

Ministry of Education and Science of Ukraine
Taras Shevchenko National University of Kyiv
Educational and Scientific Institute of Philology
Department of English Philology and Intercultural Communication

THE TEXTS WE WEAR

(based on Modern English)

Bachelor`s thesis

Vladyslav Maslo,
4th year student of
the Education Program
‘English Studies and Translation
and Two Western European Languages’
Field of science: 03 “Humanities”
Specialty: 035 “Philology”

Supervised by
Ph.D Nesterenko Nataliia

«Допущено до захисту»

Протокол засідання кафедри англійської філології
та міжкультурної комунікації

Протокол №_10_ від ___27.05.2024

Зав. кафедри _____ д. філол. н., проф. Алла БСЛОВА

KYIV – 2024

ABSTRACT

Maslo V.V. The texts we wear (based on Modern English) - Bachelor's degree qualification paper.

The present research is devoted to the analysis of linguistic features and the non-verbal component of textile texts. The relevance of the topic resides within the textile industry, where continuous innovation and consumer aspiration play a vital role.

The object of the study is English-language textile messages and the subject is the verbal and non-verbal means with the help of which this type of advertisement is released. During the study, 20 clothing items were used, with the texts on them categorized into declarative, interrogative, themed, brand texts, movement texts, and collocations.

The aim of this paper is to study and compare various textile messages within different clothes, as well as to investigate the non-verbal aspect of this type of messaging.

The research methods used in this paper include the qualitative method of content analysis, linguistic analysis, and descriptive method.

Based on the results of the study, it can be concluded how textile messages approach their audiences and reflect people`s thoughts and intentions. For instance, the usage of feminism or political movement clothes, themed pictures and texts, provocative utterances, brand names. At the lexical level, this is expressed through the use of questions, declaratives, imperative, collocations. The historical, psychological and cultural aspects are analysed to deepen the analysis of the chosen textile texts.

Keywords: *textile expressions, cultural semiotics, visual semiotics, textile trends, visual communciation.*

АНОТАЦІЯ

Масло В.В. Дизайн текстів на одязі (на матеріалі сучасної англійської мови). -
Кваліфікаційна робота бакалавра.

Дане дослідження присвячене аналізу мовних особливостей та невербальної складової текстильних текстів. Актуальність теми знаходиться в текстильній промисловості, де постійні інновації та прагнення споживачів відіграють життєво важливу роль.

Об'єктом дослідження є англомовні текстильні повідомлення, а предметом – вербальні та невербальні засоби, за допомогою яких реалізується даний вид реклами. Протягом роботи було використано 20 одиниць одягу, написи на яких було поділено на розповідні, питальні, тематичні, тексти брендів, рухів та словосполучення.

Метою цієї роботи є вивчення та порівняння різних текстильних повідомлень у різному одязі, а також дослідження невербального аспекту цього типу повідомлень.

Методи дослідження, використані в цій статті, включають якісний метод контент-аналізу, лінгвістичний аналіз і описовий метод.

На основі результатів дослідження можна зробити висновок, як текстильні повідомлення підходять до своєї аудиторії та відображають думки та наміри людей. Наприклад, використання одягу з феміністичними або політичними рухами, тематичними зображеннями та текстами, провокаційними висловлюваннями, назвами брендів. На лексичному рівні це виражається через використання питальних, розповідних, спонукальних речень, словосполучень. Історичні, психологічні та культурні аспекти аналізуються для глибшого розуміння вибраних текстильних текстів.

Ключові слова: текстильні вирази, культурна семіотика, візуальна семіотика, текстильні тенденції, візуальна комунікація.

TABLE OF CONTENTS

INTRODUCTION.....	4
1. CONCEPTUAL EXPLORATION OF TEXTILE INSCRIPTIONS ON THE CLOTHES	10
1.1. Introduction to Textile Expressions: Understanding the Role and Meaning of Phrases and Logos on Attire	10
1.2. Cultural semiotics of textile expressions	15
1.2.1. Historical overview of textile expressions.....	17
1.3. Psychological aspect of perception and interaction with textile patterns..	20
1.4. The impact of textile expressions on modern culture	23
1.5. Textile Expressions in the Linguistic Landscape	25
1.6. Transformative Trends in Textile Marketing.....	28
1.6.1. Self-branding.....	29
2. EXPLORATION OF TEXTILE EXPRESSIONS.....	32
2.1. Perception of Textile Expressions	32
2.2. Themes and Messages Encoded in Textile Expressions.....	37
2.3. Textile Expressions Across Different Themes and Contents	41
2.4. Textile Expressions that influence behavior.....	44
CONCLUSION.....	48
REFERENCES	49
SUMMARY.....	54

INTRODUCTION

Clothing serves as a potent means of self-expression, setting individuals apart in the tapestry of society. As we grapple with the intricacies of human interaction, our selection of attire serves as a powerful declaration of our identity, mirroring personal preferences and cultural associations. "To choose clothes, either in a store or at home, is to define and describe ourselves" [Lurie: 27, p.4]. The annotation by Lurie implies the significance of one's attire choice. One such attire can be a T-shirt, specifically, a printed one. T-shirts featuring various prints offer a delightful means of expressing one's unique individuality and style.

In his compelling article "Expanding Horizons: Exploring the Cultural Influence of Printed T-shirts," Ajay Pratap Grize thoroughly explores the diverse impact of clothing on human expression. Grize perceptively emphasizes that while clothing inherently acts as a means of expressing identity, beliefs, and community, the importance of printed text on apparel is often overlooked. Building on Grize's insights, it becomes clear that these literary elements surpass mere ornamentation, serving as powerful channels for communicating messages, stories, and cultural nuances [33]. Such messages are visible immediately - they are manifested in conversations, intonation, behavior, gaze, facial expressions, gestures, and sometimes even in how we dress. We all wear such "T-shirts," but some have 10 of them and they change periodically, while others have one favorite that is worn out to holes. But everyone tells the world something about themselves. This thesis work aims to unravel the complex relationship between text and clothing, delving into the multifaceted role and meaning of textual elements in fashion.

As society traverses the realms of globalization, digitization, and socio-political upheavals, the landscape of fashion undergoes dynamic transformations. In this flow, texts inscribed on clothing emerge as vehicles for social commentary, political dissent, consumer activism, and personal expression. Whether manifesting as slogans, logos, or literary excerpts, these textual interventions intersect with

diverse realms of human experience, sparking conversations, controversies, and reflections on identity and society.

Therefore, the study of texts about clothing encourages an interdisciplinary approach, based on the ideas of sociology, cultural studies, semiotics, and fashion theory. Studying historical precedents, modern manifestations and future trajectories, the paper seeks to find out the main mechanisms of the formation of the textualization of clothing and its resonance with the cultural spirit of that time.

The significance of this inquiry extends far beyond the realm of fashion studies, touching upon broader themes of identity formation, communication dynamics, and the commodification of culture. By scrutinizing the narratives embedded within our wardrobes, we gain access to a rich tapestry of meanings, aspirations, and socio-political currents that permeate the fabric of everyday life.

The Purpose of the Work: The primary purpose of this thesis is to investigate and examine the various roles and influences of textile expressions in society. Through a conceptual exploration, the research seeks to comprehend the importance of phrases and logos on clothing, the cultural meanings of textile expressions, their historical evolution, psychological impacts, and their broader effect on modern culture. Furthermore, the study aims to carry out a thorough analysis of textile expressions, encompassing their perceptual, thematic, and behavioral aspects, which contributes to a comprehensive understanding of their significance in contemporary discussions on fashion, identity, and societal dynamics.

Clothes serve not only as a practical object, but also as a canvas for cultural self-expression. By analyzing the texts written on clothing, this study seeks to decipher the underlying meanings, symbols and narratives embedded in fashion choices. Understanding these cultural codes provides insight into the values, beliefs, and identities of individuals and communities, contributing to a deeper understanding of human society and its diverse manifestations.

Texts on clothing therefore function as a powerful means of communication, conveying messages, ideologies and affiliations to a wide audience. My work is more focused on exploring the various communicative functions that textual elements perform in fashion. Whether it's political messaging, social commentary, brand identity or personal statement, text on clothing has the potential to spark conversations, provoke reactions and shape public discourse.

Our clothing plays a key role in creating and negotiating social identities. Texts on clothing serve as markers of group affiliation, signaling affiliation to subcultures, communities, or ideological movements. Exploring the sociocultural dynamics underlying the textualization of clothing, exploring how texts on clothing mediate social interactions, discussing power dynamics, and negotiating belonging in diverse social contexts. By revealing the sociocultural meanings and implications of clothing texts, such research sheds light on the complex interplay between fashion, identity, and society.

Here it is worth reminding that in the era of consumer culture, fashion is both a place of consumption and a platform for self-expression. Texts on clothing play a central role in shaping consumer preferences, identity and behaviour. Therefore, a further goal of my work is to investigate the mechanisms through which texts on clothing influence consumer perceptions, attitudes and purchase decisions. Exploring the branding strategies, marketing tactics and consumer responses to textual intervention in fashion, the thesis provides insight into the intersection of commerce, culture and identity in the fashion industry.

Object of study: This research focuses on textile expressions, which may include phrases, logos, and visual elements that are printed or embroidered on wearable items like T-shirts, caps, and other garments. The study involves examining the significance and meaning of these textual and visual elements, considering their cultural and historical importance, and exploring their impact on both individuals and society.

It is worth considering both historical precedents and modern manifestations of textualization in fashion. Historical examples provide insight into the evolution of clothing texts over time, revealing changing patterns of cultural and social meaning. Contemporary examples offer a snapshot of current trends and practices in the fashion industry and popular culture, reflecting contemporary values, attitudes and ideologies.

In addition to studying the textual elements themselves, it is also worth considering consumer attitudes and reactions to texts on clothing. By examining consumer attitudes, preferences, and behaviors related to text on clothing, this study offers insight into how textualization influences consumer perceptions, identities, and purchase decisions.

Tasks: The research aims to examine, analyze, and comprehend the diverse facets of textile expressions, encompassing their cultural, historical, psychological, and societal elements.

