

**ANGLO-AMERICAN LINGUISTIC BORROWINGS IN THE
POLITICAL MEDIA DISCOURSE (A CASE STUDY OF MODERN
FRENCH PRESS)**Natalia S. Andrianova¹Olga F. Ostroumova²Milyausha N. Zakamulina³Elena A. Vanchikova⁴

Abstract: One of the brightest manifestations of the globalization era within the framework of increasing intercultural contacts is the active processes of interpenetration of languages with the domination of Anglo-Americanisms in many languages of the world. It is the English language that occupies a special position today and fulfills the role of the universally recognized language of international communication, both in everyday and in professional life. The relevance of the research topic is substantiated by the significant growth of Anglo-American linguistic borrowings in the French language, namely in media discourse followed by the "import" of American culture, the Americanization of the way

of life despite the linguistic policy of France aimed at combating the penetration and dominance of borrowings from the English language. In this paper, within the framework of an integrated approach, English-language lexical borrowings and the specifics of their use in articles of a political orientation are considered. In the course of the study, it was established that those English language borrowings are most actively used, the semantics of which reflects the specifics of the realities of political life and political culture in the modern world. As a result of the analysis of the corpus of Anglo-American borrowings (150 units), it was found that the borrowed lexicon used is laconic, is morphologically included in the host

¹ Kazan Federal University, Lev Tolstoy Institute of Philology and Intercultural Communication, e-mail: natalia_an83@mail.ru

² Kazan Federal University, Lev Tolstoy Institute of Philology and Intercultural Communication

³ Kazan state power-engineering university

⁴ N.A. Dobrolyubov Nizhny Novgorod State Linguistics University

language system, but there is a tendency to preserve the graphic form of borrowing.

Keywords: language of the media, linguistic borrowing, Anglo-Americanisms, political media discourse, French press.

Introduction

Today, English is the language of international communication due to the global leading positions of English-speaking countries in the political, economic, scientific, technical and cultural fields. As a consequence there is a tendency of penetration an increasing number of English-Americanisms into the body of European languages. Some researchers in this context even talk about the process of "mass" colonization "affecting both the sphere of everyday speech and the sphere of professional communication [1].

It should be noted that in France this process is going on, despite the fact that since the XVI century "a series of laws and authoritative government organizations were created specifically to unify, define, and preserve French values through common language use" [2]. For example, in 1994 the law of

Tubon was adopted in the country, which made a significant contribution to the protection of the French language from foreign influence and preservation of its identity [3]. Despite the existing law, one of the peculiarities of the dictionary composition of modern media is the presence of a significant number of Anglo-American borrowings, among the main reasons for using which can be called: the absence of words in the target language that can convey the meaning of the corresponding concept and reflect the specific realities of the Anglo-American society; the desire for language economy; fashion for a prestigious donor language; giving the text an emotional-expressive coloration.

It is obvious that "interaction of kindred languages, as well as the languages having different structures, contributes to the development and enrichment of the language system" [4, p. 697], and the study of lexical borrowings "allows tracking complexity of language processes, an entwinement of the internal and external phenomena in a language", [5, p.52].

Materials and methods

For the analysis of Anglo-Americanisms, the method of studying

borrowed lexical units (LU) was used, based on the principles of semantic-cognitive, discursive, and linguistic and cultural analysis.

The material of the study was the Anglo-American lexical borrowings used in the media political discourse of the modern French press.

To achieve the objectivity of the study, we analyzed 150 lexical units from the articles of electronic versions of the most authoritative French periodicals *Le Nouvel Observateur*, *Libération*, *Le Monde*, and *Le Figaro*.

Results

The object of our study was Anglo-Americanisms in the political discourse of the media, which is understood as "a complex communicative phenomenon with the aim of fighting for power through the formation of public opinion, including text as a verbalized result of speech, and situational, sociocultural and pragmatic context, and also special linguistic means corresponding to the goals and objectives of discourse" [6].

In this study we are talking about publications of a political orientation in the press, in which Anglo-Americanisms are actively used as

"special language tools" that meet the goals and objectives of articles devoted to political events. Also interesting in this context are studies of government blogs, which texts are stylistically close to the newspaper language [7].

