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**The use of anglicisms in Metropolitan French
in traditional media (TV) and new media (YouTube).**

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Abstract

This master thesis looks at the uses of anglicisms in Metropolitan French, focusing on two types of media. The first from traditional media: television was compared to YouTube representing a new generation of media. They were further divided into two different types of programs: one of news broadcasts and one of TV shopping programs. While debates surrounding anglicisms in French society abound, quantitative research on this linguistic phenomenon remains scarce. Anglicisms in French society are debated at great length, but few linguists have done quantitative research on them. Notably, prior studies have not examined the frequency of anglicisms in media.

This research paper tried to answer three questions: what is the frequency of anglicisms in these two different media and programs? Does the topic or the context of the discourse influence the percentage of anglicisms employed?

Through a comprehensive exploratory and inferential statistical analysis, the findings indicate that new social media platforms exhibit a higher frequency of anglicisms compared to their traditional counterparts and that news broadcast programs tend to contain fewer anglicisms than TV shopping ones.

However, even if certain topics indicate an impact on the percentage of Anglicisms, on the other hand, the context variable was not found to be statistically significant. This study contributes valuable insights into the evolving linguistic landscape of French media, shedding light on the dynamic interplay between language, technology, and societal communication trends.

Table of Contents

1. Introduction
2. Literary review
 - 2.1. Borrowings
 - 2.1.1. Borrowings Typologies
 - 2.1.2. Gender of anglicisms
 - 2.1.3. The identification of anglicisms
 - 2.2. Anglicisms in French and French language policy
 - 2.2.1. Anglicisms in French
 - 2.2.1.1. The history of the two languages
 - 2.2.1.2. Gallicisms in French
 - 2.2.1.3. English as a lingua franca
 - 2.2.1.4. Anglicisms in French
 - 2.2.2. French language policies
 - 2.2.3. Sociolinguistics and perception of anglicisms
 - 2.2.4. Anglicisms in media
3. The present study
 - 3.1. Research questions and hypotheses
 - 3.2. Corpus
 - 3.3. Coding Scheme
 - 3.4. Choice of anglicisms
 - 3.5. Results
4. Discussion
5. Conclusion
6. References
7. Annexes

1. Introduction

The word *anglicisme* ‘anglicism’ can be found in the French corpus used for the first time in 1695 and was defined as early as 1751 in the first edition of the “*Encyclopédie*” ‘The Encyclopaedia’ (p.658)¹ (Ngram Viewer, 2023). Since then, the definition has changed but the core meaning stayed the same: it is said of any English construction, an “English word or phrase that is used in another language” (Cambridge dictionary; Le Robert, 2023). New inventions and technological advancements are named in English (*californianisme* to be more precise anglicism names based on the locality, here linked to recent technologies and Silicon Valley) (Julie Neveux, 2020), the academic corpus even in a country where English is not the official language of education, are for the majority produced in English. Today it has become the language of knowledge essential to access research and academic work, power, and commerce – like French was a few centuries back (Walter, 2001).

The use of borrowings in French especially from Anglophone origins has been criticized by numerous authors for centuries (*Académie Française*, n.d.; Etiemble, 1973). While being criticised and their use being condemned in all domains, anglicisms in Metropolitan France are increasingly common. Their use is just starting to be studied in Academia. (Symons, n.d.). Whereas in other francophone countries like Canada, the Quebecois variety of French and the supposed ‘issue’ of integration of those anglicisms has been addressed in a variety of ways through music, TV shows, press... (Fortin, 2009). The discussion in the media and political discourses is full of misinformation about linguistics and what is language. Few linguists are present in the media, especially during polemics like the use of the pronoun *iel* - proposition for a neutral pronoun in French, the orthographic reform, or regional languages, to cite only a few (Les Linguistes Atterrés, 2023). The debates revolve for the most part around subjective and

¹ « ANGLICISME, s. m. (Gramm.) idiotisme Anglois, c’est-à-dire, façon de parler propre à la langue Angloise : par exemple, si l’on disoit en François fouetter dans de bonnes mœurs, whip into good manners ; au lieu de dire, fouetter afin de rendre meilleur, ce seroit un anglicisme, c’est-à-dire, que la phrase seroit exprimée suivant le tour, le génie & l’usage de la langue Angloise. Ce qu’on dit ici de l’anglicisme, se dit aussi de toute autre langue ; car on dit un gallicisme, un latinisme, un hellenisme, pour dire une phrase exprimée suivant le tour François, Latin & Grec. On dit aussi un arabisme, c’est-à-dire, une façon de parler particulière à l’Arabe. (F) » (Diderot et al. (1751) *L’Encyclopédie*, 1e édition p.658)

unfounded views of politicians, authors, polemicists and *Académiciens* ‘members of the *Académie Française*’.

One of the causes or consequences of this ideology might be the extensive policies surrounding languages in France. The French government carries a long history of language planning and policy, starting even before the drafting of the *Constitution Française*. One of the most recent and influential of these policies is the *Loi Toubon* (1994) [France]. This French law regarding the French language and its use in public spaces tries to enforce the use of the national language every time it is possible therefore regulating the use of foreign words and anglicisms. This reinforced the need for French equivalents or neologisms that can be used as alternatives. The definition of public space also includes media. Research in this topic, especially in linguistic analysis in the media, is still quite narrow in Metropolitan France, reveals Muriel Symons in her *mémoire de master, Etude des anglicismes à la télévision francophone* (n.d.) ‘Study of Anglicisms in francophone TV’. There is especially a lack of quantitative research on this topic. This research project aims at answering the question of what the actual use of anglicisms in the media is. I will examine the use of anglicisms in traditional media taking the example of television and comparing it to new social media represented by YouTube.

2. Literary review

2.1. Borrowings typologies and theories of use

Emprunter: « *prendre ailleurs et faire sien* » ‘to borrow: two phases process of taking elsewhere and making it your own’

(definition in *Le Petit Robert*, Saugera 2017)

In linguistics, a borrowing comes from a donor language -in this study, English- and is received in a recipient language -here French.

In what follows we offer a summary of the different typologies of borrowings that have been proposed over the years.

2.1.1. Typologies of borrowings and anglicisms

Juan Gómez Capuz, in 1997, wrote an article to present a bibliography of existing theories surrounding linguistic borrowings illustrated by examples of anglicisms in Romance languages. He tries to offer a complete typology of borrowings based mostly on the works of four linguists: Darbelnet (1976), Meney (1994), Clyne (1980), and Humbley (1974) (cited in Capuz, 1997). They investigated only European Languages – German, Spanish, French, Italian... - and in most studies anglicisms, which is perfect for this review (related to anglicisms in French) and logic as English is today one of the most influential languages. The scope of the study and classification is still limited by the lack of other language families and different donor languages. With the conclusions of their research, Juan Gómez Capuz offers a typological classification of linguistics borrowings in eight levels: “phonological”, “orthographic”, “morphological”, “semantic”, “lexical”, “phraseological”, (mentioned by Humbley 63 and Meney 938), and “pragmatic” (suggested by Clyne “Intercultural Communication” 130 and Perspectives on Language Contact 98-110)” (1997, 84). This classification is based on where the transfer takes place in the receiving language.

It most commonly takes place on the lexical level. To be more precise, on a grammatical level where anglicisms are used in the receiving language, in Paula

Chesley's study, nouns are the most common borrowings. Verbs on the other hand are more complex to borrow because their systems are inherently dependant from one language to another. In her corpus from the journal *Le Monde*, Paula Chesley does not identify any borrowed verbs, the French verbal inflexion impeding the borrowability of foreign verbs. (Chesley, 2010).

During the importation of a borrowing, two activities can occur substitution and importation. This substitution can be morphemic or/and phonetic. With those distinctions in mind, Haugen created a set of three classes of loans: “(1) loanwords, without morphemic substitution; (2) loan blends, with partial morphemic substitution; and (3) loan shifts, with complete morphemic substitution.” (Haugen 1950, p. 230). This last category included two subcategories: loan translation (French “*calque*”) and semantic loans (Haugen 1950, p. 230). An example of loan words that show morphemic importation without substitution would be *best-seller*, *cocktails* from the English ‘best seller’. We can also find loan blends, semantic loans and loan shifts which include the loan translation such as *gratte-ciel* from the English ‘skyscraper’.

However, other classifications of anglicisms exist. We could cite Gilles Colpron's 1998, six types of anglicisms: semantic, lexical, syntactic, graphic, morphologic, and phonetic. Or, Pergnier's typology², where he distinguishes also six categories of anglicisms: the *anglicism intact* ‘intact anglicism’ when the form and the meaning are borrowed, *l'anglicisme tronqué* ‘truncated anglicism’, where the signifier is shortened, *l'anglicisme de signifiant* ‘signifier anglicism’ where the form only is borrowed, *l'anglicisme francisé* ‘Gallicised anglicism’ who underwent formal adaptation, *le calque* ‘loan translation’ when the different constituents of the borrowings are translated and *l'anglicisme sémantique* ‘semantic anglicism’ when French words receive a new meaning from its English equivalent.

² « L'étude de Pergnier (1989), consultée également lors de l'état de la question, nous a fourni une typologie des anglicismes. Pergnier distingue six catégories différentes : l'anglicisme intact, où la forme et le sens du mot ont été empruntés (ex. pull-over), l'anglicisme tronqué, où le signifiant subit une troncature (ex. living de living-room), l'anglicisme de signifiant, où seule la forme a été empruntée à l'anglais (ex. interview), l'anglicisme francisé, qui a subi différentes adaptations au niveau formel (ex. durabilité), le calque, où l'emprunt a été traduit dans ses éléments composants (ex. haute-fidélité) et l'anglicisme sémantique, où un nouveau sens à partir de l'anglais a été attribué au mot français (ex. étoile dans le sens de “vedette”). »

Additionally, Pergnier reaffirmed that "*il y a de nombreuses façons de distinguer et de classer les faits de langue auxquels on applique le nom d'anglicismes : domaines d'emploi, fréquence, degré d'intégration, type d'interférence (lexical, syntaxique, idiomatique, etc.)*" 'there are numerous ways to classify the linguistic act we name anglicism: domain of use, frequency, degree of integration, types of interferences (lexical, syntactic, idiomatic, etc.)' (Pergnier, 1989 cited by Juan Gómez Capuz, 1997, 82).