The use of textile messages dates back to antiquity, where they served various functions ranging from religious symbolism to social status indicators. From the 3rd to the 12th centuries, Egypt manufactured intricately woven and elaborately designed textiles that were greatly valued and traded throughout the Mediterranean region. Extant textiles from this era offer glimpses into the complexity of the industry and the skilled artisans engaged in its production. These textiles frequently showcase elaborate designs and patterns, incorporating Pharaonic symbols, early Christian iconography, and classical motifs with ethical connotations. For example a 5-6-century fragment of the garment with an image of a bird and a religious Pharaonic symbol [10].

As societies evolved, so too did the use of texts on clothing. During the Middle Ages in Europe, textiles became increasingly important as markers of wealth and prestige. Nobles adorned their garments with elaborate embroidery, including family crests, mottoes, and allegorical motifs, signaling lineage and status. Meanwhile, religious texts and symbols featured prominently in ecclesiastical garments,

emphasizing piety and devotion within the Christian faith. Corbet (2020) provides such an example with clothing containing Christian Middle Ages embroidery [9].

In addition, texts on clothes serve as a conversation starter. Whether through humorous slogans, provocative messages or nostalgic references, the texts on clothing invite interpretation and engagement, strengthening the bonds between individuals and communities.

So, the texts on clothes played a significant role in the history of mankind. From ancient hieroglyphics to modern brand logos, texts on clothing reflect the evolution of societal values, beliefs and aspirations over the centuries. By considering their historical evolution and cultural significance, we will gain insight into the complex interaction of the medium of expression.

Research Methods: This study has adopted a qualitative method of analysis. The study used a textual analysis approach as data for the study were taken from textile texts of caps and T-shirts. Initially, a review of the literature was undertaken to compile pertinent academic works on textile expressions and related domains. These findings were methodically organized in alignment with the conceptual framework delineated in Chapter 1, with a focus on pivotal themes such as the influence of phrases and symbols on garments, cultural semiotics, historical progression, and psychological dimensions. Additionally, the chapter delves into the topic of textile marketing and linguistic landscapes. In Chapter 2, an in-depth examination of textile expressions encompassed aspects of perception, content analysis, comparative study, and the exploration of behavioural influences, thereby providing a structured inquiry into their significance within medieval society. Another method used in the paper was content analysis, which involves a systematic analysis of textual elements in clothing items to identify patterns, themes, and meanings. Coding and classifying textual elements based on linguistic features, themes, and visual design, made it possible to uncover communicative strategies.

By combining textual and content analysis, a nuanced understanding of the cultural, communicative and sociocultural dimensions of clothing texts and their implications for identity, consumption and social interaction can be gained.

Practical Significance of the Work: This topic has practical implications for many stakeholders, including fashion designers, marketers, consumers, policymakers and academics. Deepening our understanding of the cultural, and commercial aspects of texts on clothing offers insights that can become the basis for strategic decision-making in the fashion industry, increase consumer engagement and empowerment, promote critical dialogue on social issues, and contribute to the enrichment of academic science in various fields from sociology to marketing.

Furthermore, by shedding light on the intricate interplay between text and clothing, the research a broader reflection on how material culture intersects with language, thus enriching our understanding of the complexity of human expression and interaction in the modern world.

1. CONCEPTUAL EXPLORATION OF TEXTILE INSCRIPTIONS ON THE CLOTHES

1.1 Introduction to Textile Expressions: Understanding the Role and Meaning of Phrases and Logos on Attire

Printed garments and accessories carry significant cultural and societal importance that extends beyond their mere material composition of fabric and ink. These items serve as channels through which people express their uniqueness and viewpoints within society. Through purposeful selection and arrangement of clothing, individuals convey not only their personal preferences but also their societal affiliations, ethical beliefs, and emotional states. In this way, clothing and accessories act as symbolic instruments that facilitate the external display of internal identity constructs, enabling individuals to actively engage in the processes of self-expression and societal integration. By examining the communicative dynamics of textualization in fashion, this study illuminates how language intersects with material culture to influence perceptions, attitudes, and behaviors [Thomas: 43, pp.2-20].

Today, printed items can come in a wide range of styles and designs. They can feature images, cartoons, quotes from famous films or books, abstract patterns or even photographs. The possibilities are endless, allowing people to express their personality, interests and creativity through their clothing choices. Whether it's a humorous illustration, a thought-provoking quote, or a stunning photographic image, printed t-shirts serve as a canvas for artistic expression and personal storytelling. In addition, the versatility of printed T-shirts allows them to be worn on a variety of occasions, from casual walks to formal events, making them a wardrobe staple for many people. With the ability to customise designs and prints, people can make their T-shirts truly unique and reflect their personalities. The process of choosing symbols for clothing is multifaceted and depends on several factors, including cultural norms, personal preferences and social trends.

The text on clothing, often in the form of logos, serves as a powerful representation of a brand, encapsulating its essence and values within a single symbol. These visual representations go beyond mere decoration, embodying the fundamental identity and aesthetics of the brand. Whether it's the swoosh of Nike or the letters of Chanel, logos trigger immediate recognition and association with the brand, serving as a visual shortcut for its values and aesthetic appeal. Through careful design and strategic placement, brands create logos that resonate with their target audience, effectively conveying their unique personality and market positioning [34].

Even more, logos on clothes play a key role in the brand's narrative. They serve as visual narratives, narrating the brand's heritage, craftsmanship and pursuit of excellence. A well-designed logo conveys a sense of tradition, innovation or luxury, depending on the brand's positioning and values [12]. For example, the Burberry brand represents British heritage and craftsmanship, while the Apple represents innovation and elegant design.

Texts in the form of logos on clothes contribute to the loyalty and commitment of consumers to the brand. Because people have positive associations with a brand logo, they are more likely to feel an emotional connection to the brand. This sense of connection translates over time into repeat purchases, brand advocacy and loyalty. For many consumers, wearing clothing with a recognizable logo becomes a way to express brand loyalty and demonstrate belonging to their community. Certain text logos on clothing are also a sign of quality and authenticity. Consumers often associate famous logos with reliability, craftsmanship and premium quality. A prominent logo on a garment not only enhances its aesthetic appeal but also assures consumers of its authenticity and adherence to the brand's standards of excellence. For example, the Gucci logo (Figure 1) appearing on the T-shirt implies that a person who is wearing it may have an above-average income and prefer luxury brands. This perception of quality further strengthens brand loyalty and encourages consumers to choose branded products over the competition [19].



Figure 1. Gucci logo on a promoted attire. [19]

By creating distinctive, memorable text logos in this way, brands can build a strong brand presence, create emotional connections with consumers and ultimately succeed in the competitive fashion market.

In the context of current events, one cannot help but mention that text clothing has long been used as a platform for socio-political statements. From protest slogans to propaganda messages, these clothes serve as a means of expressing opinions and participating in larger public debates. The cultural impact is evident as the items become symbolic representations of movements, sparking dialogue and raising awareness.



Figure 2. T-shirt with activist movement *Black Lives Matter* message [35]

The basis of this phenomenon is the accessibility and versatility inherent in all the clothes we wear every day. Unlike traditional forms of activism, which may require resources or specific platforms, anyone with access to, say, a T-shirt and a printing press can become an agent of change. This democratization of expression allows people from all walks of life to participate in meaningful dialogue and broad public debate. As such, a text print has a unique ability to attract attention and

provoke thought. Whether emblazoned with protest slogans, propaganda messages or poignant images, these garments are instant conversation starters, sparking dialogue and debate in both the public and private spheres. By wearing a T-shirt with a compelling message, people can amplify their voices and reach an audience far beyond their immediate social circle. From this, we have the cultural influence of clothing with texts where it is obvious when they are transformed into symbolic representations of movements and causes. From the iconic *I Can't Breathe* shirts worn in solidarity with the Black Lives Matter movement to the *Still She Persisted* shirts worn in support of women's rights, these garments serve as a visual marker of solidarity, unity and resistance. They embody the collective aspirations and struggles of marginalized communities, overcoming geographic and language barriers to convey powerful messages of hope and resilience. This is a testament to the crucial role that text plays in drawing attention to pressing social and political issues. With eye-catching designs and compelling messages, these garments capture the public's attention and force people to confront uncomfortable truths and injustices. Whether it's climate change (Figure 3), racial inequality or LGBTQ+ rights (Figure 4), Slogan T-shirts and caps serve as catalysts for education, compassion and action, inspiring people to become agents of change in their communities [11].



Figure 3. *The climate is changing; Why aren't we?* T-shirt slogan

Figure 4. LGBTQ+ rights T-shirt slogan

The use of symbols in clothing goes beyond its practical purpose, infusing it with personal significance. Clothing serves as a vehicle for personal expression,

reflecting one's economic status and individual style. Within society, attire subtly communicates values and traditions, shaping an individual's sense of self and belonging to a community. The increasing influence of symbolic consumption, driven by technology, adds deeper layers of meaning to sartorial choices, transcending mere functionality and aesthetics. This shift impacts consumer behavior and societal beliefs, nurturing complex consumption patterns rooted in personal expression and social status. Heightened awareness of the symbolic importance of clothing promotes a culture in which attire communicates identity, status, and discernment, enriching the tapestry of fashion with diverse meanings [Chen: 7, pp. 595-597].

One of the most fascinating aspects of symbolic clothing is its ability to convey hidden messages that may not be immediately obvious to the casual observer. For example, certain colors, patterns and motifs have special cultural or historical significance, carrying layers of meaning that can only be fully appreciated by those familiar with their context. A simple geometric text pattern may convey ancient traditions or spiritual beliefs, while a stylised emblem may signify membership in a secret society or subculture [Hemmings: 23, pp. 301-320].

Textual symbols on apparel foster community bonds and resistance, transcending barriers of geography and language. In times of unrest, they become silent protests challenging dominant norms. Moreover, they celebrate diversity, blending cultural motifs into a global visual language. This cultural exchange promotes understanding and challenges stereotypes, fostering mutual respect. Additionally, such clothing preserves indigenous languages and traditions, empowering marginalized communities. For youth, clothing with text and logos serves as a canvas for self-expression, reflecting their identity and affiliations. In peer groups, shared styles create a sense of belonging, bridging generations through common ground.

To summarize, phrases and logos on T-shirts, caps and other apparel play a multifaceted role in our society, serving as powerful tools for communication, self-

expression and cultural representation. Such textual and visual elements on clothing carry significant meaning and influence, whether they are used to express personal beliefs, promote social causes or represent a brand. They reflect individual characteristics, collective values and cultural trends, profoundly shaping and changing the cultural landscape.

