

), (, ,
 (()),
 () , () .
 () , . ,
 . , :
 , .
 2. - - , , -
 . , ,
 , - , ,
 , ,
 3. - , , ,
 , - , ,
 , () ,
 , , , - .
 4. - , , - ,
 , , “ ” ,
 . “ ” . [: 8, .75-87].
 , (,
). , .
 . - , [: 5].
 , “ ” () .
 , “ ” ,
 , - [: 2, .148-152] .
 , - ,
 , ,
 , , - ,
 , , () .

).

(

“ ”,

[: 8, .75-87].

1. - ; -
2. - [: 8, .75-87].

“ ”

(,)

“ ”

[: 7].

[: 9, .60].

“ ”

()

— , [: 9, .65].

(“ ”). “ ”

“ ”, “ ” [: 5].

“ ” “ ”

“ ” (,

).

“ ”

“ ” “ ”

“ ” “ ”

“ ” (“ ”

).

()

“ ”

“ ” (“ ”).

“ ” —

“ ” “

”

[: 5].

— [: 4, .60-80].

—

— [: 4, .60-80].

“ ”

[: 6].

“ ”

“ ”

[: 6].

“ ”

“ ”

[: 3, .23-24].

“ ”

1. . / . .- : ,2000 – 387 .
2. - . / - . .- : ,2000. – .1. – 464 .
3. . . . / . . .- ., 1994. – 160 .
4. . . . / . . .- ., 2000. – 410 .
5. . . . / . . .- : , 1999. – 180 .
6. . : / . .- : “ ”, 1995. – 176c
7. . . : [] / . . .- : , 1997. – 192 .
8. . . : [. . .] / . . .- : . . ., 2002. – 461 .
9. . Homo Ludens; / . . ; [.] .- : . . ., 1997. – 416 .

Summary

Sylchuk S. Play Elements of Fashion. In the article the elements of the main kinds of a play in fashion are discovered. The peculiarities of play features, expressed in values and motives of the creator and consumers of the objects of fashion, are investigated. It is determined that the existence of the heuristic element, characteristic of the play, stimulates constant changes of fashion objects and standards. Keywords: play, fashion, standard, ritual, communication, text, image, illusion.