One type of anglicism, that we need to be aware of in French - that also exists in other languages - is the *faux anglicisme* 'false anglicisms' also called *franglicismes* 'pseudo-anglicisms', a sort of borrowing from English where the receiving language creates a neologism derived from English linguistic features or when an English word completely change meaning when borrowed in French; in French, the words "*footing*" 'jogging', "*speakerine*" 'female newscaster' or "*baby-foot*" 'table football or soccer' are some of the many existing examples (J. Rey-Debove, 1988). However, in an article from 2003, the authors question the validity of this definition. The sign borrowed is based on existing signified and signifiers that are English. The change of meaning does not change the origin of the lexical item. We can take the word *footing* in French even if the original English word for having a run is 'jogging', the term *footing* is related to the activity it represents in French (Fagyal, Miller, 2003).

Another typology of anglicisms can be found in which the anglicisms are divided by their functions. Hans Galinsky created a typology dividing into seven functions anglicisms can take (Grădinaru, 2018). Kupper further divides them into linguistic and non-linguistic reasons for using anglicisms (Grădinaru, 2018, 9).

The use of contextual elements to categorise types of Anglicism can be addressed in two ways. First, with the cultural context, Paula Chesley in her 2010 paper, makes a distinction between an anglicism use in a context related to the donor language and one outside this specific context. "Use of a borrowing in direct connection with a culture in which that language is spoken was considered a restricted cultural context, while the use of it outside of that context was considered an unrestricted context. However, some classification difficulties arose when discussing international contexts." (Chesley, 2010: p.236) She then addressed the international context in her methodology if the country of the donor language was in the equation, then she considered it a

restricted cultural context if not an unrestricted one. In her study, she found that Anglicisms compared to borrowings from other languages can be found in “a range of topics as well as cultural contexts” (Chesley, 2010: p.244). Those ranges of topics show in which domains the culture of the donor language is the most influential. Nowadays cultural discussions are particularly influenced by the Anglophone world - part of the United States' soft power – and anglicisms are developing in domains such as cinema with Hollywood, art, or fashion (Mudrochova, 2018).

2.1.2. The gender of anglicisms

Like many Indo-European languages, French grammar includes a gender classification. In French, there are two genders: feminine and masculine. It is important to differentiate the grammatical gender and the natural gender. For inanimate objects, this distinction does not always coincide with the natural gender: male or female, if it is what we call a motivated gender. In English, the concept of grammatical gender does not exist. Therefore, the grammatical gender has to be attributed to the word during the borrowing process. The gender attribution of new terms is complex especially for anglicisms as they do not have previous grammatical gender to be based on. In her study, Ruocco looks at how Italian, French, and Spanish assign gender to anglicisms in the field of computer sciences and new technology (Ruocco, 2019). Studies like this one show that anglicisms follow attribution rules that can be for instance semantic, phonological, or morphologic rules when a literal translation is not possible (Ruocco, 2019, Tunkkari, 2007). The majority of anglicisms are masculine in French, the masculine gender being deployed as a default when the gender is neutral. This comes from Latin, indeed, in Latin, there are three genders and romance languages with two genders tend to replace the Latin-neutral gender with the masculine. (Ruocco, 2019) In another study on the gender fluctuation of unestablished anglicisms in internet chats, the researcher showed that around 90% of anglicisms are masculine (Tunkkari, 2007, 59).

2.1.3. The identification of anglicisms

The identification of anglicisms can be a complex struggle will it be for research or by lexicographers during the production of dictionaries. Josette Rey-Debove and Alain Rey are lexicographers, and they studied the phenomenon to identify and explain the process of borrowings. Haugen concludes that the identification is a primarily historical question and that a synchronic identification is almost impossible to implement (1950). In research papers, the most common way to identify anglicism is to use traditional and specialised dictionaries in anglicisms or borrowings such as the “*Dictionnaire des mots d’origine étrangère*” [Dictionary of Words of foreign origins] (1998) or the “*Dictionnaire des Anglicismes*” ‘Dictionary of anglicisms’ (1982) to have a general list of anglicisms.

Another way to do so, and how it is done in this study, can be to look for words in databases. The first database that can be useful is the website of the *Centre National de Ressources Textuelles et Linguistique (CNRTL)* in their etymology section. The second is the *Analyse et Traitement Informatique de la Langue Française (ATILF)* in the *Le Trésor de la Langue Française informatisé (TLFi)* where they analyse the history and uses of words. The *Trésor de la langue Française* has stopped being updated in 1994 and is therefore not up to date. It does not take into consideration the linguistic evolutions that happened after 1994 (ATILF, 1994). The *CNRTL* was created in 2005 by the *Centre National de Recherche Scientifique (CNRS)* like the *TLFi* it stopped being updated in 2012 (CNRTL, 2012). Another one can be *La Langue Française*, an online dictionary that has an important etymology segment. One last possibility is to look for their presence in traditional dictionaries, instead of specialised dictionaries of anglicisms and look directly at their etymologies.

When are foreign words used or integrated enough to add them to the dictionaries is a debate in the lexicography community. The *Robert* (2023) and the *Larousse* (2023) are the most accepted dictionaries in France and the ones used in schools. The two have different approaches to the language. *Larousse* is a *dictionnaire encyclopédique* ‘encyclopaedic dictionary’, it is normative and more conservative than other dictionaries. Whereas the *Robert* is descriptive, with a more scientific method based on three criteria: the frequency, the diffusion, and the durability of the words. The

Petit Robert is « *un observatoire, pas un conservatoire* » ‘a language observatory, not a conservatory’ said Alain Rey one of the founding members of the Robert and editors for years (quote from Alain Rey, Moinard, 2022) (Saugera 2017). The online dictionary of *LaLangueFrançaise.fr* (2023) is interesting as it is solely online with lots of entries. This website was created by Nicolas Le Roux in 2015. His goal was to create a website sharing advice to write in better French. Now this website employs a team of editors that publishes articles on orthography, literature, linguistics, French expressions etc. They also have a dictionary that was based on multiple dictionaries from the public domain and expanded by its editors (Le Roux, 2023). The online version of the *Petit Robert* has more than 100 000 entries and the *Grand Robert* (the biggest French dictionary) has more than 150 000 words and 500,000 meanings, the online *Larousse* has 135 000 definitions and 90,000 articles. In 2022, the website *LaLangueFrançaise.com* had 343 783 words (Le Roux, 2022). The dictionary of the *Académie Française* (2023) is in renovation, they are trying to reach 60 000 definitions. As of today, they have 54 000 articles.

2.2. Anglicisms in French and French language policy

2.2.1. Anglicisms and the French language

Anglicisms in French can be studied as a special type of borrowing. Chesley in her study separates the two phenomena. English borrowing behaves differently than ones from other languages. They are in higher frequency, are polysemous more frequently and in a higher degree, they are more present in unrestricted context than non-English borrowings (meaning they do not have contextual restrictions like Russian words that are only present in articles about communism) and there is the presence of closed-class items (Chesley, 2010). The specificities of this borrowing could be due to the link between the French and English languages.

2.2.1.1. The history of the two languages

Jean Pruvost, in his book “*La story de la langue française: ce que le français doit à l’anglais et aux autres langues... et vice -versa.*” illustrates how over the course of time, historical events and geopolitical movements, French developed in relation to different languages influenced by Arabic or Italian and the special relationship it holds with English (2020). However, the book that highlight this relation between the two languages more extensively is *Honni soit qui mal y pense, l’incroyable histoire d’amour entre le français et l’anglais* ‘the incredible love story between French and English’ written by the linguist Henriette Walter (2001).

France and England, from their geography, have a long history of exchanges. Starting in the 11th century with the Norman conquest France's influence suffused over England. French became a universal mode of communication and in 1714, French even became the language of diplomacy at the treaties of Rastatt (Ohouens, 2020).

This next chapter presents in which extends the close history of the two countries has influenced the two languages and how English still influences France today.

2.2.1.2. Gallicisms and French presence in English

Two-thirds of the English vocabulary are words of French and Latin origins (Pruvost 2020 citing Walter 2001). French influence was used to show in the linguistic

field, lots of words were borrowed from French and in multiple languages, especially in English. Even if both languages are not in the same family branch – English being Germanic and French a Romance language – their closeness lies in their vocabulary. It is one reason we have so many cognates and false cognates also called false friends. In her book, Henriette Walter has an entire chapter dedicated to ‘false friends’ where she explains their origins and how to avoid errors of interpretation (2001, 103-120). Eg: *cave* in French means ‘cellar’ whereas “cave” in English means *grotte* in French. For the cognate words it is important to note that even if the meaning is generally the same, a word with French roots is often associated with a more formal register in English. (Since William, the Conqueror French was spoken by the court and the high sphere of society) (Pruvost, 2020, 110-112). The constant exchange between two languages over the centuries, explains why, when tracing the etymology of an anglicism, it will often have a French or Latin root. For instance, the word *un date* comes from ‘a date’ which was originally borrowed from the French ‘*une date*’.

2.2.1.3. English as lingua franca

English today is presenting itself as a lingua franca: a language that heads toward universalism. English is everywhere, in Europe almost all countries have agreed to teach it as a second language in school. The spread of English today is accelerated by the removal of geographical barriers with the technological revolution came a revolution in our communication. The term ‘Globish’ was first coined by Madhukar Gogate in 1998 (Pruvost, 2020) to describe the concept of a global English that could be understood and spoken by everyone but that would be “broken”. This phenomenon explains the augmentation of the expansion of the English lexeme to other languages.

2.2.1.4. Anglicisms in French

Borrowings are, for the receiving language, a way to innovate and extend its lexicon. Like all the other processes that exist to enrich a language, some are used more often than others depending on the language. The French language today is rather rigid when it comes to neologism, which has been the case for a few centuries. It is not for a lack of means to create new words as Du Bellay and the authors of *La Pleiade* demonstrate in their writings all the possibilities we must innovate in French. This

inflexibility is explained by the prescriptivist system of the French language today (Karaağaç, 2009). This rigidity is exacerbated by the “*timidité néologique*” ‘neological timidity’ of French speakers (Saugera 2017, 5). French people do not tend to invent and use new forms as much as they used to. Martinet explains that the French educational system is at fault. The pedagogical principles that are used to teach French in school focus on classical authors and a right and beautiful French that is not to be touched. This forbids children to practice freely, to play with language and to get to grips with French. These barriers put on individual creativity since childhood, lead to the conservative attitudes we observe in adulthood, if not to linguistic insecurities according to William Labov's studies of French (Martinet 1969 cited by Karaağaç, 2009, 8-9).