1.2 Cultural semiotics of textile expressions

Encompassing a wide range of garments, fabrics and designs, textile expressions serve as rich tapestries woven with cultural significance and symbolic meaning. Through the lens of semiotics, the study of signs and symbols, we can unravel the layers of meaning embedded in these textile expressions and explore how they reflect, transmit, and shape cultural identity, values, and norms.

Textile expressions thus function as visual and tactile languages, conveying messages, beliefs and values through a complex interplay of signs and symbols. From traditional clothing steeped in centuries of cultural heritage to contemporary fashion trends influenced by global media and technology, textile expressions reflect the cultural environment in which they are created and consumed.

It must be said that a key element of the cultural semiotics of textile expression is the symbolism embedded in patterns, motifs and drawings. Whether it's the intricate geometric patterns of a Persian rug, the vibrant colors and motifs of African textiles, or the minimalist elegance of a Japanese kimono, textile design carries layers of meaning that speak to cultural identity, history, and worldview. Such symbols often draw on shared cultural narratives, myths and traditions and serve as visual markers of belonging and cultural heritage. Cultural semiotics of textile expression opens an incredible world in the rich tapestry of human culture and creativity. Through patterns, motifs, designs and fabrics, textile expressions convey complex meanings, beliefs and values that reflect cultural histories and worldviews [3].

Textile expression serves as a site of cultural negotiation and hybridity, where diverse influences converge and mix to create new forms of expression. Through processes of appropriation, adaptation and innovation, textiles reflect the dynamic interplay between local traditions and global influences, resulting in hybrid styles. From the fusion of traditional motifs with modern design elements to the introduction of digital technologies into textile production, the cultural semiotics of textile expressions reveal a constant dialogue between tradition and modernity, local and global, past and present. The expression also plays a crucial role in identity formation and self-representation, serving as a means for individuals and communities to assert their cultural identity and their place in the world. Whether wearing traditional clothing to symbolize ethnic pride and solidarity, or embracing global fashion trends to signal cosmopolitanism and modernity, textile expression reflects a complex interaction with our world. Ukrainian traditional vyshyvanka (Figure 5) can play an example for such type of clothes. People from Ukraine prefer wearing it for special occasions, like Easter celebrations to pay respect to their country and remind themselves about their cultural heritage and self-identity.



Figure 5. Traditional Ukrainian clothes, vyshyvanka

Semiotics, as a method of analysis, is a field that revolves around the study of signs and symbols in various media and their meanings. Above all, semiotics recognises that human communication is not limited to spoken or written language, but encompasses a wide range of sign systems, including visual, auditory, tactile and olfactory signs. These signs and symbols can take many forms, including words,

images, sounds, gestures, objects and even behaviour, and they carry meaning through their association with concepts, ideas or referents. Semiotics seeks to reveal the complex relationship between signs, their signifiers (the physical form of the sign) and their signified (the concept or meaning conveyed by the sign). Through the process of signification, signs acquire meaning through their cultural, social and historical contexts and their relationships with other signs in a given system. The terms *sign* and *symbol* have different meanings. While a sign directly communicates specific information through a mark, emblem or pictogram, a symbol represents a concept but conveys a deeper, often metaphorical meaning. Symbols derive their meaning from the interpretation of those who use them. It is worth remembering that a textile sign or symbol can be depicted in a realistic or abstract style, and it can even be presented in a non-objective or non-representational manner. However, people who use a symbol in a cultural context understand its meaning or implications independently of its depiction.

More specifically, semiotics is the idea of the relationship between the signifier and the signified, where the signifier is the form or expression of a sign (such as a word or image) and the signified is the concept or meaning that the sign represents [40]. For example, the word "tree" (the signifier) represents the concept of a tall woody plant with branches and leaves (the signified).

1.2.1 Historical overview of textile expressions

Textiles have been integral to human civilization since ancient times, serving utilitarian, symbolic, and aesthetic purposes. They typically undergo several processes before reaching consumers, involving preparation, manufacture, and finishing. Despite the constancy of these basic steps, textile materials, production methods, and locations have evolved significantly over time [21].

Throughout history, textiles have crossed cultural and geographical boundaries, creating new hybrid products and styles. Regulations from states, markets, and religious institutions have influenced textile consumption patterns.

Fashion, especially in modern times, highlights the interplay between production and consumption.

In ancient civilizations like Mesopotamia, Egypt, and China, textile production was fundamental. Mesopotamians used wool and leather, with variations in fabric indicating social status. Artifacts from sites like the Royal Cemetery of Ur reveal the sophistication of Mesopotamian fashion, where garment length, decoration, and fabric quality reflected social hierarchy (Figure 6) [Hallmann: 21, pp.1-5] [28].

In Egypt, weaving linen from flax was highly developed, and textiles were used not only for clothing but also in mummification rituals [Hallmann: 21, pp.1-5]. In China, silk production from silkworm cocoons revolutionized the textile industry. Silk, associated with wealth and royalty, became a form of currency and a symbol of prestige. The history of Chinese silk, beginning with its legendary discovery by Lady Hsi Ling Shih, illustrates its cultural and economic significance (Figure 7) [38].



Figure 6. Headdress and Necklaces from the Royal Cemetery of Ur

Figure 7. Chinese silk

During the Middle Ages, textile production in Europe experienced a period of extraordinary growth and innovation. Guilds, which were associations of artisans and craftsmen in a particular industry, played an important role in facilitating the exchange of knowledge and materials in the textile industry. Guilds helped to standardise production methods, provided apprenticeships and regulated trade

practices, contributing to the overall development of the textile craft. A key factor in innovation during this period was the expansion of trade routes, such as Silk Road, which facilitated the exchange of raw materials, finished textiles and ideas between regions. This exchange led to the introduction of new techniques and materials that enriched the variety of textiles produced in Europe.

Weavers, embroiderers, and dyers experimented with techniques to create exquisite fabrics. Popular weaving methods like damask, brocade, and twill produced luxurious textiles with intricate patterns. Embroidery flourished with techniques such as goldwork, silk shading, and couching. Tapestry weaving, exemplified by the Bayeux Tapestry, depicted historical events and narratives in stunning detail, serving both decorative and documentary purposes [18].

The Renaissance marked a resurgence in cultural and artistic expression, particularly in Italian cities like Florence and Venice. Artisans produced exquisite silks, velvets, and brocades with elaborate patterns and rich colors, symbolizing wealth and sophistication. Renaissance textiles often featured allegorical and mythological motifs, reflecting the era's intellectual and cultural interests. These designs added layers of meaning, elevating textiles to vehicles of artistic expression and storytelling.



Figure 8. Giovanni Bellini, Nunc Dimittis, 1505 – 1510.

For centuries, textiles were crafted by hand using techniques like weaving, knitting, and felting, passed down through generations. While innovations like

horizontal looms improved productivity, the process remained labor-intensive. However, the advent of machinery powered by natural forces and later steam and electricity transformed textile manufacturing. Mechanization vastly increased efficiency and productivity, leading to the rise of large factories and mass production. This shift, epitomized by the Industrial Revolution, reshaped the textile industry and society as a whole, ushering in an era of mechanized production and abundant fabrics [DuPlessis: 14, pp.1-4].

European dominance in cloth and fashion was short-lived as new textile cultures emerged globally, creating hybrid styles. Producers sought efficiency by relocating to lower-wage regions, aided by advances in transport, communication, and finance. The 19th-century introduction of synthetic fibers like polyester and nylon revolutionized textiles with durability and affordability, replacing natural materials. Digital printing allowed precise pattern reproduction, further transforming design.

Recently, environmental concerns have renewed interest in natural fibers, leading to innovations like organic cotton and recycled polyester. Efforts to conserve water and use renewable energy aim to reduce the industry's environmental impact. Globalization has increased the exchange of ideas but also highlighted issues like labor rights and fair wages, prompting calls for transparency in the fashion supply chain. Consumers now demand ethically sourced clothing, pushing brands toward sustainable practices. Balancing innovation with sustainability and social responsibility is crucial for a more equitable and environmentally friendly fashion industry.

1.3. Psychological aspect of perception and interaction with textile patterns

Understanding the psychological aspect of perceiving and interacting with textile patterns explores the complex relationship between human cognition, emotion and the visual stimuli presented by textiles. Textile patterns, from simple

geometric shapes to intricate designs, have the power to evoke different psychological responses and influence our behaviour in subtle yet profound ways.

Textile psychology delves into how fabrics and materials impact people psychologically, considering sensory perception and human interaction. It's a specialized field within psychology focusing on how textiles and colors affect individuals' emotions, moods, and behaviors [5]. Evan Kinori's approach to garment-making delves into the relationship between materials and human perception, reflecting the field of textile psychology. Kinori emphasizes the significance of textiles beyond their functional utility, drawing attention to the psychological impact they have on both the wearer and observer. His approach underscores the notion that textiles possess a language of their own, capable of evoking emotions, memories, and cultural associations. For instance, a fabric might evoke warmth, coolness, or confidence, triggering specific emotions. Textiles can also set a particular atmosphere, express themes or moods, or elicit specific responses. This knowledge is invaluable for designers as it helps them understand how their choice of fabrics and colors can influence users' interactions, emotions, and perceptions of their products [28]. Textile patterns have a profound psychological impact, influenced by cognitive psychology's understanding of sensory perception and emotional responses. Familiar shapes, colors, and textures trigger recognition and evoke past experiences, shaping our mood and decision-making. Certain patterns can induce calmness or excitement, affecting our emotional state and behavior [Hurbanska: 24, pp.50-53]. For instance, soft, organic patterns promote relaxation, while hard, clunky ones may induce alertness and anxiety. Beyond aesthetics, textile patterns play a role in non-verbal communication, conveying personality and social identity. They influence social interactions and first impressions, impacting how we perceive others and how they perceive us [30]. In sports, black sportswear can enhance aggressiveness, while in fashion, colors like red evoke confidence, and blue signifies intellectuality. Understanding the psychological impact of textile patterns is crucial for designing consumer products. Designers leverage color psychology and symbolism to evoke emotional responses and convey messages through their

designs. However, complex or visually stimulating patterns may exacerbate anxiety, especially in individuals with heightened sensory sensitivity, leading to discomfort and avoidance behaviors. Conversely, patterns can evoke nostalgia, fostering connections to past experiences and cultural movements [26].



