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MEDIA COVERAGE OF SUSTAINABLE FASHION: A LINGUISTIC PERSPECTIVE

Being one of the most exploitative and environmentally unfriendly industries in the world, modern fashion industry is gradually transforming from fast to slow, showing an urgent need for sustainability. Hence, conscious or sustainable fashion as a multidimensional and multifaceted phenomenon can be defined as an awareness about all the inputs and processes in garment making industry, including natural and human resources. Despite all increased media attention to sustainability and related issues, there is still a big gap between theoretical and practical research in the sphere of arts and humanities and other branches of science, such as economy, politics, engineering, building, education etc. Thus, the article analyzes media coverage of sustainability development and sustainable fashion through the prism of modern linguistics. The main purpose, objectives and language data have predetermined the use of general scientific methods (namely, deduction, data collection, interpretation and verification) as well as methods of linguistic research (namely, lexicosemantic and content analyses). The study involves 30 textual fragments selected via continuous sampling method from world-renowned fashion and style magazines, such as Cosmopolitan, Elle, Harper's Bazaar, Marie Claire, Vanity Fair, Vogue. Moreover, 20 visual images have been chosen with the same intent. Textual and visual content has been studied within the framework of Multimodal Discourse Analysis (MDA), aiming at synergy of two modes of communication, inter alia, verbal and non-verbal means of presenting information in media. As a result of the analysis it has been confirmed that journalists and columnists of high-end mass media on fashion are using their popularity, reputation and persuasive potential in order to establish a long-term pivot to sustainability in their readers' minds.

Keywords: sustainability, sustainable fashion, fast fashion, multimodal discourse analysis (MDA), media coverage, textual content, visual content.

Introduction. Recent publications on science and technology have provided a clear understanding of the way in which science functions in society as well as interdependence between science, technology, politics, economy and environment. In a rapidly changing global context, it is well acknowledged that a different, completely new way of thinking is required in order to address eco-challenges of humanity. Therefore, environmental problems facing the global community have gained a particular weight these days. Global community is mainly concentrated on such issues as global warming, ozone layer depletion, greenhouse effect, increasing solid waste, nuclear- water- and air pollution, decreasing green territories and natural habitat, extinction of plant and animal species, deforestation, unplanned urbanization as a result of overpopulation, etc. Yurttaú & Sülün [43] do stress the fact that technology or law is not sufficient in the solution of environmental problems by itself, behavior change of the people is also important. This situation depends on the attitudes and the values which are created to the environment. Thus, in recent years analysts observe acceleration of people's awareness towards ecological topics and sustainability issues respectively. In its broadest sense, sustainability can be defined as the ability to maintain or support a process continuously over time. Similarly, sustainability as a phenomenon presupposes that resources are limited, thereafter they should be used sensibly and sparingly. To put it simply, sustainability is about our children and grandchildren, and the world we will leave them. In accordance with Mollenkamp [31], the idea of sustainability is broken down into three pillars: economic, environmental and social, which are also known as profits, planet and people. In the present research we are primarily concerned with environmental sustainability.

Being hot topic all over the world, environmental sustainability is the responsibility to conserve natural resources and protect global ecosystems in order to support health and wellbeing of the humanity now and in the future. Because so many decisions that impact the environment are not fulfilled immediately, a pivotal element of environmental sustainability in this case is its forward-looking nature.

In our study we use the definition of "sustainable development" offered by the United Nations World Commission on Environment and Development. Chaired by

former Norwegian Prime Minister Gro Harlem Brundtland and thus referred to as the Brundtland Commission, it published the report "Our Common Future" (known as the Brundtland Report) in 1987. According to this report, the development can be called sustainable if it meets the needs of the present without compromising the ability of future generations to meet their own needs [38]. The publication of the Brundtland Report as well as its key ideas have become a milestone in triggering international awareness towards the importance of sustainable development on a global scale.

