Научно-исследовательская работа

«Осторожно! Говорящая одежда»

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1. Introduction

"Caution, speaking clothing!" The deep meaning of this phrase became clear to me when my brother has bought to himself a sweater on which was written «BUT SELFISH CUTE». Then I asked him “Do you know the meaning of this inscription?” He said, “No, of course, today it doesn’t matter for me, for everybody”. I also have the clothes with inscriptions in foreign language, for example, ”I LOVE ST.PETERSBURG and e.t.c.” but unlike my brother I always try to buy the clothes with clear meanings on it. Until the moment when I decided to do the research, I could not imagine that at the fashionable T-shirts can be written on the one hand, something obscene, disappointing, offensive, on the other hand, something pretty fun, interesting, motivating. But I was very surprised when I was faced with the fact that some T-shirts have the spelling and grammatical mistakes. Many of us have never thought about what is written on our clothes which we buy; this is enough for us that it is fashionable, very suit us and we have dreamed about it for a long time.

Today we live in the 21st century and it is important to go with the times. Every teen has the T-shirts or tank tops with the English inscription on them but do they understand what message they carry or they buy such clothes to be fashion, look good and nice. In my research work I’ll try to find the answers on these questions and argue that learning English is important thing in our modern world.

The actuality of the research:

I find that this theme of research is actual today because young people very often prefer sports clothing, especially they like T-shirts and in a rare occurrence you can see a teen going somewhere else in a T-shirt on which there wouldn’t be bright “print” or the inscription in a foreign language (English). At times the clothes we wear, speaks for us. Not without reason is Russian proverb says: “Fine dress helps to impress”. But how much the today’s teenagers are smart and educated? My research work shows it. I want to pay the teen’s and society’s attention to the problems that are associated with the low levels of English proficiency.
The object of the research:

The English inscriptions on the teenagers’ clothes of Municipal Budget Educational Institution of Anna's Comprehensive School with advanced study of specific subjects.

The subject of research:

The information which gives the inscriptions on the clothes.

The aim of the research is:

to establish a relation between the semantic inscriptions’ message on the clothes and its owner’s English proficiency.

The main tasks are:

- To find in different sources the necessary theoretical and practical material and organize it.
- To examine the history of the origin of inscriptions on T-shirts in the information resources and specific literature.
- To systematize practical photo-video material in the observable theme.
- To carry out a survey / interviewing students. To make a systematic material in the form of thematic presentations / booklet.
- To analyze the organized activities of the theory’s study. To determine whether the purpose of the study achieved.

The hypotheses:

- Whether the inscriptions’ meanings on the clothes in English depend on the historical period / epoch.
- If I ask a teenager to buy a T-shirt with the words in English, does he buy it guided by the acquired translation’s habits from a foreign language or take this thing without thinking about the meaning and value of inscriptions.
- If the teens begin to comprehend the inscriptions’ meanings on the clothes whether the adolescent culture and the interests will increase in learning English.
Methods:

• search;
• survey;
• consultation (with the teachers of Russian and English);
• translation;
• analysis and synthesis of information;
• generalization.

The expected result:

The awareness of semantic load of English inscriptions on the clothes will help to understand the symbolic images in the teens’ wardrobe and improve the language proficiency, and cultural level of the appearance of the modern teenager.

The practical value of work:

• the possibility of applying the results of research to create teaching aids (for example, elective, training courses).
• my proposed material can be used in the process of in-depth study of the English language, expanding the overall and Philology outlook of students. The use of the end product of research it can be mini-dictionary / booklet which can be used in the classroom in primary and secondary schools.
2. The history of the inscriptions on the T-shirts.

Today it is difficult to imagine a person who does not have any t-shirts with the interesting inscription or original drawing, print. The content of this writing or drawing can be absolutely different.