We will see in the next sections of this literature review the sociological and legislative implications of the phenomenon. First, we will look at the apparition of anglicisms in French in a few key periods.

A first wave of anglicisms can be observed during the 18th century with the Enlightenment movement. The French and English thinkers and intellectuals of the time were exchanging ideas and inspiring each other. Examples of this can be found in the 5th edition of the *Dictionnaire de l'Académie Française*, in the political and judicial fields, among others. Another acceleration of the borrowing process can be seen in the 19th century. The political movement happening in France at the time combined with the industrial revolution developed a breeding ground for linguistic evolution. England was a step ahead in the industrial revolution with the steam machine, French received a lot of vocabulary from it. The United Kingdom had also a great influence when it came to sports. English sports were imported to France and with that came a lot of new terms. e.g., *golf*, *derby*, *hockey*, *goal*, *pénalité* ‘penalty’ *marquer* ‘to score’, *record* ‘record’, *sprint*...

The 20th century is presented in the title of Pruvost chapter about it as “Two World Wars and the Triumph of Washington’s language”. After the war, the United States' soft power grew and took the form of a huge cultural influence. Through music, TV shows, cinema, and the development of the consumer society, the Anglophone culture seeped into all aspects of French society and continued throughout the century. Just in the music sphere, we can see the evolution of music through American anglicisms: e.g.: *jazz*, *blues*, *rock and roll*, *heavy metal* etc... As for today, we see

another level of this influence, with the use of *Californisms*. California and precisely Silicon Valley is a cradle for technological innovation. The technological revolution taking place today is not only revolutionising our way of living and interacting but also our languages. This technological revolution, like most revolutions, goes along a new set of realities and therefore a set of new words. Those new words have a lot of Greek and Latin roots (Pruvost, 2020, 285-286) (Neveux, 2020). We tend to associate the use of anglicisms today with new technology or youth slang, but as I will develop in the next section, they are a more global phenomenon that touches most topics of conversation (Saugera 2017).

2.2.2. French language policies

The French government carry a long history of language planning and policy starting even before the drafting of the French *Constitution* with the “*Ordonnance de Villers-Cotterêts*” ‘The Ordonnance de Villers-Cotterêts’ in 1539, favouring the King’s dialect over the other dialects and languages spoke at the time in France.

One of the most recent and influential of these policies is the *Loi Toubon* (1994) [France] as was its predecessor the 1975 *Bas-Lauriol* law. This French law regarding the French language and its use in public spaces tries to enforce the use of the national language every time it is possible, regulating this way the use of foreign words and anglicisms. Following this law, a list of existing French terms and neologisms was created to be used as alternatives to words borrowed from other languages. The definition of public space also includes media like the radio which has a quota obligation of transmitting 40% of francophone songs. However, this law is far from being applied today, will it be on television (Symons, nd) or in the corporate setting (Ohouens, 2020). In business, all contracts, rules, employment offers, and other legal or official documents are supposed to be written or translated into French. In order to assure that it is applied different commissions exists, such as : the *CSA - Conseil supérieur de l’audiovisuel, pour la communication audiovisuelle* – in charge of all audiovisual communications or the *DGCCRF - Direction générale de la concurrence, de la consommation et de la répression des fraudes* ‘General management of competition, consumption and fraud squad’ or the *ARPP - Autorité de régulation*

professionnelle de la publicité ‘authority of professional regulation of advertisement’ - in charge of advertisement.

Another example of this type of action is the *Conseil Supérieur de l’Audiovisuel* ‘Audiovisual Superior Council’ - CSA campaign for the defence and promotion of the French language. In 2021, the CSA became partner of the *Semaine de la langue française et de la francophonie* ‘Week of the French Language and Francophonie’ (CSA, 2021). For a week, the media were encouraged to promote the use and respect of French. Although they had already done multiple campaigns like in 2015 the campaign “*Dites le en Français*” ‘Say it in French’ was a set of videos broadcasted on French TV and radio. It included a video on the overuse of anglicisms: “*Stop aux anglicismes*” (FranceTV, 2015).

Similar campaigns take place in Quebec every year. However, not like in France, there is a need to protect the French Quebecois against anglicisms as Quebec is surrounded by English-speaking territory. Thanks to these strict language policies Quebec has managed to keep Quebecois alive. Another difference with the French situation is that their commission for new words is very reactive and their proposition of neologism is therefore implemented more easily. In Iceland, the same kind of institution exists. They are trying to preserve their language and to do so, their language institute introduces neologisms as soon as foreign words appear on their radar.

The French equivalent would be the *La délégation générale à la langue française et aux langues de France* (DGLFLF). It exists since 2001 but is in fact way older. In 1966, the Haut comité pour la défense et l’expansion de la langue française which was replaced in 1984, by two organisations : *le Commissariat général* and *le Comité consultatif* themselves replaced by the *le Conseil supérieur de la langue française et la délégation générale à la langue française* in 1993. This commission is in charge of the French linguistic politic of French and regional languages of France. Their missions include the respect of the *Toubon* law, organising the *semaine de la langue française et de la francophonie* and the French teaching programs. One mission it holds is the organisation of the *Commissions de terminologie et de néologie*, now called *Commission d’enrichissement de la langue française*. Those are commissions that have for mission to express recommendations for the uses of certain terms. They fix lists of

reference terms and suggest French equivalents for foreign terms (see examples in table 15).

Besides the laws and actions taken by the governments, an institution steps in as a figure of authority: *L'Académie Française* “The French Academy”. It was created in 1635 by King François I, to codify and standardize the French language. The lack of actual linguists in its rank shows just how limited are their statements. Nevertheless, for the public, it is the reference when it comes to linguistic questions.

The use of borrowings is condemned by the *Immortels* “Immortals” - the name given to the members of the Académie - for the sake of language purity and the preservation of French. Since 2011, they have been publishing on their website, a column named *Dire ou ne pas dire* ‘to say or not to say’. The column aim is to correct the *emplois fautifs* ‘misuses’, *extensions de sens abusives* ‘abusive stretching of meaning’, *les neologismes et anglicismes* ‘neologisms and anglicisms’ but they also have a section with *bonheurs et surprises* ‘joys and surprises’ and *bloc-notes* ‘opinion pieces’. In their columns, they alert on their overuses and present French equivalent to prevent the use of anglicisms. On a lighter funny note, since 1999, a French association called: *L'Académie de la Carpette Anglaise* ‘The English Doormat Academy’ awards a price for “civil and cultural indignity”³ to politicians, journalists, diplomats, businesses, or cities that use English borrowings abusively in public speeches, advertisements... In 2021, the price went to Gerard Darmanin, to put into use a new version of the French Identity card subtitled in English. In 2019, La *Banque Postale* received it for their mobile bank headline “*Ma French Bank*” (ALF, 2023 and DLF, 2022).

As for French politics today, Emmanuel Macron - the current president - uses a lot of anglicisms in his tweets or some of his speeches especially compared to the last generation of politicians like Mitterrand or Chirac who on the contrary tended to deplore the use of English lexeme (Ohouens, 2020).

³ « C'est un prix d'indignité civique décerné annuellement à un membre des élites françaises qui s'est particulièrement distingué par son acharnement à promouvoir la domination de l'anglo-américain en France et dans les institutions européennes au détriment de la langue française. Le prix de la Carpette anglaise distingue plus spécialement les déserteurs de la langue française qui ajoutent à leur incivisme linguistique un comportement de veule soumission aux diktats des puissances financières mondialisées, responsables de l'aplatissement des identités nationales, de la démocratie et des systèmes sociaux humanistes. » (DLF, 2022)

2.2.3. Sociolinguistics and perception of anglicisms

If you look for “*anglicisme*” on any search engine (Google, Bing, Safari, Ecosia...), the first articles that come up have catchy titles like: “*30 anglicismes employés (trop fréquemment) en français*” ‘30 anglicisms used (too frequently) in French’, “*Cinq anglicismes à bouter hors de France*” ‘5 anglicisms that needs to be kicked out of France’... ⁴

Language in France plays a crucial role in the building of the French identity, it is in Article 2 of the Constitution. France in its diversity is considered united in its language (Kostuik, 2018). In this era of globalisation, this vision is being challenged and languages are confronted with new realities, will they be cultural or new technological advances. Those new realities are associated with a need for new words to describe them. When they are associated with a culture in particular the native word is more easily imported into French; lots of new cooking terms from different cultures have been integrated into French in the last few years from Korea for instance, *e.g. wok, boba* (Kostuik, 2018; Julie Neveux). New words coming with changes are in the middle of the tension between old and new, the same and the other (Fagyal, Miller, 2003, 7). René Etiemble’s best-seller “*Parlez-vous franglais*” (1964) is the perfect example of this process. Etiemble spends 40 pages illustrating with anglicisms the loss of the French way of living due to the expansion of the American influence. Throughout the book, he uses terms including ‘colonised’ to qualify the influence of Anglophone cultures and the apparition of anglicisms.

This growing fear of French being replaced in the international scene is not new and foreign words have always had a bad press (Fagyal, Miller, 2003). An author called Henri Estienne in the 16th century was already deploring borrowings usage in French but at the time from Italian origins (BNF, 2023). The puritan ideology looks at the French language as an immortal and untouchable cornerstone of French identity and heritage. In the last chapter of his book, Jean Pruvost reflects on the future of French and anglicisms. He regrets the loss of clarity and precision caused by the English vocabulary because the French language’s lexeme is more precise than English which is

⁴ ‘30 anglicisms used (too frequently) in French’, ‘5 anglicisms that needs to be kicked out of France’

in part why it was for so long the language of international law (Pruvost, 2020). Despite his relative objectiveness, Jean Pruvost loves French as it is and especially how it was, he describes with melancholy the old French and the old borrowings that are acceptable, unlike the new ones. The older generation's vision of the Anglo-Saxon world: the author's grandmother's vision of "*ces monstère d'anglish*" is still present in this text. The rejection of anglicisms seems to be linked to their aspect: if some are qualified as having an '*aspect barbare*' (*eyeliner, happening*) some are more difficult to perceive as they sound and look entirely French (*officelement, iconique*). The phonetic and orthographic integration of anglicisms in the French system is a huge stake in this debate (Saugera 2017, 6).