Figure 9. Art Deco psychedelic print shirt. 1960s

Vibrotactile arrays, integrated into textiles, create tactile sensations on the skin, mimicking massages and promoting relaxation [4]. These arrays modulate sensations like pressure and texture, enhancing body awareness and aiding relaxation. For those with sensory impairments, textiles with vibrotactile arrays offer therapeutic benefits, fostering positive body attitudes [4]. Uniforms play a significant role in perception and performance. Through enclothed cognition, they trigger psychological associations, enhancing professionalism and performance [2]. Wearing uniforms equips individuals with the mindset and behavior to fulfill their roles effectively [2].

In summary, the psychological aspect of perception and interaction with textile patterns is a complex and evolving field that encompasses the study of how textiles affect our emotions, feelings and behaviour. It highlights the importance of considering the psychological impact of textiles on design and fashion, and the potential of using textiles as a form of *visual medicine* to influence mood and well-being.

1.4. The impact of textile expressions on modern culture

Throughout history, people have utilized textiles to create various prints and patterns that symbolically represent their communities and cultures. Across the globe, civilizations have developed their unique drawings and designs for textiles, each reflecting the distinct identity and heritage of its creators. One cannot discuss the role and meaning of clothing with text without acknowledging their role in celebrating cultural icons [37].

Trendy printed textiles gain more recognition as cultural, often embodying formality or serving as a marker of identity [43]. In particular, garments such as I Love New York (Figure 10) in America shirts or African wax paintings have historical and cultural significance, evoking long-standing traditions and social values. However, despite their historical significance, younger generations may consider some of these textiles to be out of fashion.



Figure 10. I Love New York shirt

Nevertheless, these textiles remain valuable artefacts that provide insight into the evolution of human expression.

Textile expressions play a crucial role in modern culture, influencing fashion, art, design, technology, and society. Recently, there has been a resurgence in textile art, with artists using the medium to explore identity, culture, and socio-political

issues. Textile art installations, exhibitions, and performances challenge traditional notions of art and blur the boundaries between fine art and craft.

Notable artists like Faith Ringgold use narrative quilting to address themes of race, gender, and identity within African American history. Her vibrant quilts integrate painting, quilting, and storytelling, elevating the medium to fine art (Figure 11). Additionally, combining textiles with other materials, such as wood, enriches the visual and tactile qualities of the artwork, expanding its conceptual depth (Figure 12).



Figure 11. American People. Faith Ringgold. 2024

Figure 12. Wooden Fabric. Elisa Stozyk. 2016

Nick Cave, a renowned American artist, is known for his innovative Soundsuits (Figure 13). These extraordinary costumes, crafted from materials like fabric, beads, buttons, and found objects, challenge traditional notions of fashion and performance. Each Soundsuit is unique, hiding the wearer's identity and transforming them into a cocoon of color and texture [46].



Figure 13. Soundsuits, Heard. Nick Cave. 2012

Textiles have long driven innovation, serving as a canvas for creativity and technological advancement. Recently, the intersection of textiles with various fields has led to transformative developments. Smart textiles merge traditional fabrics with advanced electronics, offering features like temperature regulation, illumination, and shape memory. These textiles, with built-in sensors and microelectronics, interact with the wearer and environment, tracking physiological parameters like heart rate and body temperature. In healthcare, smart textiles enable remote monitoring of vital signs and early detection of health issues, revolutionizing patient care [41].

Smart textiles are revolutionizing fashion by incorporating interactive features like color-changing capabilities and wearable electronics, offering both style and functional benefits [25]. There's a notable shift in the textile industry towards sustainability, with companies like Lenzing's TENCEL™ leading the way with eco-friendly fibers derived from renewable materials such as eucalyptus trees [42]. Brands like Eileen Fisher, Pact, Boody, and Patagonia prioritize sustainability by using materials like TENCEL™ lyocell, organic cotton, modal, and bamboo in their products. Recycled textiles, including polyester made from plastic bottles and recycled cotton from clothing waste, are gaining popularity as environmentally friendly alternatives. Innovative dyeing and finishing techniques like digital printing, solution dyeing, enzyme wash, and ozone treatment reduce water and chemical usage while enhancing textile quality and durability [42].

1.5. Textile Expressions in the Linguistic Landscape

Linguistic landscape studies, a field within sociolinguistics, focus on the visible languages in public spaces, such as billboards, road signs, shop signs, graffiti, and other inscriptions. This area of study considers language as a crucial identifier of people and a sensitive indicator of social change. The foundational definitions emphasise the visibility of languages on public and commercial signs and their dual informational and symbolic functions. In linguistic landscape studies, the informational function of signs serves to mark geographical territories and convey the sociolinguistic composition of a region, while the symbolic function reflects the

presence and status of languages, contributing to cultural identity and perceived vitality. Together, these functions reveal both practical and deeper socio-cultural dynamics in public spaces. These functions highlight how signs can reflect an area's sociolinguistic composition and contribute to a language group's perceived status and vitality [7]. In the context of textile expressions, linguistic landscapes offer a valuable lens for examining how textiles communicate within public and social spaces. Linguistic landscapes traditionally refer to the visibility and salience of languages on public and commercial signs in a given territory, reflecting cultural and social dynamics. Similarly, textiles with dynamic patterns can be seen as part of a textile landscape where they function as visual and tactile signs conveying cultural, social, and emotional messages. In projects like Reach, dynamic textile patterns are designed to respond to environmental and social stimuli, thereby participating in the semiotic landscape of public spaces. These textiles act as communicative artifacts that not only enhance aesthetic experiences but also facilitate new forms of social interaction and personal expression. For example, the Reach Out hats and Reach In bags incorporate interactive elements that change in response to proximity, temperature, and light, much like how linguistic signs in an urban landscape change based on context and audience. By integrating dynamic textile patterns into everyday items, these projects blur the boundaries between fashion, technology, and communication, creating a new, multifaceted language that enriches our understanding of public spaces and social interactions. This approach underscores the potential of textiles to serve as a medium for semiotic exchange, extending the concept of linguistic landscapes into the realm of material culture and interactive design [Reach].

1.6. Transformative Trends in Textile Marketing

In the contemporary textile and clothing industry, marketing strategies are undergoing a significant transformation spurred by globalization and technological advancements. The transition from local to global markets necessitates agile business models and innovative approaches to remain competitive. Traditional determinants of competitive advantage such as price and product quality are no

longer adequate; instead, companies must prioritize sustainable competitiveness through efficiency, flexibility, and responsiveness. Embracing digital technologies and e-commerce platforms has become imperative for textile and clothing companies to thrive in the current market landscape. Integration of innovative software programs, digital marketing techniques, and data analytics tools enables companies to optimize operations, enhance customer engagement, and adapt to evolving market demands. From leveraging social media platforms for brand promotion to implementing targeted advertising campaigns, digital marketing has become essential for reaching and engaging consumers effectively. Moreover, strategic marketing planning, including market analysis, goal setting, and implementation evaluation, is crucial for aligning marketing efforts with broader business objectives. As textile and clothing companies navigate the complexities of global competition, strategic marketing initiatives play a pivotal role in driving growth, enhancing brand visibility, and fostering customer loyalty in this dynamic industry environment [13]. In addition, textile marketing also involves staying abreast of industry trends and adapting to evolving consumer preferences. Moreover, leverage data analytics tools to gain insights into customer behavior and market trends, enabling one to refine marketing strategies effectively. Furthermore, regularly soliciting customer feedback and conducting market research to identify emerging trends, unmet needs, and areas for improvement [12]. Textile marketing in today's digital age presents a unique opportunity for traditional textile industries to accelerate their business growth. With the advent of digital marketing, textile companies can now reach a wider audience and engage with customers more effectively than ever before. Digital platforms offer tools and techniques, such as social media marketing, search engine optimization (SEO), and email marketing, that enable textile companies to showcase their products, connect with consumers, and drive sales. By leveraging digital marketing strategies, textile companies can overcome traditional barriers to entry, expand their market reach, and compete on a global scale. Additionally, digital marketing allows for greater flexibility and agility

in responding to market trends and consumer preferences, enabling textile companies to stay ahead and maintain a competitive edge [29].

Additionally, the marketing approach discussed in the Parrish, Cassill and Oxenham`s research the utilization of a niche strategy is proposed for textile marketing, which aims to identify and target specific market segments by offering specialized products or services that cater to their unique needs and preferences. This strategy requires a comprehensive understanding of the target consumer base, including their desires, pain points, and purchasing behavior. Companies employing a niche marketing strategy focus on developing products or services that provide distinctive value propositions tailored to these niche markets. The successful implementation of a niche marketing strategy depends on effective communication with the target market to highlight the unique benefits of the product or service and foster brand loyalty. Furthermore, companies must ensure that their offerings closely align with the needs and preferences of the niche market in order to maintain relevance and competitiveness [32].

Another study investigates the relationship between market orientation (MO) and its impact on customer-based performance (CBP) within the textile industry, gathering valuable insights into the dynamics of textile marketing. First and foremost, it emphasizes the significance of MO in fostering a customer-centric culture within textile firms. By focusing on customer orientation, competitor orientation, and inter-functional orientation, textile companies can gain a better understanding of customer needs, respond effectively to market competition, and optimize internal processes to deliver superior value to customers. Furthermore, the research highlights the crucial role of CBP as a measure of a textile company's performance. CBP encompasses factors such as customer satisfaction, loyalty, and perceived quality, all of which hold immense importance in the textile industry where brand reputation and customer relationships are pivotal for success. Moreover, the study delves into the moderating impact of employee orientation (EO) on the relationship between various dimensions of MO and CBP. It suggests that a

strong EO can amplify the influence of customer, competitor, and inter-functional orientations on CBP, underscoring the significance of employee engagement and empowerment in driving customer-centric outcomes in textile marketing. Overall, this research highlights the interconnected nature of MO, CBP, and EO within the context of textile marketing, underscoring the critical importance of aligning organizational culture, market orientation, and employee engagement strategies to attain competitive advantage and foster sustainable growth in the textile industry [20]

1.6.1. Self-branding

In the evolving field of modern marketing, self-branding and advertising have become vital tools for individuals and businesses alike. These endeavors primarily rely on language to shape perceptions, evoke emotions, and establish memorable identities. Self-branding is a nuanced process that involves expressing one's unique value proposition and positioning oneself in the minds of consumers. By carefully selecting words, tone, and messaging, individuals aim to cultivate a distinctive brand persona that resonates with their target audience [1]. Every communication channel, from personal websites to social media profiles, presents an opportunity to convey authenticity, expertise, and relatability. Self-branding is not solely focused on self-promotion; it is also about building meaningful connections and fostering trust with an audience [1]. By sharing personal stories, insights, and experiences, individuals can create connections that foster relationships.