There is one interesting fact that the inscriptions have been existing many centuries ago. For example, in ancient Greece the inscriptions were on the clothes that were showed the name of the owner. On the set of Italian and German portraits of the end of XV and XVI centuries you can see the inscriptions that are woven into the pattern of men's shirts, in corsages of the women's dresses, motto noble of birth, or the names of the owners they were typically written in Latin.

Later the inscriptions began to decorate only the uniform of the workers, pointing to their status in the workplace, then they began to show a designer or a company this thing is, and after that began to appear the inscriptions which, in fact, carry the meaning. Unfortunately, it is unknown who was the first invented writing the inscriptions on the clothes, but today there are only the senseless disputes, who has the right to be called as a pioneer of the inscriptions on the clothes.

T-shirts have recently appeared, in the 40s of the twentieth century. This article of clothing was first produced in America. While the shirt was not everyday clothing it was like the element of military uniforms. In fact, T-shirt it is a lightweight shirt without sleeves and a collar, looks like the letter "T". Therefore, in America, this article of clothing called "T-shirt». In Russian T-shirt is so called because in the past they were worn by football players.

T-Shirts spread around the world very fast. The element of military uniforms quickly became everyday clothing. Initially, all the shirts were only white, and then they began to apply different inscriptions and used to sew the fabric color. T-shirts with inscriptions or drawings have become the most popular in the end of 60s, while the spreading of the hippie movement. The inscriptions on T-shirts at that time were both political and humorous nature.
In the 90s T-shirt printing has become the accepted norm. Moreover, each T-shirts tried to make as a more unique and original as possible. Since then, all t-shirts are quite different from one another, thanks to the original inscriptions and drawings, which are applied to them.

But if you buy a T-shirt on which is written any unusual or funny phrase, you can make your everyday image unique and recognizable.

But inscriptions are different. They can tell a lot about a person, in particular about that this person does not understand what is written on his clothes. The inscriptions can be variety with the person's age. The child has just simply phrases or cheerful phrases, a teenager has the inscriptions containing all sorts of phrases, beginning with what a person is and ending with the team’s or street numbers. Adults who understand that on the clothing can be written something not for their age or something obscene, try to choose clothes without inscriptions and it is the right decision, as opposed to teens that are just looking at the beautiful style and cheerful letters. Therefore, to the inscriptions on the clothing should be treated with suspicion.

Over the past couple of years, recorded nearly two dozen cases, when somebody had the strange inscriptions on T-shirts, made in Arabic, for example, or understandable "jokes" about the bombs in English, the security did not allow to such passengers to board an airplane. So, paraphrasing a famous phrase, we can say that we are responsible for what is written on our clothes.
3. The study of the clothes’ inscriptions of the 10th form students in our school.

At first, I asked my classmates to take pictures in the T-shirts that have the inscriptions and send me these photos.
4. The ordering of photographs and inscriptions on the researched topic.

Then I’ve made a list of the most widespread inscriptions on T-shirts and I have translated them into Russian.

<table>
<thead>
<tr>
<th>The inscriptions in English</th>
<th>Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seabird</td>
<td>Морская птица</td>
</tr>
<tr>
<td>Spiderman</td>
<td>Человек-паук</td>
</tr>
<tr>
<td>Crazy idea</td>
<td>Сумасшедшая идея</td>
</tr>
<tr>
<td>Sport</td>
<td>Спорт</td>
</tr>
<tr>
<td>Bring back the love</td>
<td>Верни любовь</td>
</tr>
<tr>
<td>Dolce&amp;Gabbana</td>
<td>Имя собственное</td>
</tr>
<tr>
<td>Diva</td>
<td>Примадонна</td>
</tr>
<tr>
<td>Black snow</td>
<td>Черный снег</td>
</tr>
<tr>
<td>Untitled</td>
<td>Без названия</td>
</tr>
<tr>
<td>I don’t need fashion. Fashion needs me.</td>
<td>Я не нуждаюсь в моде. Мода нуждается во мне.</td>
</tr>
<tr>
<td>Normal is boring</td>
<td>Нормально быть скучным</td>
</tr>
<tr>
<td>Things to go today</td>
<td>Дела на сегодня</td>
</tr>
<tr>
<td>Made in the 90’s</td>
<td>Сделано в 90-х</td>
</tr>
<tr>
<td>Pink Flamingo</td>
<td>Розовый фламинго</td>
</tr>
<tr>
<td>Hello Octobrrr. Give me warm hugs.</td>
<td>Привет октябрь. Дай мне теплые объятия.</td>
</tr>
</tbody>
</table>
5. The question list of students to study the relationship with the inscriptions’ clothes.