Even if fiercely defended it will not change the fact that language is a natural living phenomenon predestined to evolve and interact with others. Today English influences many languages and French is no exception. Especially as the French glossary has been quite rigid for the last few centuries, the Puritan views on language evolution reduce the freedom of the speakers to play and enrich French.

English borrowings can be found everywhere in French, but some fields are more prone to anglicisms use than others. We can take the examples of technology, talked about before or the sports vocabulary (Bernard-Béziade 2012) but also fashion, politics, law, cinema, food, economics, and finance (Chesley, 2010). Another context that is said to have a lot of anglicisms is the business and corporate sphere. A lot of English terms from the business world are used all over the world and France is no exception, (Kostuik, 2018) the language of the economically dominant group being the predominant donor language (Chesley, 2010). The idea of a "start-up nation" and the success of "the American self-made man" is attractive both in politics and business. People use anglicisms in an effort to fit in the corporate world. The use of anglicisms in that context is often associated with an overlexicalization which results in a complexification of the discourse. The *Loi Toubon* is one of the means deployed to prevent to overuse of that kind of corporate language. For instance, in the workplace, in all job advertisements and announcements, the requirements and the information about the position need to be in French. In reality, this is not the case and position titles are often in English (Travail en cours, 2021) (Ohouens, 2020).

In an article called: *La valeur marchande des anglicismes* ‘the market value of anglicisms’, the authors question the value of anglicisms today (Fagyal, Miller, 2003). English borrowings’ apparition is linked to the spread of American capitalism and consumerism. The exchange of words goes with the exchange of ideas and culture and with American anglicisms comes American consumerism (Bourdieu’s theories used by Fagyal, Miller, 2003). The use of anglicisms gives the speaker a symbolic identity reflecting the different consumers wants. Etiemble sees anglicisms in advertisements as a corruptor of the French consumer (Etiemble, 1964, 297-305).

1. English is the language of mass culture, it is omnipresent in the media, especially in new social media on the internet. In the next section, I will develop how anglicisms are used in the media.

2.2.4. Anglicisms in media

The language in the media is vastly different from the language spoken in France in informal conversations. The register of the words is more formal and the words are used with precision.

Etiemble, in his controversial book, wrote an entire chapter on the “*presse, radio et télé atlantiques*” ‘press, radio and TV from the other side of the Atlantic Ocean’ (1964, 307-330). He admires the efforts of the Figaro to avoid using anglicisms while lambasting magazines especially the feminine press accusing them of blatantly playing the “*jeu de l’imperialisme américain*” ‘game of the American imperialism’ (1964, 314). To show the colonization of anglicisms he says that over the years he had collected tens of thousands of words or expressions and asked how many hundreds of thousands of monsters he would have encountered if he had more means (1964, 315).

There are only a few studies on the presence of anglicisms in the French written press. The one from Paula Chesley analyses the use of borrowings in different languages in a corpus from the journal *Le Monde* and did a counter study using *Le Figaro*. The anglicisms found in her corpus are different from the ones used in spoken French. For example, no Arabic borrowings were found in her corpus whereas in spoken French we can see a large number of them: e.g. *toubib*, ‘doctor’, *bled* ‘neck of the wood’ etc. (Chelsey, 2010, 16). In it, she explains that one of the reasons for this use

of anglicism more than borrowings in other languages could be the required bilingualism of the journalism field (Chelsey, 2010). Journalists indeed have to have strong competence in English as most news gets through in English today. However, another study from Cécile Planchon about bilingualism in Canadian French disproves that theory that in a bilingual context where the languages were competing, linguistic activism and ideologies took over and journalists tended to use less anglicisms (Planchon, 2017). Even if the linguistic situation of Canadian French is different from Metropolitan French as English is not competing directly with French, this study needs to be taken into consideration when we look at possible causes of the use of anglicisms in French media.

In a 2012 study on anglicisms in the French journalistic discourse, Mélanie Bernard-Béziade et Michaël Attali look at the Olympic games. Sport is an inherently anglophone theme as it developed first in English in England in the 18th century (Bernard-Béziade, 2012). They used the media coverage of the Olympic games in the journal *L'équipe*. This prevalence of anglicism in this special type of discourse can be explained by two factors, the bilingual context of the Olympic games and the necessity of anglicisms in the sports context for a good understanding of this particular field which is sports. In their corpus, they also found that some anglicisms were used with metalinguistic marks to accentuate the foreign status of the lexical item, and their non-canoncity and oral quality.

A study about the stylistic value of anglicisms in the feminine press shows the use of anglicisms in those magazines has a stylistic goal. The author quotes Hans Galinsky and his seven functions of anglicisms to analyse their use in her corpus. The stylistic phenomenon is expressed on different linguistic levels, especially phonetic and lexical. Their use also implies an act of interpretation or decoding that denotes previous intertextual knowledge to understand the context. That is the case for most specialised press (Grădinaru, 2018).

Dr. Mohamed Abdelbaki Ahmed Abdelsayed in his study analyses anglicisms present in three French journals and the internal structure of the English lexemes and the changes that took place during the borrowing process of those words on a syntactic, morphological, and semantic level. His study showed that in the French press today, English borrowings were in the majority respecting the morphological system of French

- suffixation, gender, and derivation of verbs.... Anglicisms accept new meanings in the recipient language showing that they adapted to the new linguistic climate, they are employed in most domains of life (Mohamed Abdelbaki Ahmed Abdelsayed, 2017).

The one research article I could find on anglicism on TV is from Muriel Symons, a Study of anglicisms on French TV. This article follows the thesis she wrote at the end of the 20th century about that (Symons, nd). Her theory was that translated programs included more anglicism than non-translated programs. However, this statement was disproven and the news broadcast even used slightly more anglicisms than the translated American one. In this article, she also reports that since Etiemble (1964) the long-lasting debate around the use of anglicisms has not been studied in the media. About *Loi Toubon* and its application on TV, she affirms that it is not taken into consideration by translators or voice actors of American TV shows nor by the journalists of TV broadcasts (Symons, nd). In her conclusion, she proposes that the target audience, the type of channel of communication or the type of programs might have more influence on the frequency of anglicisms.

2.3. Conclusion

This literature review has covered the different typologies used for research on borrowings and the different characteristics Anglicisms have in French.

In addition, the literature review covered the sociolinguistics background of anglicisms in French and the specificities of their uses in media. We need to not forget that to create new words, borrowings have been used in French since its early days. In the 15th and 16th centuries, the French language was enriched by numerous Latin adaptations and borrowings of numerous Italian words. The growing influence of the anglophone world, particularly from the United States, accelerated after the Second World War, facilitating the spread of its linguistic features. The Puritan views on the French language are a product of the rigidity of institutions like the *Académie Française* and the pedagogical system in place. These views are limiting French *rayonnement*, evolution and threatening its strategic position in the international debate. For that reason, the French language's main threat is not anglicisms but the French people's incapacity to let it evolve. The possibility of the decline of the French language is

especially unfounded when we look at the number concerning Francophonie today which is spoken in 106 countries. The linguist Henriette Walter reassures that French syntax and phonology are rarely impacted by the English language (cited by Ohouens, 2020, 16).

As we saw there are a lot of different types of borrowings, that can take different forms and be integrated into the receiving language in different proportions. The degree of penetration in the language is reflected by the variations in its orthography and pronunciation. This integrated quality of the borrowing is not reflective of its penetration in the usage (Deroy, 1956). Only time will tell us if those borrowings stay in the French glossary, or if they were just words corresponding to the reality of our time. They should not be feared as most anglicisms are used only for some time. We can take for instance the word ‘computer’ which was used in the 1960s before *ordinateur* appeared, same with the word ‘spleen’ replaced today by the words *cafard* or *déprime*. They appear in waves and disappear just the same way and the one that is necessary stays (Saugera 2017, 10).

We saw in this review that anglicisms whether they are accepted or not, are in fact present in the French vocabulary. They take multiple forms and can be accepted in various degrees depending on the type and the field. There is a lot of debate around their presence but nothing about how many they are and what is their actual percentage in speech. Especially in the media, there have been little to no studies on French television and none on YouTube or audiovisual media for young people. Etienne’s number being everything except precise, this is what this study looks at today (1964, 315).

The next section outlines the methodology of this research paper with the research questions and hypothesis.

3. The present study

The present study aims to investigate the uses of anglicisms in Metropolitan French media, comparing traditional media uses - taking the example of television, to new social media represented by YouTube.

This study will focus on anglicisms in Metropolitan French and not in other francophone countries, a study in Belgium, Luxembourg or especially in Quebecois French would have a different outcome. The uses in Metropolitan French are already quite broad when it comes to variation therefore the integration in one study of other geographical variations is not possible.

3.1. Research questions and hypotheses

With this aim in mind, I seek to explore the following research questions:

Research Question 1: Are there different rates of use of anglicisms depending on the media type in France?

Hypothesis 1: I anticipate that youth-directed media might use more anglicisms than traditional media, given that prescriptive norms towards innovative forms tend to hold more in more formal contexts.

Research Question 2: Is there an effect of the type of context (i.e., more international versus more local topics) on the rate of use of anglicisms in French media?

Hypothesis 2: Chesley (2010) reported that in restricted contexts, anglicisms are more present compared to unrestricted contexts, I expect therefore to find more anglicisms in restricted extracts of French media (i.e., foreign policies, culture, etc...).

Research Question 3: Do speakers in different types of French media use more anglicisms when talking or discussing certain topics where neologisms emerge (e.g., finance, new technologies, business, fashion, sports)?

Hypothesis 3: New words or neologisms correlate with certain fields or topics (e.g., finance, new technologies) and emerge as a need to name new items or concepts that are

imported from other cultures, with English-speaking cultures being dominant currently. As a result, more anglicisms are expected in these topics or fields (finance, new technologies, business, fashion, sports, etc.) than in others, such as education, history, etc. Thus, more anglicisms are expected in French media when speakers are talking or discussing such topics.

3.2. Corpus

In this minor master thesis, I analysed a corpus of videos from two French media platforms. To represent the traditional media, I chose the television with programs from the channel *TF1* (*Télévision Française 1*) and for the new social media I chose the YouTube platform.