Literature review. Nowadays scientific investigation of sustainability-related concerns is gradually gaining grounds. Due to its immense popularity, the term "sustainability" has become ubiquitous, that is why it is so hard to argue with. The majority of academic inquiries is conducted within the framework of economics [2; 36], business [4; 35], architecture and engineering [8; 27], social sphere [20; 37], tourism sector [22; 30]. Polasky et al. [2019] highlight the rich potential for collaboration among economists, natural scientists, and other social scientists on sustainable development challenges. The path to sustainability is best viewed, in the opinion of Appelbaum et al. [2016], as an organizational change initiative for which the "how" and "why" must be considered. The idea of accessible personal reflections on sustainability within the hospitality industry, business, management community was put forward by Jones et al. [2016]. It was further developed by Oliveira & Pitarch-Garrado [2022], who thoroughly examined the level of sustainability and social concern in hospitality sector. Following their research, tourism is transforming the landscape and the local economy, and overcrowding is perceived as an economic activity that negatively affects sustainability. The concerns of the resident population about the impacts of tourism have served to identify priority strategies to improve the level of sustainability of the destinations [34].

Most notably, a huge array of academic surveys is devoted to integration of sustainability-related content as an inseparable part of environmentally-friendly society within environmental sciences and green technology [9; 16; 17; 19; 23; 24]. A newly-coined nomination *greenfluencer*, as pointed out by Kapoor [2023], is used to define a person as an agent of social change. Within the context of lexicology and

content analysis, a portmanteau *greenfluencer* (green + influencer) can be used in the following way (see example 1):

(1) More and more *greenfluencers* are showing us new and convenient ways to shift our focus, and tweak our minds to making different and better choices. Ever since I came across studies of the textile industry, and how unethical and polluting it is, I have made some big changes when shopping for clothes. Now, if I want or need something, I always check *Tise and Finn*. These apps have made it super easy to shop a wide range of barley used clothes, to a good price. Not to mention, if you have something special coming up you can always rent an outfit at *Fjong*.

The above-mentioned example provides a description of a neologism *greenfluencer* regarding fashion- and presumably wallet-friendly lifehacks as a part of eco-consciousness.

Besides, there is huge scope of investigations on sustainability and related concerns in the domain of education, e.g. Filho [2015; 2021], Iqbal & Piwowar-Sulej [2022], Menon & Suresh [2022], Speer et al. [2020], Wamsler [2020], etc. From Filho's point of view [2015], the "sustainability 2.0" age is meant to be a reflecting point for those concerned with, and doing research on sustainable development in higher education, as it postulates that we need to learn from the mistakes from the past in order not to repeat them.

It is a truism that sustainable development and fashion are closely intertwined within the phenomenon of sustainable fashion, which is increasingly being used and even overused these days. Even though it is quite popular in scientific circles, the notion still lacks a uniform clarification. Generally, it is an umbrella term for clothes produced and consumed in a way that can be sustained in the future, protecting in consequence both the environment and producing garments. That's why reducing CO₂ emissions, addressing overproduction, decreasing environmental pollution, supporting biodiversity and ensuring that garment workers are well-paid are crucial components of sustainability matrix. Considering criteria mentioned above, there are still too few companies who are involved in tackling all these environmentally-related issues. In addition, the majority of brands are currently claiming that there is always room for improvement. It simply means that shopping for items labelled "sustainable" is insufficient. To be called a "sustainable shopper", one should definitely rethink shopping habits and ways to consume shopping items, including garment, shoes, cosmetics etc.

At present, one may observe an influx of explorations devoted to the topics concerning sustainable fashion. Some research works have focused on the importance of sustainable fashion in the domain of apparel's design, production and recycling [1; 18]. In this regard, Aakko & Koskennurmi-Sivonen [2013] discuss the interdependence between the elements of sustainability and fashion design. In their opinion, sustainable fashion is an endeavor that draws together sustainable development and fashion. Until recently, these two concepts have been treated as an oxymoron, but today it is vitally important to make this pair a promise for the future [1, c. 13]. On the contrary, hardly any investigation has analyzed linguistic perspective of the issue [5; 17; 28], so this sphere of scientific study is not clear cut and needs further consideration. Consequently, the purpose of the research is to scrutinize the notion "sustainable fashion" through the prism of modern linguistics. The objectives of the present article lie in the following:

1. to clarify the terms "sustainability" and "sustainable fashion" within various social sciences;

2. to carry out a critical review of publications on the issue of sustainability and sustainable fashion;

3. to investigate theoretical underpinnings of multimodal discourse analysis (MDA) as a methodological approach;

4. to interpret media image of conscious fashion created by such trendy fashion and lifestyle magazines as *Cosmopolitan*, *Elle*, *Harper's Bazaar*, *Marie Claire*, *Vanity Fair*, *Vogue* incorporating MDA.

It should be stressed that our inquiry examines both linguistic means and non-linguistic, i.e. cultural and social realia, relying on scientific surveys carried out within ecolinguistics [5], pragmatics and media linguistics [15], corpus linguistics [17].

Research methods and materials. The present study exploits a mixed methods research (MMR) as a combination of research tools in answering research questions. The choice of methods employed in the article is based on its purpose and objectives as well as collected language data.

First and foremost, we employ such general scientific method as deduction. In deductive theories, hypotheses are of primary importance. They are formulated and then tested against data in order to ascertain their validity. Deductive theories are explanatory by nature, thus the relationship between data and theory is as follows: hypothesis – data. The paper addresses the following hypothesis: "The image of sustainable fashion in modern mass media is shown as a healthy and vital alternative, not a privilege".

The article also provides a brief overview of theoretical, methodological and academic examinations of such social phenomena as "sustainability", "sustainable development", "sustainable fashion".

Secondly, the research stands on multimodal discourse analysis (MDA), which touches upon multiple modes of communication, including plethora of texts, sounds, graphs, videos, gestures, poses etc. Suggested by Kress and Van Leeuwen [25], MDA aims to clarify not only how individual modes communicate but also how they interact and integrate verbal and non-verbal content with the purpose to create semiotic meaning. Following the ideas of Geenen et al. [2015], we designate MDA as a state-of-the-art multimodality method, which explicitly highlights an analytical orientation whereby language is conceptualized as only one of the many communicative modes through which meaning-making and social interaction are accomplished. It is worth mentioning that multimodal techniques have been employed to understand better a broad range of communicative phenomena, from language and literacy, to film, comics, corporate communication, and identity production. Subsequently, the myriad of recent explorations based on MDA has been really impressive [3; 6; 25; 26; 32].

It should be accentuated that we make use of the method of data collection, interpretation and finally verification. The corpus of analyzed data contains around 30 articles taken with the help of continuous sampling method from trendy magazines. Moreover, we have singled out 20 visual images applying the Multimodal Discourse Analysis. Both of them are vital to analyze samples of two modalities, i.e. textual and visual content, which are evidently overlapping.

Thirdly, such specifically linguistic methods as interpretation of lexicographic resources (to elaborate on the definitions of the nominations "sustainability", "sustainable fashion"; to find out the collocability of the adjective "sustainable"), lexico-semantic and content analyses (to analyze lexical means as well as interpret contextual meaning of sustainability-related vocabulary) are of considerable value in our study. Additionally, undertaking content analysis we take into account theoretical substantiations ascribed to Hameed et al. [2022], who define content analysis as a

method to explore the selected content for the identification or examination of a certain theme or concept.

Results and discussion.

1. MDA of textual content. Over the past decade fashion industry has become a significant contributor to climate change, plastic pollution, deforestation, animal suffering, destruction of natural habitats and other global environmental problems. That's is why urgent necessity for a more conscious or sustainable fashion has gained momentum.

It is commonly known that sustainable fashion first appeared in the mid of the XX century, when consumers became aware of the influence attire and its production had on the environment. Although the introduction of eco-fashion trend had a negative connotation at the very beginning, the situation changed anti-fur campaigns of the 80s, followed by an increasing interest to green fashion in the 90s.