Similarly, advertising is a strategic endeavor that seeks to capture attention, generate interest, and drive action. In media landscape, effective advertising requires more than just catchy slogans and flashy visuals; it demands a sophisticated understanding of language and persuasion. Advertisers employ various linguistic techniques - provocative slogans, calling for action, linguistic devices - across different mediums, such as print ads and digital campaigns, to craft persuasive messages that resonate with their target audience [31]. This may involve leveraging

psychological triggers like scarcity or social proof to induce desired behaviors or tapping into emotional appeals, such as nostalgia or fear, to create memorable experiences. Furthermore, advertising is inherently a form of storytelling; it involves creating narratives that captivate, inspire, and ultimately compel consumers to take action.

In the realm of textile advertising, the linguistic dimension takes on added significance. Textiles, with their tactile richness and visual semiotics, provide a canva for storytelling and brand expression. Advertisers in fashion labels and home decor brands utilize language to evoke the sensory experience of fabrics and textiles. Through evocative descriptions, vivid imagery, and compelling narratives, textile advertisements transport consumers into a world of luxury, comfort, and style [31].

One such example of self-branding and advertising can be seen among the textile creations of Nike. Nike's self-branding strategy highlights excellence and innovation in the textile industry. With a mission to inspire every athlete globally, Nike has crafted a brand identity deeply rooted in athleticism, determination, and authenticity. The iconic slogan *Just Do It* encapsulates Nike's brand personality, encouraging consumers to embrace a proactive mindset towards their goals. Leveraging high-profile endorsements from elite athletes like Michael Jordan and Serena Williams, Nike reinforces its association with athletic success and excellence. Furthermore, Nike's commitment to innovation is evident in its revolutionary product offerings, from Air Jordan sneakers to sustainable materials like Flyknit. Beyond product innovation, Nike actively engages in social responsibility initiatives, aligning its brand with values of diversity, inclusion, and sustainability. By fostering a sense of community and promoting social causes, Nike transcends its role as a mere sportswear brand, establishing itself as a global symbol of empowerment and progress in the textile industry [36].

To conclude, Chapter 1 of the thesis examines the features of textile expressions, commencing with an overview of the importance of phrases and logos

on clothing, on the example of Gucci logo, *Black lives matter*, LGBTQ+ movements, climate change issues and popular *I love NY* clothes. A historical examination traces the development of textile expressions in society, emphasizing their role in mirroring and molding cultural identity. The chapter also delves into the psychological dimension of perception and interaction with textile designs, exploring how individuals interpret and interact with various patterns. Additionally, it considers the influence of textile expressions on contemporary culture, demonstrating their impact on fashion, identity, and societal trends. Lastly, it explores the linguistic landscapes of textile expressions and the common trend of textile marketing, on the example of Nike brand identity and promotion.

2. EXPLORATION OF TEXTILE EXPRESSIONS

2.1. Perception of Textile Expressions

The perception of textile expressions in modern society is a complex and multifaceted phenomenon that affects various aspects of our lives. One such example is style, which shapes our aesthetic appeal. Different people are attracted to different styles, depending on their tastes and preferences. Some may appreciate bold and bright patterns, while others may prefer a minimalist and restrained design. The choice of colors, lettering and patterns all contribute to the overall aesthetic appeal of textiles. Like all art, design is inherently subjective. What one person finds visually appealing may not resonate at all with another. This subjectivity arises from a combination of factors, including personal taste, cultural upbringing, and experience. Maybe someone who grew up surrounded by bright textiles with intricate patterns may prefer bold designs, while someone else who prefers minimalist decor may gravitate towards simpler and more understated styles [44].

Another example is the scale of patterns, text and motifs about the size and proportions of their elements. Scale greatly influences the visual effect and mood of the pattern, as well as how it interacts with the silhouette and fit of the garment. Large patterns or symbols make a bold and striking statement, while smaller patterns or letters have a more subtle and delicate effect. In addition, the scale can affect the perception of body shape and size: large patterns can visually enlarge the wearer, while small patterns can make the wearer appear smaller. Colors also play a key role, serving as a powerful tool for evoking emotions and creating mood. Furthermore, cultural context influences the interpretation of colors in textile patterns. Different cultures attach different meanings and associations to colors, which can affect how they are perceived. For example, while white symbolises purity and innocence in Western cultures, in some Asian cultures it can symbolise mourning and death. Understanding these cultural nuances is even more important for established designers who want to create textiles that resonate with diverse audiences around the world. Additionally, color can be used to enhance a certain mood. Warm colors

such as red, orange and yellow are often used to evoke feelings of warmth, passion and energy, while cool colors such as blue and green are favored for their soothing effects.

Contrast acts as a catalyst for visual interest, creating a dynamic interplay of pattern elements. Through variations in color, texture or scale, contrast adds depth and complexity to a textile design, enhancing its aesthetic appeal. Used wisely, contrast creates a sense of harmony, balancing different elements and creating a cohesive composition that captivates the eye. To reinforce the above-mentioned information, examples of such usage of colors and patterns is to be provided (Figure 14).



Figure 14. Examples of how the size of a pattern influences a body image. [39]

The photo demonstrates that larger polka dots on clothing, such as those on the second woman's skirt and the third woman's dress, create a less subtle appearance for the body. Initially, smaller-sized polka dots on women's clothing may cause the body to appear larger and draw attention to its size. In contrast, the smaller polka dots on the attire of the other two women contribute to a more understated effect, creating the illusion of slimmer bodies and reducing emphasis on pinpointing the body's size.

High-contrast patterns, characterized by sharp transitions between elements, evoke a feeling of energy and vitality (Figure 15). They radiate dynamism and excitement, filling clothes with a bold and assertive look. Conversely, low contrast

with subtle variations and soft transitions creates a carefree and calm atmosphere. It encourages contemplation and reflection, infusing clothing with a sense of calm and peace (Figure 16).



Figure 15. Example of high-contrast text attire.



Figure 16. Example of low-contrast text attire.

Strategic use of contrast can emphasize or hide particular features of the garment or the wearer, depending on the location and your orientation. High-contrast elements draw attention to focal points such as the neckline or waistline, accentuating the wearer's figure and accentuating their silhouette. Conversely, low-contrast text patterns can mask imperfections or create a more understated look, allowing the garment to blend seamlessly with the wearer's body [25]. Therefore, contrast is necessary to create balance and variety in textile expressions. By modulating the degree of contrast throughout the design, designers add depth and dimension, preventing the text pattern from looking flat or monotonous.

Repetition is another fundamental principle of textile expression, giving rhythm, movement and coherence to textile patterns. Through repetition, the designers create a sense of continuity and movement, inviting the viewer to dynamically interact with the pattern. Through repeated motifs, shapes or colors, repetition imbues textile design with a sense of vitality and energy, transforming static fabrics into dynamic compositions that come alive with movement. Repetition contributes to the unity and coherence of textile expressions, combining different elements to form a single whole. By repeating key elements in the design, certain

individuals establish a visual connection that unifies the composition, creating a harmonious relationship between individual components. Patterns with regular text and repeating motifs often create a soothing and relaxing mood (Figure 17). Conversely, irregular repetition or random placement of elements can create a sense of chaos and unpredictability, giving text patterns an air of dynamism and excitement (Figure 18).



Figure 17. Example of regular repeating t-shirt text.

Figure 18. Example of chaotic repeating t-shirt text.

In addition, one can see how textile expressions with frequent repetition of elements can appear denser and more meaningful, attracting more attention. Conversely, patterns with rare repetition or variations in the placement of elements can create a sense of openness and lightness, allowing the eye to move freely across the surface. By strategically manipulating repetition, one can control the visual hierarchy in a pattern, directing the eye to specific areas of interest.



Figure 19. Example of repeating attire pattern with low contrast.

The construction of the Jeep t-shirt incorporates a recurring pattern designed to emphasize the brand logo, thus stimulating brand familiarity and retention among customers. By integrating the brand emblem within the repetitive design, the designer takes advantage of the psychological concept of pattern recognition, whereby individuals instinctively concentrate on recurring visual elements. This intentional placement functions as a subtle yet impactful method for imprinting the brand identity in the consumer's awareness. Furthermore, the selection of a low-contrast color scheme, predominantly consisting of beige and brown tones, contributes to the overall visual appeal of the garment while also eliciting a feeling of calmness. The use of such shades not only aligns with current minimalist design preferences but also serves to temper the conspicuous presentation of brand association, appealing to individuals who prefer a more modest mode of self-expression through their attire [45]. This intentional combination of design elements creates a balanced blend of brand presence and visual charm, enhancing the garment's attractiveness to a discerning consumer base. In essence, the Jeep t-shirt represents a nuanced approach to brand representation, where the interaction of design elements captivates the consumer's attention.

To a great extent, the context in which textiles are presented influences their interpretation and emotional resonance. Whether in fashion, interior design, art installations or everyday use, context shapes how we engage with textiles and the meanings we ascribe to them. A textile pattern that is trendy in one context may evoke different emotions and reactions when used in another, highlighting the dynamic nature of textile expression and its ability to adapt to different environments (Figure 20).



Figure 20. Pes Patron t-shirt design

When examining Pes Patron t-shirts in the context of Ukrainian trends and social dynamics, it is critical to recognize their role in enriching Ukrainian cultural identity and instilling a sense of pride in those who wear them. Pes Patron, symbolizing not just a dog but an entire army, exemplifies the strong connection between individuals and national symbols. This integration of personal identity with broader cultural narratives is a recurring motif in the fashion industry, where clothing serves as a platform for expressing individual and collective affiliations. Through the symbolism of Pes Patron on these t-shirts, wearers silently express solidarity with the values and challenges of the Ukrainian armed forces. Beyond their visual appeal, these garments become mediums for conveying intricate layers of meaning, carrying stories of sacrifice, resilience, and patriotism. Moreover, the prevalence of Pes Patron in the Ukrainian streetwear scene reflects broader shifts in societal attitudes toward cultural representation and self-expression. As Ukraine wrestles with questions of national identity and cultural resurgence, images like Pes Patron provide a platform for individuals to affirm their Ukrainian heritage within a contemporary framework. In Ukrainian social circles, donning Pes Patron t-shirts can signify belonging to a community of like-minded individuals who share a mutual appreciation for Ukrainian culture and aesthetics. Essentially, Pes Patron t-shirts symbolize more than just clothing; they embody a cultural movement aimed at reclaiming and reinterpreting Ukrainian heritage for modern audiences. Within the Ukrainian trend and social sphere, these garments serve as symbols of cultural pride, unity, and artistic expression.