Those two platforms were chosen because they are directed towards different audiences: the television's target audience is older - mean age of 56 - whereas YouTube is a new social media platform followed by a younger audience. To compare those media with two different audiences and concepts, the format difference needed to be taken into consideration. Unlike TV programmes, YouTube videos are relatively shorter, between fifteen and twenty minutes. The reason there are more YouTube videos is to make up for the length difference in the format of the two media.

The corpus is further divided into two types of content covered: in the first part, we looked at daily news broadcasts with *Le20H* from the television channel *TF1* and *Les Actus du Jour* on *HugoDecrypte's* YouTube channel. In the second part, we looked at teleshopping, with the *TF1* morning program *Téléshopping* and an array of YouTube videos that review seen-on-TV products.

3.2.2. News Broadcasts

The content of the two news broadcasts chosen for the sample is directed to different target audiences, the one on YouTube is aimed at a younger audience while the one on television is aimed at an older audience. Thus, the use of anglicisms is expected to occur in different proportions, with different kinds of loan words, and in different contexts. The *20H* lasts between 35 and 45 minutes and is broadcast every day.

HugoDecrypte's daily news lasts between 9 to 15 minutes from Monday to Friday.

Les actus du jour 'The news of the day' is produced by Hugo Travers, also known as *HugoDecrypte* 'Hugo decrypts' on his YouTube channel. His content was chosen for his new vision of the news broadcast designed for a younger generation. He is said to have reinvented news coverage for young people (Lanez, 2019), especially since the pandemic, as he has been posting daily videos at 9 p.m. In these videos, he presents the daily news. He is present on most social media platforms: YouTube, Instagram, Twitter, Facebook, TikTok, podcast platforms and Twitch - in which he does live broadcasts of debates as made on television channels for special events like the elections. He obtains 300K views per video and is followed by 1.73M people. In 2019 63% of his audience on Instagram were 25 or under (« 63 % de ses auditeurs ont moins de 25 ans »; Lanez, É., 2019). To compare his new vision of media coverage, I chose "*Le20H*" (8'Oclock), presented by Julien Arnaud and produced by *TF1* (*Télévision Française 1* – 'French Television 1'), both are everyday non-specialised general news coverage media. This news bulletin is on air at around 8 pm every day and has a daily mean of 6,5 million viewers of an age mean of 56 years old (TF1, 2020).

The programs I will analyse for the *20H* are from the 16th of May, the 17th of May, the 20th of June, and the 22nd of June of 2023. The videos from the *20H* are no longer available on their website as they are erased every other week, but they were downloaded and saved on a computer for the completion of this project. The *Actu du jour* videos on the other hand are available on YouTube, the links to the video analysed in this thesis can be found in annexes 1 and 2. The videos analysed in this study are from the 16th, 17th, 15th, 23rd, 26th of May and the 13th, 14th, 22nd, 23rd, 28th, 19th and 1st of June 2023.

3.2.3. Teleshopping

Télésopping is a morning programme on the channel *TF1* broadcasted at 8:10 am from Monday to Saturday. It is forty-five minutes long and presented by Marie-Ange Nardi and Alexandre Devoise.

To compare those extracts I looked at testing videos of as-seen-on television or teleshopping products from different YouTube channels.

The products presented in both shows are the same type of products. The two corpora both present and explain how the products being reviewed work. The marketing speech is centred around the names of the products and how the presenters or YouTubers react to them. The reactions are where the differences between the two lie; in *Teleshopping* they are trying to sell the products and on YouTube, they react to entertain the viewers and try giving a real review of the products. For the TV program *Télésopping*, I chose three episodes from the 19th, 23rd and 24th of May 2023.

Concerning YouTube, to match the length of the teleshopping corpus, eight videos were analysed. The first three videos I looked at were posted on the YouTube channel *VodKProd*, by Valentin Palun, a French YouTuber. Then there was one video from *Amixem*'s YouTube channel created in 2012 by Maxime Chabroud. The next set is two videos from *Fastgoodcuisine*, a YouTube channel created by Charles Gilles-Compagnon in 2012. The last set of videos I looked at is from two different YouTube channels: one specialised in sports *TiboInShape* and the second *Anthonin* a lifestyle and makeup channel.

The table below summarizes all of the videos analysed with their dates of publication and their length.

Table 1: Information on the videos in the corpus

Video number	Video title	Date	Length in minutes
V1	<i>20H</i>	16 May 2023	36
V2	<i>Téléshopping</i>	18 May 2023	44
V3	<i>YouTube – On teste les produits de téléachats 1</i>	23 Octobre 2018	13
V4	<i>YouTube – On teste les produits de téléachats 2</i>	4 January 2019	10
V5	<i>YouTube – On teste les produits de téléachats 3</i>	6 th August 2019	15
V6	<i>YouTube – Actu du Jour</i>	16 May 2023	10
V7	<i>YouTube – Actu du Jour</i>	17 May 2023	10
V8	<i>YouTube – Actu du Jour</i>	15 May 2023	10
V9	<i>YouTube – Actu du Jour</i>	23 May 2023	10
V10	<i>YouTube – Les pires objets de téléachats V4</i>	27 January 2019	10
V11	<i>Téléshopping</i>	19 May 2023	45
V12	<i>YouTube – Actu du jour</i>	26 May 2023	10
V13	<i>YouTube – Actu du jour</i>	13 June 2023	10
V14	<i>YouTube – Actu du jour</i>	14 June 2023	10
V 15	<i>20H</i>	17 May 2023	35
V 16	<i>20H</i>	20 June 2023	38
V17	<i>Les pires produits de téléachat (grosse arnaque) V5</i>	1 March 2019	9
V18	<i>Les pires produits de téléachat #2 (feat. Myriamanhattan) V6</i>	3 March 2019	13
V19	<i>YouTube Actu du Jour</i>	22 June 2023	10
V20	<i>YouTube Actu du jour</i>	23 June 2023	11
V21	<i>YouTube Actu du jour</i>	28 June 2023	11

V22	<i>YouTube les pires objets de téléachat !!</i> V7	16 March 2017	10
V23	<i>YouTube TEST DE PRODUITS « VU À LA TV »</i> V8	26 May 2017	9
V24	<i>20H</i>	22 June 2023	35
V25	<i>YouTube Actu du jour</i>	19 June 2023	11
V26	<i>YouTube Actu du jour</i>	1 June 2023	11
V27	<i>YouTube Actu du jour</i>	5 May 2023	11

Further, in the following table, the length for each of the corpora is summarized.

Table 2: The four video corpora and their length

Corpus	Video number	Length
<i>20H</i>	V1 V15 V16 V24	144
<i>Actu du Jour</i>	V6 V7 V8 V9 V12 V13 V14 V19 V20 V21 V25 V26 V27	145
<i>Téléshopping</i>	V2 V11	89
YouTube	V3 V4 V5 V10 V17 V18 V 22 V23	89

3.3. Coding scheme

In each video, the anglicisms were isolated and around 1053 anglicisms were entered into an Excel coding sheet. They were coded for several variables of interest for this research project.

The anglicisms were included in their singular form when they were nouns, in the singular and masculine form when they were adjectives, and in their infinitive form when they were verbs. Relevant information was included for record-keeping, such as the video number where the anglicism appeared (1 to 27).

For each token, several variables were coded, including media type (traditional, or TV, vs. new media or YouTube), the name of the corpus (20HR, HD, TV, or YT), topic (promotional material, justice, marketing, politics, climate, society, sports, technology, economy, or hybrid, for cases where the anglicism referred to more than one topic), context (cf. Chelsea 2010: restricted, when referring to anglophone or international contexts, vs unrestricted, other contexts), their grammatical category (N. for nouns, V. for verbs, Adj. for adjectives, Adv. for adverbs, N.P. for proper nouns, interjection, and expression) and their grammatical genre (M for masculine and F for feminine and O for genderless tokens like verbs, adverbs, adjectives, expression, interjection, and some proper nouns).

The variable Topic had 10 levels and deserves further explanation. Since the topics can be cumulative when an anglicism referred to more than one topic (up to three topics at the same time in this data) it was coded as “hybrid”.

The topic ‘society’ refers to all things related to societal issues and miscellaneous information. The topic ‘climate’ refers to weather, climate change etc. The topic ‘money’ refers to crisis, purchasing power, cost of living etc. The topic ‘justice’ refers to law enforcement, criminality, the judicial system etc. The topic ‘politics’ refers to policies, government, politics etc. The topic ‘sports’ refers to sports events and physical activity. The topic ‘technology’ refers to all the clips about technological advancements, and debates around technology and its uses. The topic ‘marketing’ is used mostly with teleshopping and YouTube when the speakers or presenting or talking about a product. The topic ‘promotion’ refers to the clips of videos, often at the beginning or the end,

when most YouTubers have a sort of introduction or end of their videos where they generally talk about their channel or what they do. This also includes moments in the middle of videos where they are promoting their channels and social media.

For qualitative analyses of the data, the presence of each anglicism in different French dictionaries was recorded. The dictionaries examined were *Le Robert*, *Le Larousse*, *lalanguefrancaise.fr* and the *Dictionnaire de l'Académie Française*. I coded them as 'ROB' for the Robert, 'LAR' for the Larousse, 'LLF' for *La langue Française* and 'AFR' for the *Dictionnaire de l'Académie Française*. Each dictionary is represented by one column and coded with the one-hot encoding technique again to facilitate the analysis: 1 if they are present in the dictionary and 0 if they are not.

To better understand the coding scheme, I will present in the next paragraph an example of the coding use for the anglicism "timing". (token 526)

In this example taken from video 14, the segment of this *HugoDecrypte* news talks about new laws about facial recognition in the context of a criminal investigation. The token "timing" is coded as NEW media, corpus HD, video 14, grammatical category 'N' (noun), gender 'M' (masculine), the topic is coded as 'hybrid' in the second coding sheet, present here in the topics 'technology' and 'politics' and for the context its 'U' (unrestricted). The last columns about its presence in dictionaries it is coded as '1' (present) in ROB (*Le Robert*), LAR (*Le Larousse*), LLF (*La langue Française*) and '0' (not present) in AFR (*le Dictionnaire de l'Académie Française*).

