SOCIAL MEDIA RELATED FRENCH BORROWINGS IN ENGLISH

MKRTCHYAN SIRANUYSH
Lecturer of GSU,
Specialist at the Foreign Relations and Media Department
e-mail: s.mkrtchyan@gsu.am

The objective of this article is the study of French borrowings in English language used in internet-based communication, for which purpose the examples from three most popular social networks (Facebook, Instagram, Twitter) have been extracted and compared.

Modern technology provides all kinds of different social networking services which then provide a special type of communication – online communication. Indeed, the results obtained from the three different SNSs demonstrate this topic being very current and up-to-date signaling innovations in online English, in the English language in general and specifically the role of French in modern English language word creation. In addition, the study provides also an insight into the use of neologisms in internet-based communication today.

The influence of French words into English in the context of social media is a reflection of the interconnectedness of cultures and languages in the digital era. These borrowed words enrich the vocabulary of online communication and highlight the importance of linguistic diversity in the global online community.

Keywords: social media, Facebook, Instagram, Twitter, neologisms, borrowings, influence, French, English, network, changes, extracted data.

Throughout history, the movement of people has led to the development of the languages we speak today. The English language is no exception. However, one of the biggest influences on the English we speak today has been French. French has influenced English not only in its vocabulary but also in its grammar, pronunciation, and writing.

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While English is the most-learned and most-spoken language in the world today, it has not always been this way. English has changed a lot through the centuries. The crucial historical events changed the face of English forever. The great influence of French words happened during the Norman Conquest that took place in 1066 but its impact on English can be felt today. These borrowings affected mostly military, administration, religion, law, handicrafts, entertainment and arts and now the French words are also used in English language as Social Media terms.

According to different sources, at least 30% of the modern English vocabulary is directly borrowed from French.

French literature, music, and art have also extended into the English-speaking world throughout the centuries. With the spread of Francophone culture, it is currently estimated that English speakers who have never studied French can still recognize about 15,000 words in French.[1]

Social media is an important communication tool in modern society through which different cultures and languages come into contact. Due to their significant use, Facebook, Twitter, Instagram seem to be widely and quickly accepted in social networking sites around the globe. These social networking sites have had a significant impact on everyone nowadays as they improve and speed up the communication, foster relationships and also boost business ventures.

The study of French borrowings in the English language used in internet-based communication falls under the broader field of linguistics and is often categorized as a subset of sociolinguistics and lexical borrowing. French terms and expressions have been incorporated into the lexicon of online communication. This phenomenon is particularly relevant given the global nature of the internet and the frequent interaction between English-speaking and French-speaking individuals in digital spaces. [2]

Social Media (Facebook, Instagram, Twitter) – extracted data

Facebook, Instagram and Twitter have probably been the most popular social networking services in 2020. Online interaction on social network relies on posts, comments, a user's status, groups, pages and similar. Many French words related to social media and digital technology have been adopted into English due to

[1] Baugh, A. C., Cable, T. (1993). A History of the English Language. Fourth Edition. Routledge: Taylor & Francis Group.

[2] Hatch, E.: Vocabulary, semantics, and language education. Cambridge: Cambridge University Press 1995, p. 170. ISBN 0-521-47942-8.

the global influence of tech companies and digital communication. Here are some examples:

- Une page – a page (fr.)
- Hashtag - Originally known as "mot-dièse" in French, the term "hashtag" is now widely used in English to refer to the "#" symbol used in social media to group related content.
- Troll - In the context of social media, a "troll" is someone who intentionally posts inflammatory or offensive comments to provoke reactions from others. The term "troll" has its roots in French folklore but is widely used in English today.
- Meme - Although "meme" originated in English, it is pronounced the same way in French and refers to humorous images, videos, or text that spread rapidly online, often with slight variations.
- Comment - Derived from the French word "commentaire," this term is used in both languages to describe responses or remarks made on social media posts.
- Status -This word, borrowed from Latin through French, is used in English to refer to the text or update that a user posts on their social media profile to inform others of their current activities or thoughts.
- Profile - Originally from the French word "profil," this term is used in both languages to describe a user's online persona or personal information displayed on a social media platform.
- Avatar - In online contexts, an avatar refers to a user's digital representation or profile picture.
- DM (Direct Message) - In French, a direct message is often referred to as "message direct" or simply "DM," which has become the standard term in English as well.
- Viral - The word "viral" is used in both languages to describe content that spreads rapidly and widely across social media and the internet.
- Filter - When referring to image or video effects used on social media platforms, the term "filter" is commonly used in both languages.
- Influencer - An influencer is someone who has a significant following on social media and can influence their followers' opinions and behaviors. This term is used in both languages.
- Un groupe – a group (fr.)
- Un bouton – a button (fr.)