I’ve asked the schoolchildren to answer 5 questions:

<table>
<thead>
<tr>
<th>The Questions:</th>
<th>The answers:</th>
</tr>
</thead>
</table>
| 1. Do you have any T-Shirts with the English inscriptions on them? | • Yes  
• No |
| 2. How often do you buy the T-Shirts with the English inscriptions? | • Often  
• Seldom  
• Never |
| 3. Do you buy the T-Shirts with the English inscriptions according to: | • don’t think about the meanings of the inscriptions  
• emotional state  
• fashion  
• weather |
| 4. Do you understand what the English inscriptions mean? | • Yes  
• Not  
• always |
| 5. Which of the following inscriptions’ themes do you like more: | • Just words  
• The names of different companies  
• Slogan  
• The cities’ names  
• Life’s rule  
• The cartoon’s heroes  
• Music  
• Sport  
• Quotation  
• Nature  
• Love |
The results of the survey:

<table>
<thead>
<tr>
<th>The Questions:</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <em>Do you have any T-Shirts with the English inscriptions on them?</em></td>
<td>Yes – 44% No – 0%</td>
<td>Yes – 54% No – 2%</td>
<td>Yes – 98% No – 2%</td>
</tr>
<tr>
<td>2. <em>How often do you buy the T-Shirts with the English inscriptions?</em></td>
<td>Often – 25% Seldom – 19% Never – 0%</td>
<td>Often – 21% Seldom – 35% Never – 0%</td>
<td>Often – 46% Seldom – 54% Never – 0%</td>
</tr>
<tr>
<td>3. <em>Do you buy the T-Shirts with the English inscriptions according to:</em></td>
<td>don’t think about the meanings of the inscriptions – 24% emotional state – 6% fashion – 13% weather – 1%</td>
<td>don’t think about the meanings of the inscriptions – 33% emotional state – 12% fashion – 11% weather – 0%</td>
<td>don’t think about the meanings of the inscriptions – 57% emotional state – 18% fashion – 24% weather – 1%</td>
</tr>
<tr>
<td>4. <em>Do you understand what the English inscriptions mean?</em></td>
<td>Yes – 13% No – 17% Not always – 14%</td>
<td>Yes – 22% No – 14% Not always – 20%</td>
<td>Yes – 35% No – 31% Not always – 34%</td>
</tr>
<tr>
<td>5. <em>Which of the following inscriptions’ themes do you like more:</em></td>
<td>Just words – 14% The names of different companies – 10% Slogan – 6% The cities’ names – 6% Life’s rule – 4% The cartoon’s heroes – 4% Music – 1% Sport – 1%</td>
<td>Just words – 10% Love 10% The names of different companies – 8% The cities’ names – 8% The cartoon’s heroes – 6% Slogan – 5% Life’s rule – 5% Nature – 1% Quotation – 1%</td>
<td>Just words – 24% Love 10% The names of different companies – 18% The cities’ names – 14% Slogan – 11% The cartoon’s heroes – 10% Life’s rule – 9% Nature – 1% Quotation – 1% Music – 1% Sport – 1%</td>
</tr>
</tbody>
</table>
6. The results of the survey as diagrams.