Table 3: Example of the first coding sheet line 526

Token	Media	Corpus	video	Gram	gender	society	climate	money	Justice	politics	sport	technology	marketing	promo	R	U	context	ROB	LAR	LLF	AFR
timing	NEW	HD	14	N	M	0	0	0	0	1	0	1	0	0	0	1	U	1	1	1	0

The table below describes the first coding sheet used, with the variables and their descriptions, type and scale.

Table 4: Description of the variables of the first coding sheet

Variables	Description	Type	Scale
Column Token	The token of anglicism collected	Nominal	Identification of the anglicism
Media	The type of media the token was collected from either traditional (TV) or new (YouTube)	Categorical nominal	TRAD or NEW
Corpus	The corpus the token was collected from: The <i>20H</i> , <i>HugoDecrypte</i> 's video, <i>Téléshopping</i> or YouTube videos	Categorical nominal	20H, HD, TV or YT
Video	The number of the video it was taken from	Categoric ordinal	1 – 27
Grammatical category	The grammatical category of token	Categoric nominal	Adjective (Adj), adverb (Adv), verb (V), noun (N), proper noun (NP), interjection (interjection) or expression (expression)
Gender	The grammatical gender of the token in French	Categorical nominal	Feminine (F), Masculine (M) or neutral (O)
Name	Is it a product or company name	Categorical nominal	One-hot: 1 or 0
Topic	List of the topic of the extract the anglicism is part of	List of categorical nominals	9 different: Society, Climate, Money, Justice, Politics, Sports, Technology, Marketing, Promotion
Society	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Climate	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Money	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Justice	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Politics	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Sports	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Technology	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
Marketing	Topic of the extract the anglicism is part of	Categorical ordinal	One-hot: 1 or 0
Promotion	Topic of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0

Context	Restricted or Unrestricted	Categorical	R or U
R	Restricted context of the extract the token is part of	Categorical ordinal	One-hot: 1 or 0
ROB	Presence or not of the anglicism in the dictionary <i>Le Robert</i>	Categorical ordinal	One-hot: 1 or 0
LAR	Presence or not of the anglicism in the dictionary <i>Le Larousse</i>	Categorical ordinal	One-hot: 1 or 0
LLF	Presence or not of the anglicism in the online dictionary <i>La Langue Française</i>	Categorical ordinal	One-hot: 1 or 0
AFR	Presence or not of the anglicism in the online dictionary of the <i>Académie Française</i>	Categorical ordinal	One-hot: 1 or 0

For the statistical analysis, a second coding sheet was created with some of the information present in the first sheet. It was used to conduct a series of ANOVAs. This one included the number of anglicisms and the duration of the news extracts, which were used to calculate the percentage of anglicisms in each extract. Additionally, their topic and context, as well as the corpus they appeared in, were included in this spreadsheet.

The formula used to calculate the percentage of anglicisms in each extract is:

$$\text{Number of anglicisms} / (\text{length of the extract} * \text{number of words per minute})$$

Here is the second descriptive table corresponding to the second coding sheet.

Table 5: Description of the variables of the second coding sheet

Variable	Description	Type	Scale
Segment	The number of the segment	Categoric	Number of the video and number of the segment e.g. 12.8
Temps	Length of the segment of the extract in minutes	Numeric continuous	0,03 – 7,90

Nbr of A	Number of anglicisms in the extract	Numeric continuous	0 - 43
% A	Percentage of anglicisms in the extract	Numeric continuous	0 – 1
U	Unrestricted context of the segment	Categorical ordinal	One-hot: 1 or 0
R	Restricted context of the segment	Categorical ordinal	One-hot: 1 or 0
Society	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Climate	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Money	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Justice	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Politics	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Sports	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Technology	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Marketing	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Promo	Topic of the segment	Categorical ordinal	One-hot: 1 or 0
Media	Media type of the extract	Categorical nominal	New or Trad
Corpus	Corpus of the extract	Categorical nominal	20H, HD, TV or YT
Topic	Topic of the segment	Categorical nominal	The topic in question or if multiple ‘hybrid’

In the precedent coding sheet, the number of words spoken per minute was needed. To calculate it a random twenty-minute extract of each of the four corpora was transcribed using an AI (Artificial Intelligence) on the website freesubtitles.ai. To count the number of words in them and find the mean number of words per minute spoken for each corpus this formula was used:

$$\text{Nbr of words found in the extract} / \text{nbr of minutes in the extract}$$

A twenty-minute extract taken in the middle of the broadcast from the 20H of the 16th of May 2023 was transcribed. In this twenty-minute extract, the speakers spoke 3318 words which means they spoke 165,9 words per minute.

The two 10-minute extracts from *HugoDecrypte* were from the 14th of June and from the 22nd of June 2023. In this twenty-minute extract, the speakers in *Hugo Decrypte* 's video spoke 5048 words, which shows they spoke 252,4 words per minute.

The twenty-minute random extract from *Télésopping* was from the 19th of May 2023. In this twenty-minute extract, the speakers spoke 3797 words, meaning they spoke around 189,85 words per minute.

The extracts from the YouTube corpus were videos number 4 and 23, each being around 10 minutes. In this twenty-minute extract, the speakers spoke 4781 words. The number of words per minute in this corpus is therefore 239,05 words per minute.

Table 6: The number of words spoken per minute for each corpus

Corpus	Number of words per minute
<i>20H</i>	165,9 w/minute
<i>HugoDecrypte</i>	252,4 w/minute
<i>Télésopping</i>	189,85 w/minute
YouTube videos	239,05 w/minute

We can see that on television the number of words per minute is lower than on YouTube.

3.4. Choice of anglicisms

The inclusion of tokens for analysis was based on strict criteria:

- a) Their etymology had to be attested to the English language, these etymologies were found on the websites of the *Centre National de Ressources Textuelles et Linguistique (CNRTL)* and *Analyse et Traitement Informatique de la Langue Française (ATILF)* in *Le Trésor de la Langue Française informatisé (TLFi)* and in *La Langue Française*, an online dictionary.

They had to be attested in French after the 18th century. Words like *officiel* ‘official’ or *mangrove* ‘mangrove’ were not included, the two borrowings dating respectively from the 16th and the 17th century. In this list, *obsolescence* attested from 1828, was the oldest borrowing.

b) Semantic considerations were also taken into account. Here are a few examples. Some words depending on their definition can have different etymologies. This is the case for the term “studio”, if it represents a creation space has Italian origins, whereas if it represents an apartment it is coined in the English language. Some denominations were coined by Anglophone scientists and therefore those meanings were attested first in English, such as the word *énergie* not counted as it can be considered an anglicism only when it is used in the physics context like ‘mechanical energy’ or ‘potential energy’. The word *marque* meaning ‘brand’ is not an anglicism but *marquer*, the verb used in the sports context use to mean ‘to mark’ is an anglicism. The term *Magnat* comes from the Latin *Magnus* meaning ‘big’ and is used in the Polish administration. However, if it refers in a capitalism context to an industrialist, a manufacturer, or a financier it was borrowed from American English. (1884).

Other semantic considerations include the word *jacuzzi* considered an anglicism as it comes from the United-States, the inventor of the jacuzzi being American but originally from Italy. The letters S, M and XXL were coded as anglicisms because in this context they were representing the sizes acronyms ‘Small’, ‘Medium’ and ‘Extra extra large’. The acronym *FAQ* ‘FAQ’ comes from the English acronym ‘frequently asked questions’ that were copied and translated roughly as *foire aux questions* ‘questions fair’. The obvious ‘calques’ such as, “*jeux-vidéo*, ‘video game’, *IA* ‘AI’, *boite de nuit*, ‘nightclub’, etc. were included for analysis.

3.5. Results

The coded data on Excel were imported to Jamovi (Jamovi, 2023), a free and open-source graphical user interface for the R software (R Core Team, 2021). In this section, I present descriptive statistics, inferential statistics, and qualitative considerations.

3.5.1. Descriptive statistics

In the 467 minutes of recordings - 8 hours and 18 minutes of videos - 1059 anglicisms were found. The following tables indicate the frequency by media (see table 7) and by corpus (see table 8).

Table 7: Frequency table of the anglicisms per media

Media	Counts	% of Total	Cumulative %
NEW	762	72.0 %	72.0 %
TRAD	297	28.0 %	100.0 %

Table 8: The frequency of anglicisms in each corpus

Corpus	Counts	% of Total	Cumulative %
20H	158	14.9 %	14.9 %
HD	378	35.7 %	50.6 %
TV	139	13.1 %	63.7 %
YT	384	36.3 %	100.0 %

The two tables above show the number of anglicisms in each corpus and for each media type. As can be seen in the media table, the YouTube corpus contains 762 anglicisms, way more than the TV corpus which contains 297. For the different corpus, 20H incorporates 158, HD 378, *Teleshopping* 139 and YouTube 384. To compare the four corpora, we need to take into account that the News broadcast corpora are longer

(144 and 145 minutes) than the Teleshopping corpus (89 minutes). To do so, we can use the percentage of anglicisms per minute or the total percentage of anglicisms. Here is the formula for the percentage of anglicisms.

(Number of anglicisms * 100) / (length of the extract * number of words per minute)

In the table below, the percentage of anglicisms per minute is 1.04 per minute in *HugoDecrypte*, 0.65 for 20H, 0.82 for TV and 1,8 for YouTube. The total percentage of anglicisms in the whole corpus is 1.07% and the anglicisms per minute for the whole recording time is 2.267.

There is a numeric difference between the two media: YouTube uses more anglicisms than television.

Table 9: Percentage of anglicisms present in the extracts

Media	Total Time	Total A	A/min	Total Words	A%
HD	144	378	2.625	36345,6	1,04001585
20H	145	158	1.089	24055,5	0,65681445
TV	89	139	1.562	16896,65	0,82264828
YT	89	384	4.315	21275,45	1,80489719

The grammar categories of the anglicism were also coded for and summarized in the following table:

Table 10: Frequencies of the grammatical categories*

grammatical category	Counts	% of Total	Cumulative %
Adj	60	5.7 %	5.7 %
Adv	2	0.2 %	5.9 %
Interjection	22	2.1 %	7.9 %
N	551	52.0 %	60.0 %
NP	346	32.7 %	92.6 %
V	76	7.2 %	99.8 %

grammatical category	Counts	% of Total	Cumulative %
expression	2	0.2 %	100.0 %

From this table above with just the grammatical categories, we can see a clear distinction between the (7) different grammatical categories of borrowings. Nouns represent 52 % of the anglicisms. Further examination included the grammatical categories by corpora.

