

Prix of Russia] – the metaphor *to be under the microscope* (i.e. *to attract attention, to be under supervision*) is used. *Can Le Pen beat Macron in the French Election, despite losing in the first round* [30.04.2017, The Telegraph]? – the rhetorical question is used.

Due to the fact that the mass media has a goal to influence public opinion journalists often use words with evaluative connotations. Headings contain not only information but also some assessment which is shown by means of a size of a heading, its position on a page, use of emotional words, etc.

**Conclusion.** Thus, the English press is characterized by great variability of language. There used not only neutral and literary lexical units but also diverse terms. One more significant feature is the use of colloquial words, jargon and slang. The American newspapers and magazines are characterized by the use of various clichés, neologisms, abbreviations and other shortenings. This type of communication is widely spread and as a result it should be simple and clear for everyone, it should change and develop.

Reference list:

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## ANGLICISMS IN FRENCH: SPHERES OF USE

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The number of Anglicisms increases every day in French. Anglicism is subjected to the process of adapting the linguistic unit to the rules and norms of the borrowing language is assimilation.

The aim of the objective is to establish the basic spheres of the use of Anglicisms in French.

**Material and methods.** The material of the research is English borrowings in French according to Internet sources [1, 2, 3]. During the work on the article we used the following method: quantitative data processing.

**Results and their discussion.** We start to consider the most popular English borrowings according to Internet sources. We can distinguish the following areas, which include English-language borrowings in French:

1. **The Internet** (14 Anglicisms): *chat, downloader (conjugable), followers, hotline, laptop, playlist, plugin, post, poster, rebooter (un ordi), screenshot, uploader (conjugable), le Web, zoom.*

2. **Cinema** (11 Anglicisms): *box-office, un casting, un one-man-show* (instead of *un spectacle en solo*), *pop-corn, un remake* (instead of *une*

*nouvelle adaptation*), *un sitcom* (instead of *une comédie de situation*), *spoiler*, *star*, *story-board*, *teaser*, *un thriller* (instead of *un film d'angoisse*).

**3. Sport** (11 Anglicisms): *un challenge*, *un coach* (instead of *un mentor*), *du fair-play* (instead of *du franc-jeu*), *fan*, *football*, *goal-average*, *jogging*, *match*, *shooting*, *un sponsor* (instead of *un mécène*), *une team*.

**4. Occupation** (8 Anglicisms): *un audit* (instead of *une vérification*), *boss*, *business model*, *un dealer*, *dispatcher*, *freelance*, *manager*, *du marketing* (instead of *mercatique*).

**5. Art** (5 Anglicisms): *un best-seller* (instead *un succès en librairie*), *la Fashion Week* (instead *la Semaine de la Mode*), *un hit-parade* (instead *un palmarès des chansons*), *interview*, *standing ovation*.

**6. Entertainment** (4 Anglicisms): *un dancefloor* (instead *une piste de danse*), *un disc-jockey* (instead *un animateur dans une boîte de nuit*), *DJ* (*disque-jokey*), *hit-parade*.

**7. Policy** (4 Anglicisms): *business*, *garden-party*, *lobby*, *squatteur*.

**8. Technologies** (3 Anglicisms): *un airbag* (instead of *un coussin gonflable de sécurité*), *cutter*, *high-tech*.

**9. Time** (3 Anglicisms): *un after-work* (instead of *un petit pot entre amis après le travail*), *un prime-time* (instead of *une heure de grande écoute*), *week-end*.

**10. Cosmetics / Clothing** (2 Anglicisms): *du gloss* (instead of *brillant à lèvres*), *un pull-over* (instead of *un chandail*).

**11. Food** (2 Anglicisms): *une banana split* (instead of *banane chantilly*), *un brunch* (instead of *un buffet matinal*).

**12. Medicine** (1 Anglicisms): *un pacemaker* (instead of *un stimulateur cardiaque*).

**Conclusion.** According to the results of our research, the greatest number of Anglicisms operates in the fields of the Internet, cinema and sports. First of all, this is due to the importance of these spheres in our life. Internet terms allow you to adapt better to a virtual environment. The prevalence of Anglicisms in the field of cinema and sports is determined by the genuine interest of the French at their leisure time.

#### Reference list:

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