The survey results I have presented in the form of diagrams:

1. Do you have any T-Shirts with the English inscriptions on them?

2. How often do you but the T-Shirts with the English inscriptions?
This survey has showed that the most alarming is the question number 4: *Do you understand what the English inscriptions mean?* We have asked 85 persons and 30 of them answered: **Yes, they do,** 29 answered-**not always** and 26 said- **No, they don’t / never.** And here I’ve found out why lots of our school’s students sometimes buy the absolutely silly or unmeaning clothes.- They have never thought about the translation. And I have got the answers on my two questions that I said about at the beginning of
my speech, they were: “Why don’t we translate before buying something?” Why do teens often and often look silly in the clothes with the strange inscriptions? I’m ready to answer «Why» because teenagers don’t have enough knowledge in English.

No 4 Do you understand the meanings of the clothes’ inscriptions?

The survey results say us about the following:

5. Which of the following inscriptions' themes do you like more:

The survey results say us about the following:
- the majority of students have T-shirts with inscriptions in English, although the girls have them more than boys;

- schoolchildren more often buy T-shirts with inscriptions in English;

- when teens buy T-shirts almost nobody thinks about the meaning of the inscriptions on T-shirts, while girls are more likely to pay attention on it.

- the boys are more likely prefer the inscriptions about: *Just words, the names of different companies, the cities' names, slogans;*

- the girls also choose the inscription with the following: *Just words, the names of different companies, the cities' names,* **but also** they choose: *with the cartoon's heroes, about love.*

All the results of the study I’ve systematized and have told the guys about it. They admitted that they had never thought about the meaning of what was written on their clothes. And I decided to change the situation because if we want to change something or somebody we must do it by ourselves. I’ve made a video and a project where I’ve shown how could be look like if they wear the things with the inscription the translation of which they don’t know.
And now everybody said that they would translate all the inscriptions before buying the next fashionable thing with obscure text.

After two days I made a new survey and this results plenty changed. I’ve asked them only one question: *Will you think about the inscription’s meanings when you want to buy new clothes in future?* 69% (it is 59 students) said- YES.
The next survey, which I’ve had, shows us the alteration in the research’s results:

**Question:** Will you think about the inscription’s meanings when you want to buy new clothes in future?

![Pie chart showing survey results:]

I hope that the students, whom I asked, will be aware of the fact that we are responsible for the information we wear.
7. Conclusion

Well, answering the questions that I put in front of me at the beginning of my study: whether the owners of things consider the meaning of inscriptions on the clothes, if they are written in English and whether it is possible to ignore the inscriptions on the clothes, or whether should be selective in choosing clothes with the inscriptions it can be argued that following the fashion, young people tends to keep up with it. When the teenagers answer the question: “Do you understand what the English inscriptions mean?” The voices of the respondents were divided almost equally: yes-35%, no- 31%, not always - 34%. This suggests that many still do not understand the meaning of what is written on their T-shirts or find it difficult to translate.

Although, in the end of my research I was able to attract some senior students to the existing problem, hoping that they will not buy the things that they do not know the meaning, but they will also help their friends, relatives not to buy things in which they will look very foolish / silly. The study also showed that the culture of a man depends on the level of language knowledge. Undoubtedly, a private matter of each person in which he dressed. However, the fact that the vast majority of people who prefer to wear the clothes with English inscriptions do not suspect what texts they have on their clothes and it isn’t normal. Many are out with foreign languages, and to ask somebody to help seem to them erroneous. It is encouraging that all tenth graders understand the importance of this issue. To study English is not to the same extent as heavy as it sometimes seems. Nowadays, English is everywhere: on goods and signboards of shops, on the electrical, clothing, on the Internet. It is taught in schools, universities, specialized courses. But how easy and fast to learn English? The inscriptions in English can be the most rapid way to help quickly, cheaply and effectively replenish their vocabulary. But the most important thing is that before you buy another T-shirt with the inscription in English it is necessary to be sure what it means. We should not forget that «Judge not of men and things at first sight! » The goal of my research was reached. The hypotheses of the study are proved.
8. Bibliography

4. Vasiliev A. History of the inscriptions on clothes / sweetbay.livejournal.com/11139.html