Table 11: Frequency of the grammatical categories split by corpora

grammatical category	corpus	Counts	% of Total	Cumulative %
Adj	20H	17	1.6 %	1.6 %
	HD	12	1.1 %	2.7 %
	TV	11	1.0 %	3.8 %
	YT	20	1.9 %	5.7 %
Adv	20H	0	0.0 %	5.7 %
	HD	0	0.0 %	5.7 %
	TV	0	0.0 %	5.7 %
	YT	2	0.2 %	5.9 %
Interjection	20H	2	0.2 %	6.0 %
	HD	0	0.0 %	6.0 %
	TV	0	0.0 %	6.0 %
	YT	20	1.9 %	7.9 %
N	20H	123	11.6 %	19.5 %
	HD	220	20.8 %	40.3 %
	TV	26	2.5 %	42.8 %
	YT	182	17.2 %	60.0 %
NP	20H	7	0.7 %	60.6 %
	HD	132	12.5 %	73.1 %
	TV	94	8.9 %	82.0 %
	YT	113	10.7 %	92.6 %
V	20H	9	0.8 %	93.5 %
	HD	14	1.3 %	94.8 %
	TV	8	0.8 %	95.6 %
	YT	45	4.2 %	99.8 %

grammatical category	corpus	Counts	% of Total	Cumulative %
expression	20H	0	0.0 %	99.8 %
	HD	0	0.0 %	99.8 %
	TV	0	0.0 %	99.8 %
	YT	2	0.2 %	100.0 %

Of the 60 adjectives found: 17 are in the 20H, 12 are in *HugoDecrypte*, 11 in *Télésshopping* and 20 tokens are in the YouTube corpus. In NEW media, 59 verb tokens were found, way more verbs than in traditional media where 17 were found. There are 45 in the YouTube corpus also more than in *HugoDecrypte* which contains only 14 verbs. Of the 22 interjections that were found, 20 are on YouTube and two of them are on the 20H used in interviews or as part of reportages. The only two expressions and the only two adverbs are in the YouTube corpus. The gender of anglicisms is summarized in Table 12.

Table 12: Frequency of the gender of anglicisms

genre	Counts	% of Total	Cumulative %
F	208	19.6 %	19.6 %
M	532	50.2 %	69.9 %
O	319	30.1 %	100.0 %

For the grammatical gender of the anglicisms, in the data set, 319 tokens did not have a gender, 208 were feminine and 532 were masculine. This proportion of masculine tokens is coherent with previous research. Next, we explore the distribution of gender of the anglicism across corpora:

Table 13: Frequency of the gender of anglicisms split by corpus

corpus	genre	Counts	% of Total	Cumulative %
20H	F	21	2.0 %	2.0 %
	M	105	10.0 %	12.0 %
	O	32	3.0 %	15.0 %
HD	F	108	10.3 %	25.3 %
	M	142	13.5 %	38.8 %
	O	128	12.2 %	51.0 %
TV	F	0	0.0 %	51.0 %
	M	110	10.5 %	61.4 %
	O	26	2.5 %	63.9 %
YT	F	78	7.4 %	71.3 %
	M	175	16.6 %	87.9 %
	O	127	12.1 %	100.0 %

For the differences between the corpora, in the *20H* there are 32 tokens did not have a gender, 21 were feminine and 105 were masculine. In *HugoDecrypte* 128 tokens did not have a gender, 108 were feminine and 142 were masculine. In *Téléshopping*, 28 tokens did not have a gender, 1 was feminine and 110 were masculine. In the YouTube corpus, 131 tokens did not have a gender, 78 were feminine and 175 were masculine.

Lastly, the presence of anglicisms in the different dictionaries was also explored. A table was created removing the words in multiple examples, as well as proper nouns and all the words that could not be looked for in a dictionary. This table included 267 tokens. The tables below show the number of definitions of anglicisms in my corpus that were found in each dictionary.

Table 14: Presence in the dictionaries

	<i>Robert</i>	<i>Larousse</i>	<i>LaLangueFrançaise</i>	<i>Académie Française</i>
0	59	62	37	163

1	208	205	230	104
% in the dico	77.9%	76.8%	86.1%	39.0%

For the *Robert* 208 entries were found (59 missing) and 205 entries for the *Larousse* (62 missing). For the web dictionary *Lalanguefrancaise.fr*, 230 entries were found out of the 267 (excluding 37 tokens). Finally, for the dictionary of the *Académie Française* 104 entries of the corpus anglicisms were found and 163 words were not but a few were in the column ‘to say or not to say’.

In this second part, we will use inferential statistics. The second data sheet was used to conduct ANOVAs on the three variables: topic, context, and corpus.

3.5.2. Inferential statistics

The effects of topic, context, and media were examined through separate ANOVAs with the percentage of anglicisms as the dependent variable, given the collinearity that existed among the variables.

The ANOVA revealed that topics (Society, climate, money, justice, politics, sport, techno, marketing, hybrid, and promo), had an effect on the percentage of Anglicisms used, $F(9) = 10.2$, $p < .001$, $\eta^2p = 0.299$. Bonferroni post hoc tests revealed that anglicisms were used significantly more when talking about promotional material than when talking about justice, marketing, politics climate, hybrid topics, and society ($p < .05$). However, the frequency of anglicisms used was similar when talking about promotions and sports, technology, or money ($p > .05$). Lastly, there were no differences in the use of anglicisms when talking about all the other topics ($p > .05$).

A separate ANOVA revealed no effect of Context (restricted, unrestricted) on the frequency of anglicisms, $F(1) = 0.790$, $p = 0.375$, $\eta^2p = 0.004$.

Lastly, the ANOVA to explore the effect of Media (20HR, TV, HD, YT) indicated that there was an effect on the use of anglicisms, $F(3) = 4.20$, $p = .006$, $\eta^2p = 0.054$. Bonferroni post hoc tests revealed that anglicisms were significantly more frequent in YouTube than in 20H ($p < .05$) but no other contrasts were significant ($p > .05$).

3.5.3. Qualitative Observations

In this last part of the results section, qualitative observations were made on the findings.

First, I found that anglicisms were used as a mark of orality or informal language. In the 20H and *HugoDecrypte*, the speaker uses a more formal language, in the news broadcast the tone is more serious. In the corpus, there are a few extracts of interviews or videos of events, in those you have examples of speech that would be closer to everyday more familiar speech. We can see with the categories of anglicisms used in each corpus, that the two expressions are in the YouTube one: “A few minutes later” (a reference to SpongeBob Squarepants) and, “not bad”. There are also some interjections: *OK, OMG, WTF, damn, yes, hello, bye etc.* Out of those 22 interjection tokens, only 2 are not in the YouTube corpus and were in video extracts used by the 20H.

Another example of this orality is in the register of the anglicisms. The verb *shooter* ‘to shoot’ would not be used in media but it is found in a quote from a police officer in video number 21, the *Actu du jour* of the 28th of June “*shoote-le*” ‘shoot him’. In the 20H news coverage of a hurricane, the word “*stress*” is used in a video sent to them of the event. Even if the corpus is not written press, we can see in some cases a sort of distinction between French words and anglicisms or English words. To mark the speech terms or phrases as foreign, different linguistic tactics are used: the use of quotation marks, a change of tone, a pause etc. The more recent or foreign they look the more we can see a demarcation. Another way of marking the use of an anglicism can be to repeat the phrase with the extract translated into French. The YouTubers Hugo Travers and Antonin in their videos do so. In the video number 14, Hugo Travers repeats the translation of the word “*timing*”, “*calendrier*”: “*Question du timing enfin même parlons français du calendrier de cette proposition*” . He then goes on and do the same for the German word *doppelganger* ‘lookalike’: “ “Doppelganger”, un mot qui veut dire “sosie” en français.” ‘Doppelganger, a word that means look-alike in French’ (*Actu du jour*, 14th of June). The same thing happens in the video 19, “*passkey ou clefs d’accès en français.* ” ‘Passkey or passkey in French’ (*Actu du jour*, n°19). Anthonin in the video 23, use the same process “*AngryMama, ça veut dire maman énervée.*”

‘AngryMama, which means angry mom’ (Anthonin, n°23) and a second time in the same video: “*Et nous avons ce produit showerwow, traduction douche woaw*” ‘and we have this product showerwow, translated to shower wow’. In a different way, in *Téléshopping*, the TV presenter says: “*sol easy le nettoyage comme son nom l’indique facile*” ‘sol easy cleaning as the name indicates easy’. (*Téléshopping* n°2) Some terms directly from Anglophone culture are pronounced or even translated in French. Proper nouns like ‘Westminster Abbey’ and ‘St. Edward’ became “*l’abbaye de Westminster*” and “*St Edouard*” instead of Edward (*Actu du jour*, n°27). The name of the English radio *Radio4* is pronounced *Radio Quatre*. This French pronunciation and interpretation of those terms is quite intriguing.

Another interesting point is how names of products, brands, organisations etc. are often formed with English words. In *Téléshopping* videos, those English-based product names were found:

Greensvelte, legfit, artic power, infinity cook platinum, soleasy, turbo scrub, air cooler, artic cube, scratch remover, fast heater, flawlessbrows, finishing touch, sauna pant, wearable towel, tiddy bear, flowbee, uroclub, comfort wipe, confortfresh slippers, power 500, minute spray, dream care, soft gel, grease patrouille, écolids, steamgliss, glowday, minci stick, EMS spart fitness, perfect pincer, hurricane spin duster, easy cracker, express potato, minute cooker, AngryMama, skinny instant lift, bootypop, shakeweight, freeflexor, AB circle, speed mobile, AB hancer, red exerciser, cardio cruiser, sauna suit, showerwow.

