

a new meaning ‘time, period’, but this meaning soon becomes irrelevant, outdated, and no further development would proceed. Gradually, the semantics of the word “aligns” and starts evolving according to the foreseen and desired model. Thus, the lexeme denotes such a phenomenon as *thunder-storm*, attested in 16 c., which testifies the return to the etymological roots of the donor language, and the next century witnesses the metaphor as a mechanism enabling a quantitative nomination of a number of people with a negative meaning. i.e. ‘a confused throng; tearing crowd’ [4].

Conclusion. Thus, in case native speakers and the whole society does not approve of folk etymology with the time, then the semantics of lexeme tends to evolve according to the derivational model moulded by its internal form, its etymology and certain attributes of a lexical-thematic group it belong to. It is noteworthy that such a semantic derivational modelling is capable not only to determine the semantic evolution of words but also its further functional properties and compatibility as if programmed by a system [5, 6].

1. Падучева, Е. В. Динамические модели в семантике лексики / Е. В. Падучева. – М. : Яз. славян. культуры, 2004. – 607 с.

2. Лингвистический энциклопедический словарь / [Научно-редакционный совет издательства «Советская энциклопедия», Институт языкознания АН СССР]; гл. ред. В. Н. Ярцева. – Москва : Советская энциклопедия, 1990. – 682 с.

3. Соссюр, Ф. де. Курс общей лингвистики [Текст] / Ф. де Соссюр. – М. : УРСС Эдиториал, 2007. – 257 с.

4. Oxford English Dictionary [Electronic resource] / ed. by L. Brown (ed.-in-chief) [and others]. – Electronic data and programme (645 Mb). – 4th ed. – New York : Oxford University Press, 2007. – 1 CD-ROM; Online Etymology Dictionary [Electronic resource] / Douglas Harper. – 2001–2019. – Mode of access : <http://www.etymonline.com>. – Date of access : 20.09.2020.

5. Бобрикова, Е. П. Прогностика аналогичных деривационных процессов у лексем со значением «множество» / Е. П. Бобрикова // сб. науч. трудов «Ученые записки УО «ВГУ им. П.М. Машерова». – Витебск : УО «ВГУ имени П.М. Машерова». – Т. 20 – С. 301—308.

6. Бобрикова, Е. П. Системный потенциал семантических деривационных моделей и внутренней формы / Е. П. Бобрикова // Вестник МГЛУ. «Филология». – 2018. – С. 75–83.

ENGLISH WORDS IN MODERN FRENCH ADVERTISING SLOGANS

Anna Fominova

VSU named after P.M. Masherov, Vitebsk, Belarus

This article is devoted to the study and analysis of the vocabulary of modern advertising slogans in French magazines to identify borrowings from the English language in them. The advertising text is an extensive, constantly changing basis for the development and replenishment of the vocabulary of the language. The influence of advertising affects not only the sphere of trade and the market economy, the political and cultural life of society, but the use of language and, indirectly, the development of its system as well. People consume

information about the product or service offered to them in different forms of the text:

1. an ad is an advertisement of a thing or service;
2. announcement - advertising information about the content of a newspaper or magazine issue or TV/ radio program;
3. annotation - a short advertising text about a book or movie.

The distinctive characteristics of any advertising text are compactness, clarity of expression, focus on instantaneous perception of information by the recipient and attractiveness (emotionality).

The most powerful form of a selling proposition is a *slogan*. A slogan is a short message or motto that reflects the unique quality of the product, service, the direction of the firm's activities, often in a direct, allegorical or abstract form. The purpose of the slogan in the advertising material is to attract the attention of the buyer or client and encourage him to take action. The slogan is also one of the components of the advertising strategy of the company, which allows in a short, witty, often humorous, form to inform the consumer about the profile of the company, to initiate into its market strategy, maybe to reinforce his first impression received at the very first meeting (the name of the company) [1]. The slogan reflects the basic concept of the brand. When creating a slogan, it is important to make it noticeable, interesting, even unexpected and easy to remember. A good slogan provides maximum information with a minimum of words. A well-made slogan is information that can motivate a consumer to make a purchase or use a service. A good slogan is structured, rhythmic and easy to understand.

The use of borrowings from the English language greatly facilitates the task of creating a bright expressive slogan. Most of the English words are international and widely used by the public, which makes them an indispensable tool for creating advertising texts. Primarily, English borrowings are used in advertising only as a marketing method. At the same time, they might have a significant indirect impact on the vocabulary of the language which adopts them.

Due to its awareness and remarkability these lexical formatives are actively used by firms and advertising companies. And modern French advertising keeps up with this trend.

Material and methods. The research was based on the material from French online magazines «Air France», «Elle» and «Vogue» using linguistic, componential and contextological methods.

Findings and their discussion. The use of lexical units of one language by another is a frequent phenomenon in the modern world in various kinds of discourses: from popular and political to educational or advertising. Borrowings are used with the aim of compensation of a nonexistent lexical unit in a language, in the case when it is impossible to find an appropriate equivalent, to make the expression expressive. As a rule, in advertising slogans borrowings play the role of additional emotionality of the statement. The use of foreign

vocabulary in advertising slogans implies the inclusion of foreign words, parts of words or morphemes, as well as word-formation models for creating new words on their basis.

During the research, we identified the following French advertising slogans with English borrowings:

Le nouveau *Cool* c'est le confort (Citroen, car manufacturing firm);

Vous rêvez de la *first*? (EY, audit and consulting company);

Veritable *Star*, reconnue depuis plus de 30 ans maintenant dans le monde... (Plaimont, wine company);

The new fragrance, le nouveau parfum (Valentino, parfume brand) ;

Offres *Trendy* des conditions exceptionnelles sur les plus grandes marques (EspaceTopper, furniture manufacturing company);

Brain Storming. Transparence moderne et shampoing en barre, pour une cheveleure de rêve, eco-responsable qui plus est (Paravel, travel bag manufacturing company) ;

Look à plein régime (Rayvoltbike, a premium vintage e-bike Spanish company);

Des lignes clean, de l'or en touches. Fatou incarne la tendance bourgeoise *edgy* de la saison (Tara Jarmon, clothing company);

La collection "Coco Neige" de Chanel interprète un vestiaire d'hiver *outdoor* qui donne envie de grands frimas (Chanel, clothing company).

As it can be seen from the above examples, English words used in French advertising slogans are represented by different parts of speech: nouns, adjectives, verbs and even ordinal numbers.

Conclusion. Thus, it should be noted that often the slogan contains in its text elements of foreign speech, words of foreign origin, which are perceived as elements of another language system. Foreign lexical units give the text a peculiar "local flavor", carry an additional stylistic nuance, and allow the creation of unique verbal combinations.

The use of lexical units of foreign origin in advertising slogans is not a productive language technique. This is due to the difficulty of creating a stylistically and grammatically adequate phrase, as well as the requirement for a creative, competent approach on the part of the creator.

Nevertheless, the analysis of the use of foreign words in advertising texts from a linguistic point of view is important for understanding the functioning, development and interaction of languages.

1. Романов, А. А. Маркетинговые коммуникации / А. А. Романов. – Москва: Эксмо, 2006. – 432с.

2. Ломизова, Т. И. Лексикология французского языка: учебное пособие для студентов заочного отделения / НГЛУ им. Н.А. Добролюбова; сост. Т.И. Ломизова. – Нижний Новгород: НГЛУ им. Н.А. Добролюбова, 2004. – 142 с.

3. Dictionnaire de l'Académie française [Электронный ресурс]. – Режим доступа: <https://www.dictionnaire-academie.fr>. – Дата доступа: 04.10.1020.