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- Un lien – a link
- Un ami – a friend
- Une demande d'amitié – a friend request
- Valider la demande d'amitié – to accept the friend request
- Ajouter à mes amis – add friend
- Taguer une photo – to tag a picture (fr.)
- Une notification – a notification (fr.)
- Laisser un commentaire – to comment
- Partager – to share
- Un partage – a share
- un message– a message (fr.)
- Publier un article, une photo, une video – to post (an article, a photo, a video) (fr.)
- Poster – to post (fr.)
- Une publication, un post – a post (fr.)
- Un abonnée, une abonnée – a follower
- Un poke – a poke (fr.)
- Une publicité google – Google Adwords
- Le fil d'activité – the Facebook feed
- le mur – the Facebook feed
- le journal – the Facebook feed
- Un évènement – an event (fr.)
- Doc – document (fr.)
- Un paramètre de confidentialité – a privacy setting
- Un profil – a profile (fr.)
- émotion – emotion- emoticons (emotion (fr.)+ icon) – blend words
- Ajouter à ses favoris – to add to your favorites
- Bannir – to ban (fr.)
- Bio – biography – biographie (fr.)
- Admin – administrator- administratuer (fr.)
- Info – information (fr.)[1]

These are just a few examples of French-origin words that have become common in the context of social media and digital communication in English. The

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[1] https://www.etymonline.com/

global nature of the internet and social media has led to the borrowing and integration of terms from various languages into English and vice versa.

There are several French-derived words and phrases that have become an integral part of the English language when discussing topics related to social media. These terms reflect the global nature of digital communication and the widespread influence of French culture and language in the digital sphere. This linguistic cross-pollination highlights the interconnectedness of languages and the dynamic evolution of communication in the digital age.

Here are a few key points about the influence of French words in English related to social media:

- Innovation and Technology: French words often find their way into English in tech-related fields, including social media. This is because French has historically been a language of innovation and technology. For example, terms like "avatar" (originally from Hindu mythology but popularized through French), "hashtag," and "selfie" reflect this influence.
- Globalization: Social media platforms are used by people from all over the world, and as a result, languages often borrow words from each other. French-derived terms in English social media lingo demonstrate the global reach of these platforms.
- Cultural Exchange: Social media has facilitated cultural exchange on an unprecedented scale. French culture, including its language, has played a significant role in this exchange. Terms like "meme" and "troll" have become a part of the global online lexicon, bridging cultural gaps.
- Influence of Popular Culture: French pop culture, including music, fashion, and film, has had a substantial impact on the world, and this influence extends to the language used on social media. Phrases like "C'est la vie" and "FOMO" (Fear of Missing Out) are examples of how French elements are incorporated into English social media discourse.
- Expression and Creativity: Social media encourages creativity and the development of new forms of expression. Borrowing words and phrases from other languages, including French, allows users to be more expressive and creative in their online communication.
- Global Community: Social media platforms have created a global online community where people from different linguistic backgrounds interact. Commonly used French words in English social media allow for more inclusive communication among users worldwide.

English language is fundamentally connected with Norman and Latin, and therefore determining whether a loan word is purely French is not an easy task. Norman French, as one of the old French dialects, has pervaded Anglo-Saxon in the second half of the 13th century, but the influence of Roman words deteriorates significantly after 1400." With the help of an online etymology dictionary every extracted word was examined in order to explore the prominence of words of French origin in contemporary English.

The results of the analysis have shown extremely high percentage of the usage of French borrowings in social networking sites. As can be seen from the word table, the majority of social media terms are of French origin (almost 85%) and they are neologisms (clip words, blend words). There are certain mechanisms used to produce neologisms. For instance, neologisms may have been created through some morphological processes such as derivation, back-formation, compounding, conversion, borrowing, abbreviations, clippings, etc. This finding has not been surprising since interaction on social media generally takes place in posts and comments where it is quite necessary to type fast and be entertaining. Time is very important and social media users for the sufficient forms only (for instance, the clip forms – admin, info, bio, etc.).