2.2. Themes and Messages Encoded in Textile Expressions

The theme and content of the textile expressions demonstrate the importance of printed textiles in both personal apparel and home décor. The engraving technique offers endless possibilities for embellishing clothing, decorative fabrics, wallpaper and more. Mankind has used a variety of printing techniques to decorate textile surfaces, showing the diversity of themes and visual content in these expressions. It

is the themes and content of textile expressions that are influenced by various sources, including social trends, artistic movements, and the natural environment. Regardless of the source of inspiration, whether it is the result of social change, artistic trends or the natural world, the field of textile design is constantly evolving and responding to external influences. Looking at the world of fashion, textiles with typographic or graphic patterns play a role not only as a means of clothing. Some products can carry a variety of messages, from statements of personal style to expressing political views and activist support for campaigns or ideas. Many textiles contain patterns as a means of expressing individuality and style. T-shirts with funny inscriptions, painted sweaters or printed scarves can be a way for a person to express their preferences (Figure 21), self-confidence or a humorous outlook on life. This choice of clothing can be a way to emphasize your individuality and create a connection with others.



Figure 21. Rick and Morty t-shirt

The use of Rick and Morty-themed apparel offers individuals a vibrant and engaging way to express their preferences and connect with like-minded enthusiasts. By wearing clothing adorned with characters and motifs from the animated series, individuals not only demonstrate their fondness for the show's unique blend of humor and thought-provoking themes but also engage with a shared cultural

phenomenon. These garments often elicit feelings of nostalgia and affection for the series' memorable moments, fostering a sense of community and belonging among fans. Furthermore, sporting Rick and Morty merchandise enables individuals to assert their distinct tastes and personalities, infusing a dash of individuality into their wardrobe. Beyond their function as clothing, these garments serve as visual and cultural symbols through which wearers negotiate their social and cultural identities, establishing connections with others who share their enthusiasm for the show and its intricately woven narratives.

However, in addition to personal messages, textiles can be an important means of expressing political and social views. Such t-shirts with political slogans or symbols can be used to express support for certain political parties (Figure 22), movements or ideas. They play an important role in raising awareness and mobilizing public opinion. Even more, textiles can be used to support social movements. The same t-shirts or other items of clothing may have symbols of movements that fight for human rights, environmental protection, gender equality or the fight against racism. Usually, things like this are used as a means to draw attention to these problems and support joint efforts in this direction.



Figure 22. Trump 2024 promotional t-shirt



Figure 23. Trump 2024 promotional cap.

The Trump 2024 promotional cap and T-shirt function as a symbol of political choice. With the prominent words *Trump 2024 Save America Again* depicted on the

cap, and *Trump 2024 The Sequel* they express support for the former USA president's potential re-election while encapsulating the wearer's backing of Trump's political goals and leadership. Beyond practical use as clothes, they serve as a means to demonstrate allegiance to Trump as a political figure and to the principles and policies he represents. Additionally, by showcasing the Trump brand emblem and campaign slogan, the attire not only amplifies the wearer's individual voice but also adds to the broader visual landscape of political conversation, acting as a symbol for like-minded supporters and political promotion. Additionally, *Make Liberals Cry Again* could represent provocative message, reflecting the fierce fight between the candidates of different parties. In essence, the Trump 2024 promotional cap and t-shirt transcend their physical form to become a logo of political identity and activism.

Another example of social activism can be depicted via feminist movement attire (Figure 24, 25).



Figure 24. Feminist movement t-shirt text.



Figure 25. Feminist movement t-shirt text.

Feminist movement t-shirts, featuring *Women's March* and *Feminism: The radical notion that women are people*, stand as symbols of unity and advocacy in the realm of social activism. These clothing items embody the essence of collective action, symbolizing a worldwide movement committed to promoting gender equality and women's rights. Wearing such clothes signifies a show of support for

feminist causes and serves as a visible reminder of the ongoing battle for gender justice. These shirts enable individuals to amplify their voices, standing in solidarity with activists against discrimination.

2.3. Textile Expressions Across Different Themes and Contents

When analyzing textile expressions, it's crucial to take into account their diverse roles across various contexts, including rural villages and urban settings. These settings demonstrate unique approaches to textile usage, with rural areas focusing on tradition and skilled craftsmanship, whereas urban environments prioritizing modernity and global trends. This variety highlights the nature of textile expressions and their capacity to communicate both cultural legacy and contemporary style [6]. Textiles, in their many forms, therefore serve as a canvas for human expression, encompassing various narratives. From embroidery to prints, textiles convey a wealth of meaning through their content. A comparative analysis of textile expressions reveals the different ways in which meaning is manifested and interpreted in different contexts.

By its nature, the content of textiles covers a wide range of elements. They can interact to convey social information and more. In everyday life, textile expressions often embody practicality and functionality. Clothing, for example, serves as a form of personal expression while satisfying basic needs for protection and modesty (Figure 30). The content of everyday textiles can be influenced by prevailing fashion trends, and individual preferences. Simple patterns, solid colors and strong fabrics dominate this area, reflecting the utilitarian nature of this textile.

The photograph depicts women wearing casual clothing, signifying the combination of practicality, functionality, and personal style in textile expression. Their attire not only meets fundamental needs for protection and modesty but also enables individualistic expression. Defined by simple patterns, neutral colors, and sturdy fabrics, their outfits represent the essence of everyday textile choices and messaging.



Figure 26. Casual t-shirt text message.

The casual t-shirt bearing the message *Breathe. Hope* reflects a simple yet profound expression. The word *Breathe* conveys a feeling of mindfulness, prompting the individual to take a pause, unwind, and don't take a rush. It emphasizes the significance of self-care and mental well-being when facing challenging situations. Conversely, *Hope* acts as a symbol of optimism and positivity, providing comfort that brighter days lie ahead. This t-shirt operates as a wearable prompt to embrace moments of calmness and cling to hope in everyday life.

Moreover, textile content evolves with societal changes and technological advancements. Contemporary textile expressions push boundaries, incorporating digital printing techniques, sustainable materials, and avant-garde designs. In the realm of art and fashion, textile content becomes a medium for experimentation, innovation, and commentary on contemporary issues. Textiles may feature bold graphics, abstract forms, or provocative messages (Figure 27), challenging conventions and sparking dialogue.



Figure 27. Example of attire with a provocative message

The t-shirt featuring the statement *Sorry I'm late I didn't want to come* illustrates the use of provocative messages in contemporary textile fashion. By displaying this lighthearted statement, the wearer challenges traditional ideas of punctuality and social norms, injecting humor and irreverence into societal expectations. This message acts as a form of social commentary, shedding light on individuals' discomfort when faced with social obligations or gatherings. Additionally, the t-shirt's bold typography and simple design contribute to its provocative nature, ensuring that the message is attention-grabbing and stimulating. By wearing such attire, individuals not only assert their independence but also participate in a mode of self-expression that encourages interpretation and discussion. Ultimately, the *Sorry I'm late I didn't want to come* t-shirt goes beyond its physical form to serve as a platform for personal expression and societal critique within the ever-evolving realm of contemporary textile content.

In essence, the comparative analysis of textile expressions according to their content reveals a dynamic interplay between tradition and innovation, functionality and creativity. Textiles serve as a tangible manifestation of human culture, reflecting the complexity of our society and its aspirations. Whether mundane or extraordinary, textiles interweave the threads of our shared human experience, enriching our lives with beauty [16]. Analyzing the content of textiles in different cultures, one can gain an understanding of the motives and narratives that shape the collective. For example, the prevalence of geometric patterns in Middle Eastern fabrics or the use of animal motifs in Native American fabrics speaks volumes about the beliefs of these societies. Subsequently, comparative analysis allows us to trace the evolution of textile design over time and across regions, from the intricate tapestries of the Renaissance to the bold graphics of modern fashion [17].

Most importantly, by examining the content of textiles in specific socio-political contexts, we can unravel the complex web of power dynamics and social hierarchies.

Summarizing all of the above, a comparative analysis of textile expressions according to their content is necessary to understand the multifaceted role of textiles in human culture. From cultural significance to artistic potential and social significance, textiles embody the complex human experience and serve as a testament to creativity, ingenuity and diversity.

2.4. Textile Expressions that influence behavior

Textiles, in addition to the utilitarian function of clothing, have a profound ability to influence people's behavior. Thanks to its complex textures, it is a powerful communicator, shaping emotions, perceptions, and actions. By their very nature, textile expressions encompass a wide resonance of elements, from the intricate patterns of woven fabrics to the vibrant motifs of embroidered textiles. Such expressions are not just aesthetic decorations, they serve as conduits of meaning, conveying emotional states [22]. Therefore, one of the most important ways textiles influence behavior is emotional influence. Tactile sensations from textiles can evoke a wide range of emotions, from warmth to excitement. Soft and plush fabrics such as cashmere can evoke a feeling of relaxation aimed at finding harmony with the world. And some, such as adult patterns or sex-related text, can stimulate excitement and energy, leading to engaging behavior.

Moreover, as a form of textile expression, clothing sends out social signals by making a statement about your personality. Clothing choices can affect how people are perceived by others and subsequently influence their behaviour. For example, wearing formal clothing may evoke a sense of confidence that influences assertive behaviour in a social or professional context.

In general, the impact of textiles on us influences our behaviour towards sustainable development. Some old textile expressions can encourage unconventional negative behaviour.

The spread of negative texts on T-shirts and other clothes has become the subject of many discussions. From offensive slogans to provocative images, these

clothes are often used to attract attention. Negative text on t-shirts contains many messages that may include offensive language, derogatory remarks and certain provocative statements. Some texts may target different social groups based on race, gender, religion, sexual orientation or political affiliation, often perpetuating stereotypes, prejudices and the most heinous discrimination. They are very often expressed in negative texts, may include sexist slogans (Figure 28), racist epithets, and political messages aimed at causing outrage or controversy [15].

