

Anglicisms in the Magazine Glamour France: The Influence of English on the French Language of Fashion

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Abstract : In this research, we aim to investigate the lexicon of women's magazines, with special attention to fashion, whose universe is very receptive to lexical borrowings, especially those from English, called Anglicisms. Thus, we intend to discuss the presence of English items and expressions on the online French women's magazine Glamour France collected from six months. Highlighting the quantitative aspects of the use of English in that publication, we can affirm that the use of those lexical borrowings seems to represent sophistication to attract readers and identification with other cultures, establishing communication and intensifying the language of fashion. The potential for creativity in fashion lexicon is made possible by its permeability to social and linguistic phenomena across all social classes that allow constant manipulation of genuine borrowings. Besides, it seems to assume the value of prerequisite to participate in the fashion centers of the world. The use of Anglicisms in Glamour France is not limited to designate concepts and fashionable items that have no equivalent in French, but it acts as a kind of seduction tool, which uses the symbolic capital of English as the global language of communication.

Keywords : Anglicisms, lexicology, borrowings, fashion language

Conference Title : ICPCS 2017 : International Conference on Political and Cultural Studies

Conference Location : Venice, Italy

Conference Dates : February 16-17, 2017