French loan words in English mostly keep their original state or have a slight change in the spelling of the original word. The study of French loanwords in English helps people learn foreign languages better and understand the origin of English words. Language change has been influenced by various aspects in life; one of them is technology.

The most important fact is that Facebook, Instagram and Twitter are three of the social media to actually have an interface in French. Even though it does, lots of people still use the English words – it's trendy in French to drop an English word here and there!

Overall, the study of French borrowings in English internet-based communication offers a fascinating glimpse into the dynamic nature of language evolution, cross-cultural interactions, and the impact of digital communication on linguistic diversity.

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ՄԿՐՏՉՅԱՆ ՍԻՐԱՆՈՒՅՇ

ԳՊՀ դասախոս,
արտաքին կապերի և լրատվության բաժնի մասնագետ
Էլփոստ՝ s.mkrtchyan@gsu.am

Այս հոդվածի նպատակն է ուսումնասիրել ֆրանսերեն փոխառությունները անգլերենում, որոնք օգտագործվում են համացանցային հաղորդակցության համատեքստում: Այդ նպատակով երեք ամենատարածված սոցիալական ցանցերից (Facebook, Instagram, Twitter) օրինակներ են դուրս բերվել և համեմատվել:

Ժամանակակից տեխնոլոգիաները վրամադրում են սոցիալական ցանցերի տարբեր տեսակի ծառայություններ, որոնք այնուհետև ապահովում են կապի հապուկ տեսակ՝ առցանց հաղորդակցություն: Ինկապես, երեք տարբեր սոցցանցերից սպացված արդյունքները ցույց են տալիս, որ այս թեման շատ արդիական է և նորարարական ազդակ է հանդիսանում համացանցային անգլերենի, ընդհանրապես անգլերենի և հատկապես անգլերենով նոր բառերի ստեղծման մեջ ֆրանսերենի դերի համար: Բացի դրանից՝ հետազոտությունը թույլ է տալիս համացանցային հաղորդակցության մեջ պատկերացում կազմել մի շարք նորաբանությունների վերաբերյալ:

Այսպիսով, ֆրանսերենից փոխառված բառերի ազդեցությունը անգլերենի վրա արտացոլումն է այն բանի, որ մշակույթները և լեզուները սոցիալական մեդիայի համատեքստում և թվային տեխնոլոգիաների դարաշրջանում փոխկապակցված են: Այս փոխառված բառերը հարստացնում, ընդլայնում են համացանցային հաղորդակցության բառապաշարը և ընդգծում լեզվական բազմազանության կարևորությունը համաշխարհային համացանցային համայնքում:

Բանալի բառեր՝ սոցիալական մեդիա, Ֆեյսբուք, Ինստագրամ, Թվիթեր, նորաբանություններ, փոխառություններ, ազդեցություն, ֆրանսերեն, անգլերեն, ցանց, փոփոխություններ, դուրս բերված տվյալներ:

ФРАНЦУЗСКИЕ ЗАИМСТВОВАНИЯ В АНГЛОЯЗЫЧНЫХ СОЦИАЛЬНЫХ СЕТЯХ

МКРТЧЯН СИРАНУЙШ

Преподаватель ГГУ
Специалист отдела внешних связей и СМИ
электронная почта: s.mkrtchyan@gsu.am

Целью статьи является исследование французских заимствований в английском языке, используемые в контексте интернет-общения. С этой целью нами были выявлены и проанализированы заимствования из трех самых популярных социальных сетей (Facebook, Instagram, Twitter). Современные технологии предоставляют различные виды услуг социальных сетей, которые затем обеспечивают особый вид общения: онлайн-общение. Действительно, результаты, полученные при исследовании трёх разных социальных сетей показывают, что выбранная нами тема актуальна и является новаторским импульсом при изучении роли французского языка в создании новых слов не только в языке СМИ, но и в английском языке в целом. Более того, исследование позволяет получить представление о ряде неологизмов, используемых в интернет-общении. Таким образом, влияние французских заимствований на английский язык является отражением взаимосвязанности культур и языков в эпоху цифровых технологий в контексте социальных сетей. Они обогащают, расширяют словарный запас интернет-общения и подчеркивают важность языкового разнообразия в мировом интернет-сообществе.

Ключевые слова: социальные сети, Facebook, Instagram, Twitter, неологизмы, заимствования, влияние, французский, английский, сеть, изменения, извлечённые данные.