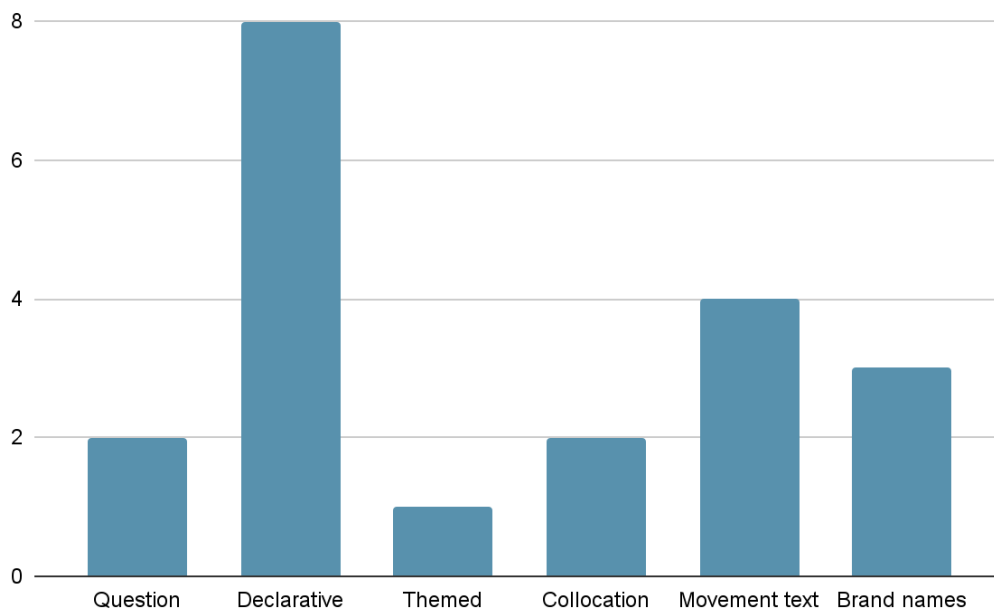


Figure 28. Example of sexist slogans on attire

Associated with negative texts on t-shirts is their potential to normalize, perhaps even carry on harmful attitudes, to show terrible behavior. When people wear t-shirts with offensive slogans or images, they are not only expressing their views but also promoting those views in the public sphere. Such normalization of a negative attitude can strengthen existing prejudices, marginalize vulnerable sections of the population, and create a hostile environment related to mutual respect. For marginalized communities who already face systemic discrimination, negative text on T-shirts can be a painful reminder of their marginal status and increase feelings of isolation. Yet by normalising offensive language and degrading stereotypes, these garments contribute to the erosion of civility in public discourse. They can also inflame social tensions, exacerbate social divisions and hinder efforts to promote understanding, compassion and inclusiveness. It's important to recognize that even negative text on t-shirts or other clothing also raises complex issues related to freedom of expression, artistic expression, and censorship. While some may argue for the need to regulate or limit the distribution of offensive content, others may

defend the right to freedom of expression, even if the content is controversial or offensive. Balancing these competing interests requires careful consideration of the rights and responsibilities of individuals, the role of social norms and cultural values, and the need to foster respectful public discourse. Ultimately, studying the impact of textile expressions on behaviour is necessary to understand the psychological aspects of human life. This reveals the meaning of textile art with its effect on us as individuals, allowing one to experience a certain emotional state.

To conclude the analysis, 20 clothing items were used. The following chart (Graph 1) illustrates the research results and helps to better understand the distribution and characteristics of each item.



Graph 1. Analysis of the chosen texts

The analysis of the graph shows that the textile texts are divided into six categories with varying frequencies. The largest category is declarative sentences, with a count of 8, indicating that most of the texts are statements providing information. Among them - 2 texts used the word *Sorry*, highlighting the sarcastic manner of the word; 1 text is imperative - *Wash your hands*, calling for action. Movement texts, related to feminist and political movements, form the second largest group with 4 instances, suggesting a notable presence of such themes. Then,

brand names appear on clothes 3 times - *Gucci*, *Jeep* and *Polo sport*. Collocation texts, containing one-two word phrases, appear 2 times, showing a moderate presence. As well as question texts, with only 2 instances, indicating fewer inquisitive or interactive contents. Themed texts are the least common, with only 1 instance, *Rick and Morty* utterance, suggesting that specific themes are rare in the analyzed textile samples.

The texts appear on the clothes in different structures - calling for attention LGBTQ+ and climate change issues texts are of bright colours, with the use of different fonts and word placement. More subtle appear logos of high-class brands - Gucci and Polo sport, entailing sophistication and luxury. Designs for promotional political texts emphasize the urgency of the message, appearing in bold on the caps and T-shirts, calling for immediate action. On the other hand, provocative texts, sexist or sarcastic, appear simple, with a lack of bright colors, usually using black letters. Another analyzed garment - Pes Patron T-shirt offers smaller text, with the emphasis on the picture of Pes Patron, symbolizing loyalty or allegiance.

In essence, chapter 2 provides a comprehensive exploration of textile expressions, delving into various dimensions such as perception, content analysis, and comparative study. By examining the lens of perception, the chapter reveals how individuals interpret textile expressions within diverse cultural and societal contexts. Furthermore, the content and textual analysis section uncovers the underlying themes and messages encoded within textile expressions, shedding light on their symbolic significance and cultural resonance. Additionally, the comparative study offers valuable insights into the diverse manifestations of textile expressions across different themes and contents, highlighting their dynamic nature and adaptability. Finally, the exploration of textile expressions' influence on behavior underscores their transformative power in shaping social interactions and reinforcing cultural norms. Collectively, these insights deepen our understanding of the complex interplay between textiles, culture, and human behavior.

CONCLUSION

This thesis has conducted a thorough exploration of textile expression, revealing its diverse significance and profound impact across various facets of human experience. From t-shirts to headwear and beyond, textile expressions have proven to be influential conveyors of cultural, social, and psychological meanings. By examining the slogans and logos found on clothing, this study has exposed the intricate layers of cultural symbolism and personal expression embedded within these seemingly simple motifs, demonstrating their role as markers of identity, belonging, and self-expression. Additionally, an analysis of the cultural significance of textile expressions has highlighted their ability to capture and transmit cultural heritage, acting as repositories of historical narratives and beliefs across generations. By delving into the historical evolution of textiles, this research has shed light on the adaptive resilience and creative spirit of human innovation in transforming raw fibers into intricate works of art, mirroring the dynamism of societal development over time. Furthermore, insights into the psychological aspects of textile perception have revealed the profound impact of textiles on human behavior, showcasing their ability to evoke memories, evoke emotions, and shape social interactions through tactile and visual stimuli. Finally, the study has emphasized the wide-ranging effects of textile expression on modern culture, from influencing fashion trends to promoting cross-cultural exchange and even contributing to therapeutic interventions aimed at enhancing mental well-being. In essence, the exploration of textile expressions goes beyond their material nature, revealing a rich tapestry of human existence intertwined with traditions, narratives, and shared humanity.

REFERENCES

1. Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347–356. <https://doi.org/10.1177/002224379703400304>
2. Adam, H., & Galinsky, A. D. (2012). Encloded cognition. *Journal of Experimental Social Psychology*, 48(4), 918–925. <https://doi.org/10.1016/j.jesp.2012.02.008>
3. Andrew, S. (2024a). Textile semantics: Considering a communication-based reading of textiles. *Research Explorer The University of Manchester*. <https://research.manchester.ac.uk/en/publications/textile-semantics-considering-a-communication-based-reading-of-te>
4. Bahadir, S. K., Kalaoglu, F., & Koncar, V. (2012). Analysis of Vibrotactile Perception via e-Textile Structure Using Fuzzy Logic. *FIBRES & TEXTILES*, 20(6A), 91–97.
5. Bernard, E. (2024, May 12). Textile psychology . A' Design Award and Competition - Design Encyclopedia - Textile Psychology. <https://competition.adesignaward.com/design-encyclopedia.php?e=9161>
6. Bondesson, A., Worbin, L., & Persson, A. (2009). Textile dimensions: an expressive textile interface. *AUTEX 2009 World Textile Conference*.
7. Chen, Y. (2016). Research on symbolic consumption in fashion culture spread. *Proceedings of the 2016 International Conference on Education, Management and Computing Technology (ICEMCT-16)*. <https://doi.org/10.2991/icemct-16.2016.129>
8. Colchester, C. (2007). *Textiles today: A global survey of trends and traditions*. Thames & Hudson.
9. Corbet, M. (2020, January 24). *Embroidery art in the Middle Ages - exhibit catalog*. NeedlenThread.com. <https://www.needlenthread.com/2020/01/embroidery-art-in-the-middle-ages-exhibit-catalog.html>

10. Dadrian, E., & Perrin, E. (2024). The long and interwoven : History of Egyptian textiles. Rawi. https://rawi-publishing.com/articles/coptic_textiles/
11. Davis, L. J. (2024, February 8). Queer Theory and textile art. Leif J. Lee. <https://www.leifjlee.com/blog-posts/theory>
12. Damodardmi. (2023, June 28). *The Art of Textile Marketing: Strategies to capture the audience's attention.* Medium. <https://medium.com/@damodardmi0/the-art-of-textile-marketing-strategies-to-capture-the-audiences-attention-3e84f1be9230>
13. Dimitrijević, D. (2024). Aspects of marketing in the textile and clothing industry. *Trends in Textile Engineering & Fashion Technology*, 9(4). <https://doi.org/10.31031/tteft.2024.09.000718>
14. DuPlessis, R. (2011). Textiles. *Encyclopedia of Consumer Culture*. <https://doi.org/10.4135/9781412994248.n545>
15. Everpress. (2022, September 7). Typography and slogan Tees explained. Everpress. <https://everpress.com/creator-toolkit/typography-slogan-tees-explained/>
16. Fashion and Politics. *The Fashion Studies Journal*. (2024). <https://fashionstudiesjournal.com/>
17. *Fibres & Textiles in Eastern Europe* 2014/3 (105), pages 8-16.
18. Gist Yarn. (2024). Introduction to tapestry looms and tapestry weaving. <https://www.gistyarn.com/blogs/how-to-weave/introduction-to-tapestry-loom-and-tapestry-weaving>
19. Gucci. (2024). Gucci - Oversize T-shirt with Gucci Logo. White Cotton Jersey Oversize T-Shirt With Gucci Logo | GUCCI® US. <https://www.gucci.com/us/en/pr/women/ready-to-wear-for-women/t-shirts-and-sweatshirts-for-women/t-shirts-for-women/oversize-t-shirt-with-gucci-logo-p-457095X5L899234>
20. Gul, R. F., Liu, D., Jamil, K., Hussain, Z., Hussain Awan, F., Anwar, A., & Qin, G. (2021). Causal relationship of market orientation and customer-based