One of the characteristic features of the modern French press language is the inclusion of a lexical unit having an Anglo-American origin in the text or the heading of an article.

Note that there are words among the borrowings, that are used quite often and for a long time in the texts and are understandable to modern readers without additional explanations. For example : *leader*, *lobby*, *briefing*, *meeting*, *top*, *boycott*, etc. These linguistic borrowings are consolidated in dictionaries and have equivalents in French.

Vividly reacting to socio-political events, media use more and more borrowings to reflect new realities. The French media showed great interest in the last election campaign in the United States, which was reflected in numerous publications.

Swing State (ou battleground state ou purple state)

"Il s'agit des Etats qui ne sont pas traditionnellement acquis à un camp. <...> On les appelle aussi parfois "purple state" ou "battleground state" [8].

Much attention during the last presidential election campaign in America was focused on what was happening in the so-called "swing" states which usually determine the outcome of the presidential race. In these examples, there are used Americanisms such as "*swing states*" (*swing - those who waiving*), "*purple states*", "*battleground states*" (*from the English "battleground" - the battlefield, the battle site*). Traditionally, the states in America are divided into three categories: democratic, republican and swinging (states in which neither of the two largest parties in the US have the support of a stable majority of voters) and are marked on the election map with blue, red and purple colors, respectively. The use of these Americanisms is associated with the desire of journalists to reflect the political and cultural characteristics of the United States, and the brevity of these terms explains the appropriateness of their use in this context, otherwise a detailed description of this phenomenon would be required. It should be noted that the lack of extralinguistic

knowledge in most readers is, in some cases, replenished by the authors of the articles by translating (calque) of those Americanisms into French. Basically these terms are translated into French as "États-pivots", "États indécis".

Continuing the theme of the use of Americanisms reflecting the realities of US political life, the following French dictum can be cited: "Il y a même un dicton qu'on entend beaucoup aujourd'hui: "Where Ohio goes, so does the nation "(Où va l'Ohio, la nation va aussi)" [9]. The authors cite this sentence in quotes in English, but give the French translation in brackets, thus creating the conditions for a better understanding of the meaning. Using in this context an utterance in the original language emphasizes that this is a native American saying and that it is very often encountered in the press during the election campaign in the United States. The candidate who won a preliminary victory in Ohio, as a rule, wins the presidential election in the US and the use of a whole phrase in English accentuates the attention of French readers to this trend.

The abundance of Anglo-Americanisms in media political discourse sometimes even creates the

impression that it is written in two languages. For example, the coverage of the victory of Donald Trump in the *Libération* newspaper was as follows: "Après avoir passé le début de soirée à regarder les résultats de sa Trump tower, Donald Trump a donné son discours de victoire au Hilton Midtown Hotel, à New York. A 8h48, le nouveau président élu est arrivé sur scène sous les cris "USA! USA!" de ses supporters et sur le thème musical du film *Air Force One* (avec Harrison Ford), composé par Jerry Goldsmith" [10].

To attract the attention of readers, some Anglo-Americanisms are indicated by quotes or italics in the text. The above fragment is replete with American realities and vocabulary: *Trump tower* - the skyscraper in which Donald Trump's headquarters was located during the pre-election campaign; *supporter* - a word that has the equivalent in French - partisan or adept, as well as the name of the movie in English, *Air Force One*, the music from which accompanied Donald Trump's appearance on the stage. The symbolism of using the title of the film in the original language is that the hero of the picture, which acts as the president of the United States, personifies courage,

steadfastness, and fighting character. All those qualities are necessary for a head of state in order to protect the country and make it even stronger. In addition, the use of the American version of the title of the movie is aimed at making the text more expressive.

It should be noted that there is a high frequency of use of linguistic borrowings reflecting national color in articles devoted to political events in the United States: *GOP* or *Grand Old Party*, *Air Force One*, *The Hill*. Thus, the aspiration of the authors of the articles was "to render an atmosphere and spirit of internationally relevant events contributes to the extent to which English elements are incorporated into texts" [11].