As mentioned above, our linguistic investigation draws on textual and visual analysis of fashionable mazarines which tend to demonstrate a steady media shift from fast to slow fashion exploring some eco-friendly solutions in their media texts. The ultimate aim of them is to raise awareness of societal problems, reduce negative environmental impact, leave no carbon footprint and therefore promote sustainability in the domain of fashion industry.

These days a variety of terms in English, especially *circular, conscious, ethical, green, local, organic, slow, vegan*, has emerged to refer to fashionable trends and concerns that do not harm the nature. It must be taken into consideration that all these terms are not identical in their meaning and sphere of application. In this context, Belova [2022, c. 9] claims that each term focuses on particular stages of clothes production and wearing but all the concepts overlap. In other words, there is no single interpretation of the term due to its multi-aspectual nature. According to the most widespread dictionary definition [40], the English lexeme *sustainability* can embrace three approaches:

- the quality of being able to continue over a period of time;
- the quality of causing little or no damage to the environment and therefore able to continue for a long time;
- the idea that goods and services should be produced in ways that do not use resources that cannot be replaced and do not damage the environment.

Presumably, sustainability became a big idea after people began to realize that we were using up our natural resources, so you're most likely to come across the word when you're reading about recycling and energy use. If you hear someone talking about sustainability in the context of energy, they're probably talking about alternatives to oil or coal – both of which will run out in the future. A sustainable source of energy is something that's always there –like water or wind [41]. In modern English the noun *sustainability* proved to be very popular and quite long-lived owing to its intense combinability on the lexical level. As a rule, it may occur in attributive (*sustainability criterion, sustainability data, sustainability indicator, sustainability initiative, sustainability progress, sustainability project, sustainability regulations, sustainability standards*) or predicative (*agriculture sustainability, corporate sustainability, debt sustainability, ecological sustainability, energy sustainability, environmental sustainability, financial sustainability, fiscal sustainability, global sustainability, long-term sustainability*) functions.

For the time being, a massive media coverage of sustainability concerns is unprecedented. In compliance with Denisova [11, c. 15], fashion media need to appeal both

to emotion and reason when encouraging sustainable consumption. Considerate, mindful, limited buying should become a trendy choice, approved by society and leading to the increased self-confidence of buyers.

An influential American fashion magazine Vogue [7], for example, suggests its own matrix of sustainable fashion. In accordance with their ultimate guide to sustainable fashion, the following green slogans, which rely on imperative mood, have recently come into existence. It should be mentioned that using affirmative imperative clauses as a method of media coverage serves several purposes. On the one hand, it may be a sign of power and persuasion, but on the other – an effective tool for education and information on sustainable issues (see example 2):

(2)

- Buy less and buy better
- Invest in sustainable fashion brands
- Shop second-hand and vintage
- Try renting
- Avoid greenwashing
- Know your materials
- Ask who made your clothes
- Look for scientific targets
- Support brands who have a positive impact
- Watch out for harmful chemicals
- Reduce your water footprint
- Be conscious about vegan fashion
- Take care of your clothes
- Avoid microplastic pollution
- Ensure your clothes have a second life

Furthermore, eco-conscious initiatives promoted by an American monthly fashion and entertainment magazine Cosmopolitan (aka *cosmo consciousness*) have also become omnipresent. For instance, eco aware sun glasses by KAYU are handcrafted in sustainable bamboo; fashion brand FAITHFUL is produced entirely in Bali as its co-founders wanted to create close relationships with local community; fashion brand BAUKJEN as one of the highest-scoring companies in the fashion sector, whose aim is to lower environment impact and create a circular fashion business are only a handful of examples of the eco-friendliest brands advertised in Cosmo. Additionally, in recent years fashion rental services, which suggest an extremely broad palette of clothes, shoes, jewelry and accessories for rent, have become widely popular. Considering all the above, examples (3-5) illustrate a rising popularity of rental services for clothing. In these examples taken from various media the nomination "rental services" is on par with the nomination "sustainable option / choice":

(3) Many fashion rental companies present as the most sustainable option because they satisfy the need for new stuff without filling up your closet with clothes.

