

# Impact of fashion specialized discourse – a case study on the speech of French youths

Author: Jennifer Sheridan

Tutor: Iria da Cunha Fanego



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# Introduction

## Internet + social networks

### Youths <25 years old

- Very active on social networks
- Concerned by their image
- Most interested in fashion
- Communication through images and videos
- New important players in fashion industry

### Brands

- More visibility (bigger outreach)
- New means of communication
  - Social networks
  - Blogs
  - Websites
- New marketing strategies

### Interaction

People with active social  
network accounts = influencers

# Objectives

- Does fashion-specialised discourse have an impact on the implementation and acceptance of foreign terms in the speech of French youths <25?
- Is there a foreign language more integrated?
- What is the level of acceptance and integration? Which are the most integrated terms?
- Which factors influence the implementation of foreign terms?

# Published Work

## Evolution of language due to Internet and the social networks

- Influence of e-communication on new types of communication that change the written structure
- Sociological aspect and creation of an online identity through the computer-mediated communication
- Impact of globalisation on a literary form of language

## Fashion industry related works

- Impact of social networks to restimulate the luxury goods industry after the crisis of 2008 + create the new marketing concept through the social networks
- % of teens in Rogers' categories >< sensitivity to brands and the proportion of innovation in their clothing habits

# Education Policy in France and Quebec

## France

1953: First law to protect the language

Purist ideology

Replacement of neologisms by  
French words

1994: Toubon law – ok to some foreign  
loan words

## Quebec

17<sup>th</sup>c.: Implantation of French

1763: New France annexed by Britain

2 centuries of policies to absorb  
French- by English-speakers

1977: Charter of the French language

# English Loan Words in France

18<sup>th</sup> c. French Revolution – look at the parliamentary system of England

19<sup>th</sup> c. Anglomania – English industrialisation

40's WWII – invasion of anglo-american terms

60's France changes policy

- Links with French-speaking world
- Organisations for the protection and expansion of the French language

# Criticism of the French Policy

Policy of the perfection of spelling and grammar

Slower development of the French language

Fear and rejection of new words

Killing of the taste for lexical creation by purists

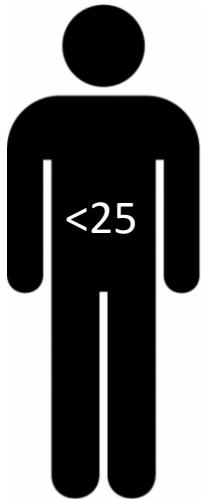


# Why French People Under 25?



## Conservative language policy

→ Will it block all foreign contaminations?



- Growing buying power and interest in fashion
- New important consumer segment
- Most technological segment
  - Grew up with internet
  - Online shopping habits
- Image-based/fashion oriented communication in the social media