- performance of fashion apparel brands. *Fibres and Textiles in Eastern Europe*, 29(6(150)), 11–17. <https://doi.org/10.5604/01.3001.0015.2716>
21. Hallmann, A. (2017). Clothing (non-royal), Pharaonic Egypt. *The Encyclopedia of Ancient History*, 1–9. <https://doi.org/10.1002/9781444338386.wbeah30017>
22. Hallnäs, L. (2011). On the Foundations of Interaction Design Aesthetics: Revisiting the Notions of Form and Expression. *International Journal of Design*, 5(1), pp. 73-84.
23. Hemmings, J. (2023). *The textile reader*. Bloomsbury Visual Arts.
24. Hurbanska, S. (2022). TYPOLOGY OF INTERTEXTUAL CONNECTIONS IN POSTMODERN DISCOURSE: TEXTUAL, CONTEXTUAL AND METATEXTUAL INFLUENCES. [https://doi.org/10.25264/2519-2558-2022-14\(82\)-50-53](https://doi.org/10.25264/2519-2558-2022-14(82)-50-53)
25. Kaufman, S. (2024). . *The Fashion Studies Journal*. <https://fashionstudiesjournal.com/>
26. Liang, L., Zainal Abidin, S. B., Shaari, N. B., Yahaya, M. F., & Jing, L. (2024). Logo impact on consumer's perception, attitude, Brand Image and purchase intention: A 5 years systematic review. *International Journal of Academic Research in Business and Social Sciences*, 14(3), 861–898. <https://doi.org/10.6007/ijarbss/v14-i3/20084>
27. Lurie, A. (2000). *Language of clothes*. Vintage.
28. Mark, J. J. (2023, March 16). Fashion & dress in ancient Mesopotamia. *World History Encyclopedia*. <https://www.worldhistory.org/article/2198/fashion--dress-in-ancient-mesopotamia/>
29. Mehta, B. (2024, May 17). *Digital Marketing for Textile Business: Main Challenges*. Blogs & Insights by Litmus Branding. <https://www.litmusbranding.com/blog/can-digital-marketing-help-the-traditional-textile-industry-accelerate-business/>

30. Neighbour.com. (2019, October 15). Psychology of textiles with Evan Kinori. Neighbour. <https://www.shopneighbour.com/blogs/editorial/psychology-of-textiles-with-evan-kinori>
31. Okonkwo, U. (2007). Luxury Fashion Branding. <https://doi.org/10.1007/978-0-230-59088-5>
32. Parrish, E. D., Cassill, N. L., & Oxenham, W. (2006). Niche market strategy in the textile and apparel industry. *Journal of Fashion Marketing and Management: An International Journal*, 10(4), 420–432. <https://doi.org/10.1108/13612020610701956>
33. Pratap Grize, A. (2024, February 7). Beyond fashion: The cultural impact of printed T-shirts. LinkedIn. <https://www.linkedin.com/pulse/beyond-fashion-cultural-impact-printed-t-shirts-ajay-pratap-grize/>
34. Raffle, H., Tichenor, J., Ishii, H. 2004. Super Cilia skin: A textural interface. *Textile: The Journal of Cloth and Culture*, 2 (3), pp. 328–347.
35. Rice, N. (2022, February 18). Bubba Wallace talks decision to wear black lives matter shirt despite concern he'd "lose my ride." *Peoplemag*. <https://people.com/sports/bubba-wallace-talks-decision-to-wear-black-lives-matter-shirt-netflix-exclusive/>
36. Sakib, N. (2023, November 13). Nike's winning formula: A deep dive into their branding strategy. *Medium*. <https://medium.com/illumination/nikes-winning-formula-a-deep-dive-into-their-branding-strategy-28d8b4dca194>
37. Scott, L. M. (1994). Images in advertising: The need for a theory of visual rhetoric. *Journal of Consumer Research*, 21(2), 252–256. <https://doi.org/10.1086/209396>
38. Spencer, J. (2022, February 2). Silk in ancient China: The legend of lady hsi ling shih. *LUXlife Magazine*. <https://www.lux-review.com/silk-in-ancient-china-the-legend-of-lady-hsi-ling-shih/>
39. Style Clinic. (2024). Understanding Prints & Patterns Archives. <https://styleclinic.co/category/understanding-prints-patterns/>

40. Study Rocket. (2024, January 10). Semiotics and cultural studies in textiles – A level textiles CCEA revision. <https://studyrocket.co.uk/revision/a-level-textiles-ccea/module-fashion-and-textile-trends/semiotics-and-cultural-studies-in-textiles>
41. Sunend. (2023, May 11). Weaving a revolution: How textile art is changing the way we see the world. LinkedIn. <https://www.linkedin.com/pulse/weaving-revolution-how-textile-art-changing-way-we-see-world-sunend/>
42. Tencel. (2024). *What is TENCEL™ fibers fabric made of? about TENCEL™ Lyocell & Modal Fiber Fabric*. What is Tencel? <https://www.tencel.com/about>
43. Thomas, D. M. E. (2016). *Texts and Textiles: Affect, Synaesthesia and Metaphor in Fiction*. Cambridge Scholars.
44. Vorobus. (2023, March 20). Друк на футболках: різновиди - блог про Львів. Vorobus.com | блог про Львів, життя та інші приколи. <https://vorobus.com/2023/03/druk-na-futbolках-riznovydy.html>
45. Vorobus. (2024, February 28). Футболки з принтом як спосіб самовираження - блог про Львів. Vorobus.com | блог про Львів, життя та інші приколи. <https://vorobus.com/2024/02/futbolky-z-pryntom-iak-sposib-samovyrazhennia.html>
46. Wimmer, G. (2024). Contemporary Polish textile art: A legacy in transition. DigitalCommons@University of Nebraska - Lincoln. <https://digitalcommons.unl.edu/tsaconf/781/>

SUMMARY

Ця робота є комплексним дослідженням мовних особливостей та невербальної складової текстильних текстів, зосередженим на їх ролі в текстильній промисловості та впливі на споживачів. Дослідження спрямоване на розуміння вербальних і невербальних засобів, які використовуються в англійськомовних текстильних повідомленнях, з метою ефективного залучення різних аудиторій. Актуальність теми обумовлена постійними інноваціями в галузі та зростаючими потребами споживачів, що робить аналіз цих аспектів життєво важливим. Вивчення і порівняння різних текстильних повідомлень, а також дослідження їх невербального аспекту дозволяє глибше зрозуміти, як такі повідомлення відображають думки та наміри людей. Результати дослідження допомагають оцінити відповідність текстильних повідомлень різним аудиторіям та їх ефективність у донесенні закликів до дії, гасел та інших лексичних елементів. Крім того, аналіз історичних та психологічних аспектів сприяє більш повному розумінню впливу текстильних текстів на споживачів.

Теоретична частина цієї роботи поділяється на декілька розділів, які охоплюють дослідження мовних особливостей та невербальної складової текстильних текстів. У розділі про історичний огляд простежується еволюція текстильних виразів від стародавніх символів та написів до сучасних логотипів і гасел на одязі. Дослідження базується на різних теоретичних основах культурної семіотики, психології та маркетингу, щоб зрозуміти, як текстильні вирази відображають соціальні значення і впливають на споживачів. Далі розглядається психологічний аспект сприйняття та взаємодії з текстильними візерунками, зокрема як люди інтерпретують та реагують на текстильні повідомлення. Аналіз впливу текстильних виразів на сучасну культуру досліджує їхню роль у формуванні ідентичності та соціальних тенденцій. Розділ про текстильні вирази в лінгвістичному ландшафті підкреслює, як мова створює культурні та соціальні значення через одяг.

Нарешті, досліджуються трансформаційні тенденції в текстильному маркетингу, включаючи самобрендинг, підкреслюючи, як інноваційні стратегії допомагають брендам ефективно залучати та утримувати споживачів.

Метод, застосований у цьому дослідженні, є якісним і включає проведення контент-аналізу для оцінки та інтерпретації мовних і невербальних сигналів, що містяться у текстильних виразах. Контент-аналіз пропонує систематичний підхід до розуміння текстових і візуальних елементів, що дозволяє розкрити теми та повідомлення, які передаються через текстильні вироби, і як ці елементи резонують з різними культурними контекстами. Практична частина цієї роботи систематично аналізує та порівнює текстильні вирази, зосереджуючись на змісті та текстових елементах, щоб розкрити стратегії, які використовують бренди. Наприклад, дослідження футболок із зображенням *Pes Patron* показало їхню роль у збагаченні української культурної ідентичності та формуванні почуття належності до культури у тих, хто їх носить. Символ *Pes Patron* відображає сильний зв'язок між індивідами та національними символами. Інший приклад – використання одягу з персонажами з серіалу *Rick and Morty*, що не лише демонструє прихильність до серіалу, а й формує почуття спільноти серед шанувальників. Також, текстильні вироби з політичними гаслами або символами можуть використовуватися для підтримки певних політичних партій або рухів, привертаючи увагу та мобілізуючи громадську думку.

Підсумовуючи, ця робота забезпечує розуміння мовних особливостей та невербальної складової текстильних текстів, висвітлюючи їх роль у текстильній промисловості та вплив на споживачів. Аналізуючи текстильні вирази через теоретичну та практичну призму, дослідження дає цінну інформацію про стратегії, які використовують бренди для залучення різних аудиторій, а також про те, як ці стратегії резонують з культурними контекстами. Результати підкреслюють важливість текстильних повідомлень

у формуванні культурної ідентичності, соціальних тенденцій та мобілізації громадської думки. Результати дослідження можуть бути використані для розробки більш ефективних текстильних виробів та маркетингових кампаній, що сприятиме підвищенню конкурентоспроможності та задоволенню потреб споживачів у текстильній індустрії.