(4) Dress rental is fast becoming our go-to for special occasions. It's a great way to practice sustainable fashion, save on wardrobe space and on money – especially if you tend to buy a dress for a special occasion without wearing it again. Plus it's an affordable way to wear designer clothes.

(5) Consumers who decide to rent are increasingly savvy enough to realize that making sustainable choices is more than "just saving energy or saving water".

When it comes to conscious fashion, trendy magazine Harper's Bazaar, whose motto is *How to look good with a clear conscience*, is in the forefront in providing and maintaining green efforts. The textual as well as visual images created by this magazine prove to be a complete success regarding sustainable wardrobes. Harper's Bazaar has an extremely eclectic range of lexical means with positive connotation aimed at conceptualizing the opposition

fast VS slow fashion to create a favorable impression among its readers (see example 6):

(6) Now, more than ever, it's vital for brands and consumers to think more sustainably in order to look after our planet. Thankfully, many players in the fashion industry are paying more attention to the climate crisis and making greener choices as a result... Today's consumers are a discerning bunch and many of them are making educated choices and opting for sustainable fashion alternatives. And there is also a group of thoughtful designers who are looking at the bigger picture, and doing things differently.

Moreover, Harper's Bazaar as well as other trendy media is known for the guidelines on sustaining ethical wardrobe. Grammatically, these guidelines are also verbalized with the help of imperative syntax (see example 7):

(7)

- Go beyond the 30 wears test
- Be more informed
- Change your attitude to shopping
- Invest in trans-seasonal clothes
- Donate your unwanted clothes
- Look after your clothes so they last long
- Learn how to repair clothing yourself or find a good tailor
- Go for quality over quantity
- Adjust how you spend your money

It is worth mentioning that worldwide popularity of environmental issues has resulted in establishing global Earth Day with its imperative slogans *Get inspired! Take action! Be part of the green revolution!* In order to commemorate this annual event, the columnists of Harper's Bazaar conducted an interview with Livia Firth, the co-founder of Eco-Age and UN Leader of Change [10]. In the interview Firth postulates commonly known green narratives with the help of such verbal means as comparisons (*be more responsible, buy less*), imperative constructions with the modal verb *should* (*should buy less, should start slowing down, should remember*), clusters with negative connotation (*destroy our planet, sleepwalk into a huge train wreck*) and positive evaluative meaning (*citizens of this planet, we are together, we have so much power*):

(8) Shoppers can be more responsible in many different ways. We should buy less – thinking of ourselves as citizens of this planet instead of consumers – should start slowing down, and should remember the power we hold in voting with our wallet every single time we buy something. Behind every product we buy, there are millions of people in that supply chain. We are all co-dependent and we should respect that. Currently, we are all sleepwalking into a huge train wreck and destroying our planet. But we can change this, and it's up to each one of us, as together we have so much power.

One of the frameworks of our study substantiates the fact that modern press is looking for the chance to shift the fashion industry and its consumers away from fast fashion model toward sustainable practices in sourcing, production, distribution, marketing, consumption, disposal. Elle as one of the largest women's magazine is also striving to become more eco-aware promoting in such a way the underpinnings of sustainable fashion. Firstly, they strongly recommend to streamline one's wardrobe, which is good both for the soul and the environment, too. Secondly, they ardently support ecological education with the purpose to become more sustainable with people's fashion habits and desires.