# Corpus Creation

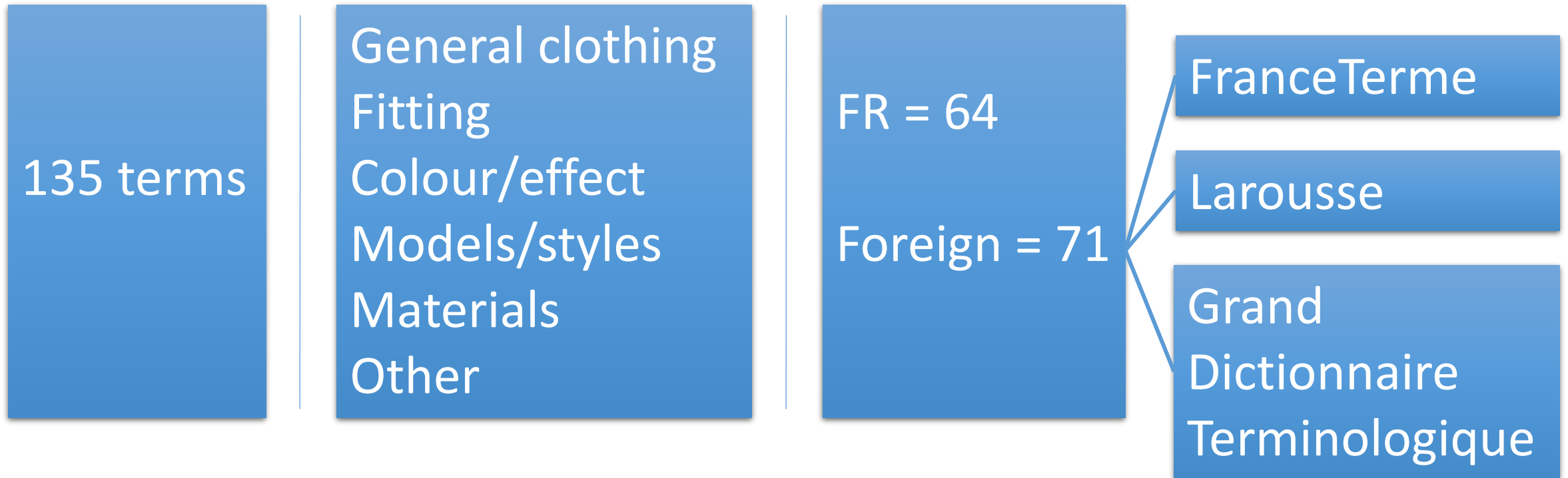
25 sources

Article  
Blog  
Web content  
Product description  
Press release

170 texts

86.888 words

# Extraction and selection of the terms



# Design of the questionnaire

## General questions

Êtes-vous français(e) ou francophone ?

Quel est votre sexe ?

Avez-vous moins de 25 ans ?

## Terms investigation

**Veillez choisir le terme que vous utilisez le plus parmi les options suivantes :**

### Terme anglais

stonewashed

tregging

shooting

### Terme français

délavé à la pierre

pantalon ultra-moulant

séance photo

# Data Analysis

## Time

- >10 years
- <10 years
- <2 years

## Usage

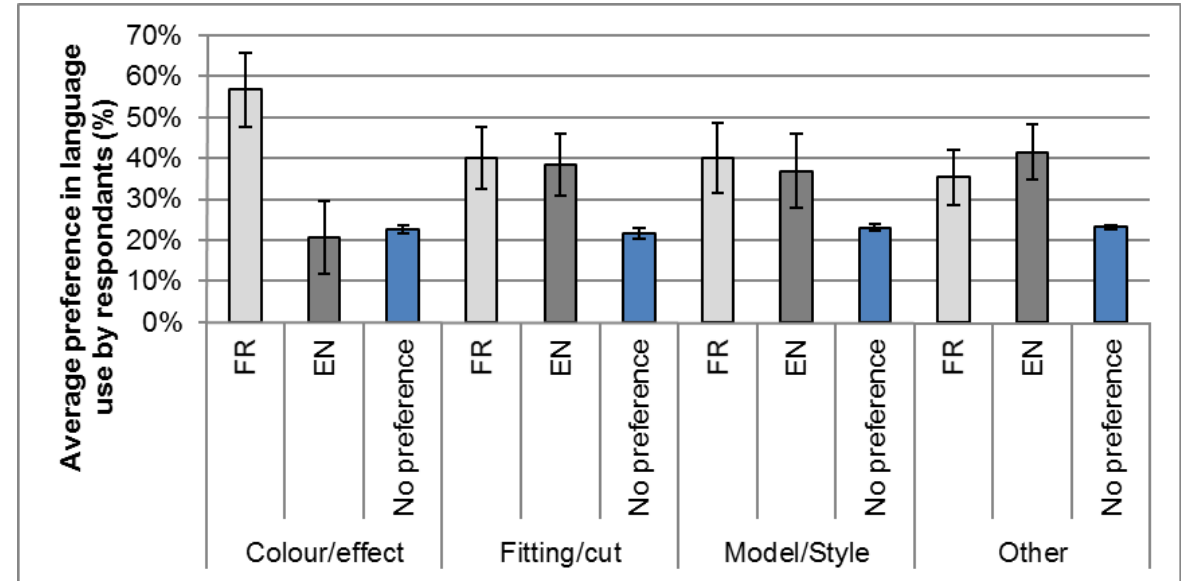
- generic fashion (basic wardrobe clothing)
- adult fashion (characteristic elements of older generations styles)
- recent fashion (new clothes that appeared in the last five years)
- textile industry (terms related to the textile industry that are not pieces of clothing)
- technology (terms related to the fashion industry technology)

## Jeans

(e.g. Jegging, destroy, stonewashed, etc.)

# Results & Analysis

- 105 respondents
- 100% terms = >1 preference for the English term
- 45.58% answers favoured English terms
- Factors: “Colour/effect” = 57% FR – 20.5% EN  
“Textile industry” = 70% preference for French terms
- Baskets=97% Blogueur=97% Legging=94% Shooting=84% Slim fit=88%



# Discussion

## Objectives

- A. Fashion impact on the implementation and acceptance of foreign terms
- B. Predominance of a foreign language
- C. Level of integration  
Which terms?
- D. Factors

## Conclusion

- Yes
- Yes, English (99%)
- % of EN and FR terms generally equivalent – about 24% of fashion terms used in EN
- Baskets=97% Blogueur=97% Legging=94%
- Only “textile industry” and “colour/effect” showed a preference for the French terms

# Future investigations



Fashion impact on older categories



Internet impact on English learning