Quite often Anglo-Americanisms are used in the French media and in articles devoted to the events of the social and political life of France. So, for example, in 2013 the law on same-sex marriage was adopted in France. In the French periodicals there were articles in which the word combinations with the gay component have been used to denote new realities. These linguistic borrowings have found their niche in the language of media and have been used successfully for many

years not only in the rubric "Politics": *gay friendly, marriage gay, gays femelles, Gay Pride*. It should be noted that the legalization of same-sex marriages was one of the pre-election promises of former President François Hollande, which turned against him in four years of his presidency, as evidenced, for example, by the content of the article in *Le Monde*, entitled "Le mariage gay, promesse de la gauche qui s'est retournée contre Hollande" [12].

Being a neologism of English origin, the word *bashing* (from the English verb *bash* - hit hard) recently found widespread use in the political discourse of the French media in the sense of "criticism of a person". Often modern texts on the policy of the former president of France use the phrase *Hollande bashing*, which means literally "severe criticism of F. Hollande".

Today, social networks for many politicians are the opportunity to convey their official position to the world community. It is this area of Internet slang that is characterized by the penetration of new English-language terms, primarily because it is the most poorly developed semantic domain of the language. *Tweeter, tweet, blog, hashtag, web* - such English-language

linguistic borrowings often found in articles in the rubric "Politics".

In recent times, the phrase "fake news" differs by its very large prevalence and sustainable use in political media discourse. The so-called fake news has become a real phenomenon of the modern political media space. It is about the dissemination of inauthentic, fictitious information aimed at introducing a reader into confusion or discrediting a political opponent. This phenomenon has not bypassed the French presidential elections, which is clearly shown by the article published in the newspaper *Figaro* "Les cinq" fake news" qui ont pollué la campagne présidentielle" [13].

Discussion

Despite the fact that the problem of the use of Anglo-Americanisms in the political discourse of the French print media is poorly understood, most researchers agree that a growing number of linguistic borrowings contribute to the process of Anglicanization and Americanization of the French language. This is clearly evidenced by articles of periodicals analyzed in this work [8; 10; 13].

As a result of the research we have identified a fairly large stratum of Anglo-Americanisms (mostly nouns and adjectives) used by journalists in electronic publications, among which there are linguistic borrowings that are firmly established in the language of the political media discourse in the modern French press (*leader, gay*) and occasional linguistic borrowings that have not received the status of equal lexical units in the French language and reflects the phenomena of foreign reality (*GOP, Brexit*).

Other common Anglicisms behave in the same manner in the target language, such as *lobby, gay* or *boycott*. While retaining only their graphic form, they are fully included in the system of the French language, developing its semantic structure. However, even they are subject to morphological and graphic variability. For example, the noun *lobby* has two forms in the plural: *lobbys* and *lobbies*, of which the second indicates a donor language. The lexical item *gay* has another graphic form - *gai*, which indicates the desire to fully liken the linguistic borrowing to the spelling norms of the target language. The change in the morphological structure of the word *boycott* (the addition of the French

affix *-age*) also clearly demonstrates this trend - *boycottage* [14].

It should be emphasized that occasional Anglo-Americanisms also indirectly receive the grammatical category of the genus (absent in English) and number, being used in texts with articles and possessive adjectives: for example, *sa Trump tower, les "swing states"*. When forming the semantics of borrowing data in the host language system, as a rule, the value of an original lexical item is preserved, i.e. it is about the coincidence of values in the donor language and the receptor language [15].

Conclusion

An analysis of the empirical material allows us to conclude that articles from the French press reflecting political events both in France and abroad use a considerable number of Anglo-American linguistic borrowings that are introduced into the text in order to reflect the specifics of the political life of English-speaking countries, give the expressiveness of the text, and attract the attention of a reader. The main advantages of the English terminological vocabulary used are brevity and accuracy of transfer for realities of the

political life of countries where English is the state language.

At the same time, there is a tendency towards an unjustified use of Anglo-Americanisms, especially in articles devoted to the political life of France, which in most cases have equivalents in French. The abuse of English-speaking inclusions often leads to the creation of a linguistic "soup" and makes it difficult to understand the meaning.

An analysis of Anglo-American lexical borrowings showed that many Anglicisms are lexically, morphologically and semantically assimilated by the French language, although some of them have a number of graphic and morphological variants. Occasional borrowings also begin to enter the system of the receiving language, acquiring the genus and number categories due to functional words and possessive pronouns in the text, but on the whole, however, preserving the semantics of the prototype lexeme.

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