It goes without saying that skyrocketing tendencies towards ethical manufacturing as well as second-hand goods' consumption have become a megatrend. Nistor and Balint [2022] support the idea that reflexive consumers not only wish to satisfy their material needs but also want to contribute to the wellbeing of others, i.e. the living planet. In this respect, second-hand products allow them to practise

recycling and to help extend the lifecycle of products. The conducted multimodal discourse analysis has revealed the following lexemes coined by means of affixation: *recycled, reused, resale, upcycled*. A recent American survey has proved that 90% of millennials and more iGens have no stigma towards buying second-hand. On the contrary, it is a good option for them especially being on a tight budget. Marie Claire along with Harper's Bazaar published a list of useful guidelines on how to shop more responsibly. In the example below, the underlined lexical units serve the purpose to verbalize sustainability-related vocabulary. Besides, instructive language, as mentioned above, functions as a powerful persuasive, informational and education tool (see example 9):

(9)

- Prioritize charity shops and thrift stores that source their garments locally or are transparent about their supply chains
- Avoid unsustainable hauls! Only buy garments you can see yourself wearing at least 30 times
- Choose sustainable materials, and try and avoid synthetic options that release microplastics when washed
- Buy second-hand clothing from sustainable brands. More and more of them are encouraging their customers to send their clothing back
- If your budget allows it, support ethical brands, too: this will help them change the industry for the better

Apart from being environmentally responsible using second-hand or recycled items, conscious fashion also concerns a clothing supply chain with reference to social responsibility. The media coverage of social responsibility is presented with the following positively-connoted lexis: *social sustainability, fair wage, fair labor standards, safe working conditions, transparency on workplace, do-gooder* etc. Notably, making an allusion to famous proverb *actions speak louder than words* Julia Gall, the columnist of Marie Claire, has devised an environmentally-friendly saying *when actions speak louder than clothes* to show their way towards ecological awareness and environmental responsibility alike.

2. MDA of visual content. It is a well-known fact that visual content as a medium to materialize multimodal phenomena is aimed at conveying specific social meanings about environmental protection and preservation. Nowadays media coverage promotes sustainability in fashion, being on a path towards radical transformations respectively. Hameed et al. [2022] make an emphasis on the fact that besides raising public awareness, the media can also be influential in promoting green initiatives around the globe. It helps us to understand what is being done in order to save Earth from climatic annihilations. Eventually, we begin our MDA of visual content by analyzing images from trendy magazines used to interpret and verify language data. On the one hand, present-day media conceptualization of conscious fashion as well as its special fashion vibe are shown on Fig. 1–3.

On the other hand, visual depiction of unethical, moreover excessive consumption, exemplified on the pages of some media resources, is presented below (see Fig. 4–6). Thereupon, Denisova [2021] reckons that magazine fashion coverage celebrates a fairytale, dreamy version of femininity, pushing the readers towards fast fashion that sells replicas of expensive pieces at low price and low quality. As Greco & Cock [2021] assume, despite what might be seen as an overwhelming consensus on the importance of sustainability in fashion, repeated warnings from different studies indicate that there are still "battles of ideas" (a term of Greco & Cock) in fashion sustainability.

