr.	Pretty girl.
Butiful life.	Beautiful life.
Cul girl.	Cool girl.
Television is my live.	Television is my life.

## Questionnaire for pupils

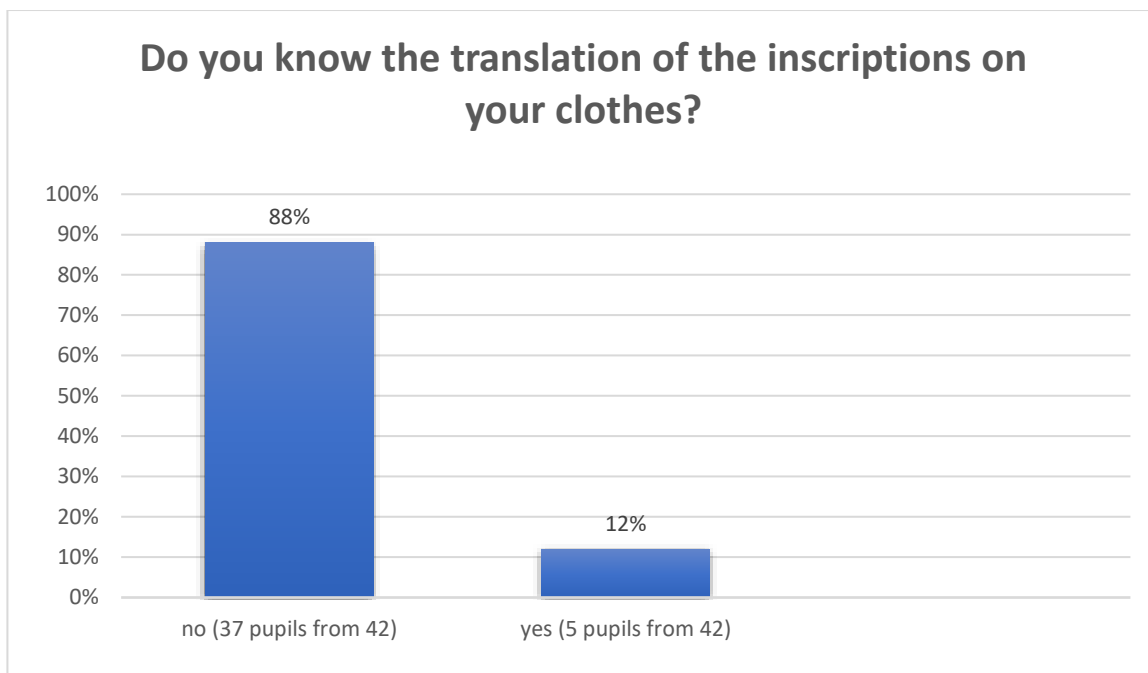
1. Покупаешь ли ты одежду с иностранными надписями?	
2. Знаешь ли ты значение фразы при покупке? Обращаешь на это внимание?	
3. Переведи 10 фраз: Just do it. What's up? City of angels. Most likely to steal. Be your best you. Milan/London. I'm super. Born to be happy. I need wi-fi. I like pizza.	

### The answers of pupils to the first question

**Do you buy the clothes with foreign inscriptions?**



■ yes (42 pupils from 50)   ■ no (5 pupils from 50)   ■ it doesn't depend on me(3 pupils from 50)

**The answers to the second question**

**The analysis of translation of inscriptions by the pupils**

<b>The proposed phrases</b>	<b>Quantity of students who could answer (50 pupils were questioned)</b>
Just do it	33 (66%)
What's up?	16 (32%)
City of angels	47 (94%)
Most likely to steal	3 (6%)
Be your best you	0
Milan.London	44 (88%)
I'm super!	42 (84%)
Born to be happy!	31 (62%)
I need wi-fi	30 (60%)
I like pizza	48 (96%)