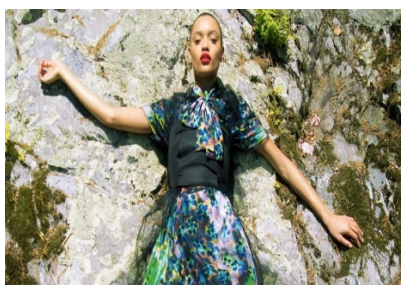


Fig. 1.
Slow fashion



Fig. 2.
Slow fashion



Fig. 3.
Slow fashion

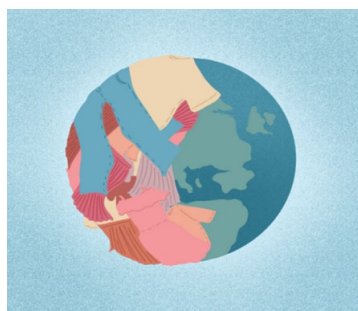


Fig. 4.
Fast fashion

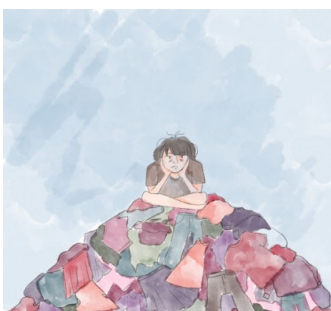


Fig. 5.
Fast fashion

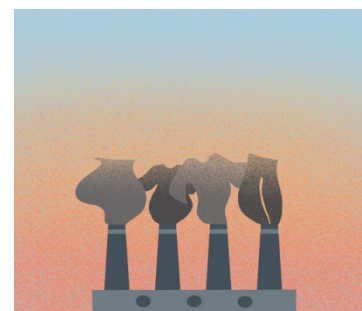


Fig. 6.
Fast fashion

As we can see from the figures above, there is a certain controversy and misalignment over the issue under investigation, so its further analysis is of utmost importance. Shortly after its advent, ethical fashion and consequently means of its verbal explication and visual portrayal became more vegan [5]. In addition, Belova [2022] argues that "veganization" of fashion falls into the imposed paradigm of veganism. The trend started with severe criticism of fur and leather in fashion. Now wool, cashmere, mohair and silk production are considered unethical, exploitative, and cruel. In an attempt to conceptualize the relations between

language and image applying MDA, modern eco-friendly fashion brands are trying to find ecological alternatives for animal-based materials in order to reduce environmental footprint. Fig. 7, for example, highlights the very idea of natural materials' development, offering an abundance of alternatives to wool. Fig. 8 depicts the H & M's latest collection promoted on pages of Elle, which opts for pinatex, a leather substitute made of discarded pineapple leaves. Similarly, Fig. 9 presents next-generation animal-free material as a green alternative to replace natural fabrics.



Fig. 7.
Image of eco wool



Fig. 8.
Image of eco leather

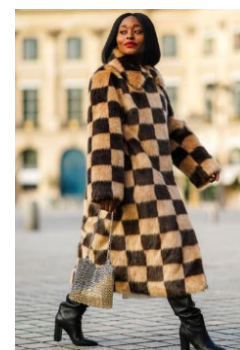


Fig. 9.
Image of eco fur

Another way to contribute to the advancement of sustainability is social responsibility. While fast fashion mostly relies on exploitation of planet and people, slow fashion on the contrary tends to integrate social and environmental concerns, mitigating in such a way eco-damage. The issue of social responsibility is widely discussed on the pages of Marie Claire, Vogue and Elle. The convergence of visual images below enables multimodality and multidimensionality because apart from using visual content it also employs various semiotic modes. In order to do so, we present it as a succession of visuals (Fig. 10–16), displaying how meaning is embedded in images, icons, postures. The symbols in graphical

format in combination with various colors and fonts are used as eye-catchers for the readers.

Summarizing the phenomenon of sustainability in fashion production and consumption, Jessica Davis from Harper's Bazaar in her article "How might we see fashion change in 2023" puts it:

(10) As sustainability moves to the forefront for fashion labels and shoppers alike, it's vital for us to expand our own knowledge. With this in mind, we are predicting the sustainability trends that will be on the top of the fashion industry's agenda in 2023.

So, in light of the ongoing public and media debate over fashionable industry, the aforementioned assumption looks like indisputable fact.

CLOTHES with
non-biodegradable
fabrics will
SIT IN LANDFILLS
for up to
200 YEARS.
Longer if
they're plastic.

Fig. 10.

Graphical image of fast fashion

ACRYLIC
clothing
can SHED
700,000
FIBERS in
a single
washing
machine
spin cycle

Fig. 11.

Graphical image of fast fashion

less than
1%
of MATERIAL
used to make
clothing is
RECYCLED

Fig. 12.

Graphical image of fast fashion

85%
of GARMENT
WORKERS in
Los Angeles
have experienced
WAGE THEFT,
including
wages as low as
\$5
PER HOUR.

Fig. 13.

Graphical image of fast fashion



Fig. 14.

Fast fashion impact



Fig. 15.

Fast fashion impact



Fig. 16.

Fast fashion impact

Conclusion. In present-day kaleidoscopic and fast-moving world, the issue of sustainability is increasingly developing and affecting other spheres of social, political, economic, cultural life. Steady proliferation of sustainability challenges is evident due to the fact that nowadays more and more people are trying to go green. *Embedding of organic or recycled fabrics is sorely needed as the humanity seeks to reduce pressure on natural resources in order to restore the balance between people and planet Earth with regards to fashion. Furthermore, innovative ecological initiatives in the sphere of fashion are primarily important nowadays in order to maintain more sustainable future both locally and globally.*

As discussed thus far, being a rapidly growing domain of linguistic research, Multimodal Discourse Analysis (MDA) rests on the combinability of verbal and non-verbal content. In the context of our investigation textual presentation (4.1) and visual explication (4.2) are studied with emphasis on their substitutability. Importantly, MDA is focused on exploration of media coverage of substantial verbal arsenal (imperative syntax, vocabulary with positive evaluative meaning, vocabulary with negative connotation, comparative degree of adjectives) and non-verbal variety (visual images, gestures, symbols, graphics) to conceptualize complex phenomenon "sustainable fashion" in modern English. The analysis highlights the opposition between fast and slow fashion, referring to the latter as *circular, conscious, eco, ethical, green, local, organic, vegan*. Used interchangeably, the above-mentioned terms aim to emphasize not only the idea of environmental protection but also social issues, including human rights, inequality, poor working conditions etc. Apparently, modern apparel and footwear brands are trying to minimize environmental footprint. The conducted analysis has fully confirmed the main hypotheses of the article: "The image of sustainable fashion in modern mass media is shown as a healthy and vital alternative, not a privilege". Finally, the study sets a foundation to further

more detailed analysis of sustainable fashion and related issues as opposed to fast fashion.

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ВИСВІТЛЕННЯ ПОНЯТТЯ "СТІЙКА МОДА" У ЗМІ: ЛІНГВІСТИЧНЕ ТЛУМАЧЕННЯ

Як одна з найбільших світових забруднювачів довкілля, індустрія моди сьогодні переживає радикальні метаморфози, поступово рухаючись у напрямі від швидкої до повільної, демонструючи, таким чином, тенденцію до стійкості. У межах нашого дослідження поняття "стійка мода" з усією багатоаспектною природою визначено як всебічну обізнаність стосовно процесів і наслідків виробництва, поширення, споживання й утилізації одягу та взуття з урахуванням природних і людських ресурсів. Незважаючи на зростаючий медійний і науковий інтерес до зазначеної проблематики, у галузі гуманітарних наук усе ще спостерігається значний брак теоретичних і практичних напрацювань порівняно з академічними здобутками у сфері економіки, політики, інженерної справи, будівництва, освіти, що зумовлює актуальність цієї статті. Відтак, пропонується наукова розвідка ґрунтується на вивченні поняття "стійка мода" в руслі сучасної лінгвістики. Основна мета, завдання та мовний матеріал обумовили вибір методологічної бази дослідження, а саме методи дедукції, збору, інтерпретації та верифікації метаданих, лексико-семантичного та контент аналізу. Матеріалом лінгвістичного аналізу слугують 30 текстових уривків і 20 візуальних фрагментів, отриманих методом суцільної вибірки з таких найбільш відомих модних видань, як *Cosmopolitan*, *Elle*, *Harper's Bazaar*, *Marie Claire*, *Vanity Fair*, *Vogue*. Розгляд текстового та візуального контенту, представленого у світових модних ЗМІ, здійснюється за допомогою мультимодального аналізу дискурсу (МАД), основна мета якого полягає у висвітленні особливостей вербальних і невербальних засобів представлення інформації за допомогою різноманітних семіотичних кодів. Унаслідок проведеного наукового експерименту доведено, що сучасні засоби масової інформації з оперттям на власну популярність, репутаційний статус і здатність впливати на широкий загал, є основним джерелом формування громадської думки в контексті екосвідомості, бережливого ставлення до природи, збереження людського потенціалу й ресурсів шляхом популяризації свідомої моди.

Ключові слова: стійкість, стійка мода, швидка мода, мультимодальний аналіз дискурсу (МАД), висвітлення у ЗМІ, текстовий контент, візуальний контент.