The names are formed either entirely of English words: *Glowday, red exerciser, legfit wearable towel, shakeweight, etc.* Or they can be formed with a mix of English and French: *Soleasy* ‘easy floor’, *grease patrouille* ‘grease patrol’, *écolids* ‘ecological lids’, *minci stick* ‘slimming stick’, etc. Another way of forming names can be using part of an English word or by deriving a word like it was English using English prefixes and suffixes: *Saunaman*. Even when the YouTubers are making fun of *Téléshopping* and inventing fake product names, they use English segments. Anthonin to make fun of TV shopping filmed a commercial parody of a product named “*tomato*” and presented a ketchup bottle as a losing weight cream (Anthonin, n°23). In another YouTube video, they make fun of the product “*saunapant*” by inventing a superhero named “*saunaman*”

(n°5). *Téléshopping* itself is formed of two anglicisms: ‘*television*’ and ‘*shopping*’. The name of Charles Gilles-Compagnon and Thibaud Delapart’s YouTube channels are *FastGoodCuisine* and *TiboInShape* another YouTube channel mentioned in one of the videos is named *Underscore* and a group of YouTubers in France named their organisation and filming building *la Redbox* ‘the Red Box’. Other nouns formed that way, we can cite *BFM TV*, *space.fox.shop*, *Vinted*, *SOS Homophobie*.

The market value of anglicisms is important for the product's name (Fagyal, Miller, 2003) The choice of words in advertisements is an identity marker for the consumer. In my corpus, products made to make you feel younger like ones to lose weight or wrinkle creams (e.g. *glow day*). Products related to physical activity are also synonyms of youth adding to the predisposition of the sports field.

In the dictionaries, what was interesting was the mention of “*familier*” ‘familiar’ in the definitions for words like *Business*, *Like* etc. The orthography of the *Académie française* is more conservative, it tends to be closer to the French orthography and wants to erase its Anglophone roots writing the English word ‘baseball’ like *base-balle* for instance. Another point that is interesting to note in the *Dictionnaire de l’Académie Française*, is that they are in the middle of the creation of a 9th edition of their dictionary. Their last edition was from 1935. The terms that were added in this new edition are differentiated with this symbol : *. In the following list you can see the anglicisms that are present in my study and are new to the 9th edition:

Autocar, off, audio, caméra, camping, bonus, hamburger, caddie, challenge, coach, cockpit, drone, scanner, score, scooter, scotch, filmer, internet, interface, mixeur, mixer, missile, quiz, lifting, flash, flash-back, laser, hypermarché, obsolescence, media, parking, jet, basket, skateboard, gang, lobby, courriel/email, marketing, pack, radicalisation, oléoduc, sexiste, cyclable, radar, K.O., basketteur, footballeur, rappeur, shaker, jean, short, sexy, logo(type), gadget, kèrosène.

As mentioned in the literary review, the Académie Française and the government insist on the use of French words whenever it is possible. That is why the government created a *délégation pour la création de néologisme* ‘delegation for the creation of neologisms’ and the French Académie of Language has their column *dire ou*

ne pas dire ‘to say or not to say’. In their dictionary and this column, anglicisms found are associated with what is said to be the French equivalent. The equivalents are often far-fetched and unused in French. Here is a table of replacements they encourage for the words found in my corpus.

Table 15: Anglicisms and their recommended equivalent from the *Académie Française*

Anglicism	Accepted or recommended equivalent
<i>Off, voix off</i>	<i>Hors champ</i>
<i>Caddie</i>	<i>Chariot, panier</i>
<i>Challenge</i>	<i>Défi, compétition</i>
<i>Coach</i>	<i>Entraîneur, conseiller, guide, tuteur, mentor...</i>
<i>Score</i>	<i>Résultat</i>
<i>Scotch</i>	<i>Ruban adhesive</i>
<i>drive</i>	<i>Point de retrait, retrait en magasin, point de retrait automobile</i>
<i>podcast</i>	<i>Baladodifuseur (canadien)</i>
<i>Lifting</i>	<i>Lissage</i>
<i>Like et liker</i>	<i>Aimer</i>
<i>Think tank</i>	<i>Laboratoire d'idées, groupe de réflexion</i>
<i>Flashback</i>	<i>Retour en arrière</i>
<i>Green as in écolo</i>	<i>Vert</i>
<i>Skateboard</i>	<i>Planche à roulette</i>
<i>Parking</i>	<i>Parc de stationnement</i>
<i>Leader</i>	<i>Chef, meneur, dirigeant...</i>
<i>Lobby</i>	<i>Groupe de pression</i>
<i>Mail, email</i>	<i>Courriel</i>
<i>Marketing</i>	<i>Mercatique</i>
<i>Sponsor</i>	<i>Financier</i>
<i>Sponsoriser</i>	<i>Parrainer</i>
<i>Start-up</i>	<i>Jeune pousse</i>

<i>Cool</i>	<i>Sympathique, réjouissant, bonne nouvelle...</i>
<i>Light</i>	<i>Allégé, petit</i>
<i>Dealer (noun), dealer(verb)</i>	<i>Trafiquant, vendeur, vendre, trafiquer</i>
<i>Digital</i>	<i>Numérique</i>
<i>Business</i>	<i>Marchandisation, commerce, exploitation, développement...</i>
<i>Timing</i>	<i>Horaire, prévisions, rythme, le bon moment...</i>
<i>Supporter</i>	<i>Soutenir, appuyer, encourager...</i>
<i>Booster</i>	<i>Stimuler, relancer, développer, faire croître, régénérer, augmenter, accélérer...</i>

4. Discussion

In summary, this study examined the use of anglicisms in traditional media with television and new social media with the platform YouTube.

The first research question explored the rates of use of anglicisms depending on the media type in France. It was anticipated that traditional media would use fewer anglicisms than youth-directed media. Traditional media being more prone to use formal French and innovative forms tends to be used in a more informal context like YouTube. As we can see per the percentage of anglicisms found in each corpus: 1.04 per minute in *HugoDecrypte*, 0.65 for 20H, 0.82 for TV and 1,8 for YouTube, New media have more anglicisms than traditional media. Specifically, some of the corpora had more anglicism than others. It was found that the YouTube videos had significantly more anglicisms than the 20H program. Thus, the results from the current study are in line with the hypothesis made.

The second research question put forward by this study was whether the type of context might influence the frequency of anglicisms. This hypothesis was supported by Chesley's research (2010) where she reported that in restricted contexts, anglicisms are more present compared to unrestricted contexts. In my data, the variable context did not have a significant effect on the percentage of anglicisms. However, this result can be explained by the methodology chosen here. Chesley asks in the discussion of her study if for further research whether or not international discussion should be considered Restricted or Unrestricted. I included international contexts in the restricted contexts category. This explains why the variable context is not significant here. For further research, the two need to be separated to have a strictly restricted context that includes only anglophone topics with the possible addition of a third international context.

The third and final question examined in this thesis project was whether or not the topics of the discussion influence the frequency of anglicisms in speech. Indeed, some fields are more prone to neologisms or certain vocabulary that emerge from Anglophone influence such as fashion, sports, or technology. It was found that overall,

the topics have an influence on the frequency of anglicisms. However, the post hoc tests showed significance only for promotional discussion compared to justice, marketing, politics, climate, hybrid topics, and society but the frequency was similar for promotions and sports, technology, or money.

Other aspects coded for in the spreadsheet allowed for further descriptive analysis. For the grammatical categories of anglicisms, results are consistent with the literature surrounding borrowings (Chesley, 2010). Substantives are easier to borrow and integrate into another language whereas verbs, adjectives and adverbs require more adaptation to be integrated into another language with a different system with its grammar and conjugation, therefore we found more nouns than verbs, adjectives, adverbs... They are generally more accepted than other types of borrowings.

On the topic of gender, the results for the gender of borrowings are also in line with previous studies. Anglicisms found in the corpus are massively masculine in comparison to feminine nouns (Ruocco, 2019, Tunkkari, 2007).

For the dictionaries, we saw that each dictionary makes its own rules when it comes to the integration of words and the ideologies behind them are made clear with their integration of anglicisms. *Le Robert* dictionary contains 78% of anglicisms in their definitions. *Le Larrousse* being an encyclopaedic dictionary, takes longer to attest words and therefore has a few less with around 76.8%. The website *La langue française* draws up an inventory of multiple dictionaries including some idioms or colloquial dictionaries with added definitions, they have the highest number of definitions of anglicisms: 86.1%. As expected, the *Dictionnaire de l'Académie Française* contains the least amount of anglicisms. Only 39% of the tokens were found in this study. It is the most conservative of the four. The definitions and the choices that are made by the lexicographers are congruent with the linguistic ideologies of the *Académie* itself. The results are coherent with the linguistics ideologies and methodologies of each dictionary studied in the literature review. In dictionaries, anglicisms and borrowings in general take time to get attested, they are registered as *familier* 'informal language'.

This study has some limitations, first, it is important to remember that this study focuses only on one variety of French: Metropolitan French. In other varieties of French, anglicisms might behave differently. Around 1059 anglicisms were found, and as only one person was looking for them it is possible that some were missed. For the frequency of words per minute, only 20-minute extracts were used for each corpus, this might have influenced the frequency of anglicisms as the frequency of words per minute is not uniform. In future research, the videos should all be transcribed to result in an accurate representation of the rate of anglicisms.

On another note, the corpus choice is quite narrow: the French spoken on TV even if the language spoken on YouTube is closer to how French people talk, is not representative of day-to-day speech. For the YouTube corpus especially, Hugo Travers aka *HugoDecrypte* is not a good example of a YouTuber as his speech is closer to news reporters and more formal than most twenty-something traditional YouTubers. He also does not follow the codes of YouTube: asking for likes, for people to subscribe, using slang... He is therefore not representative of that crucial difference between target audience and use of anglicisms. However, he is one of the only YouTuber specialised in news coverage and the best comparison possible for the 20H.

I hypothesise that if we studied conversations or written communication that would be less formal and prepared - like messages or emails - we would find different anglicisms and more of them. It would be especially interesting to address this by comparing two age groups and their use of anglicisms. The stereotypes of young people using more anglicisms could be shown to be valid or invalid.

5. Conclusion

In conclusion, this paper offers insight into the use and frequency of anglicisms in Metropolitan French audiovisual media. Looking at them with a quantitative approach, this paper answered the question of what percentage anglicisms represent within language. The findings showed the media type and the kind of programs influence the frequency at which we found those anglicisms. This underscores the importance of considering the media context with the target audience and different formats when studying linguistic phenomena.

Like all topics touching on the French language in Metropolitan France, the subject of anglicisms is controversial and causes a lot of misinformation. The underlying questions raised by this paper are: is the French language invaded by anglicisms? Is the French used in the media, especially new ones, full of anglicisms? Per this study, we can see that the percentage of Anglicisms in the media is 1.07%, representing a small portion of the total of words spoken. Therefore, we can answer that the assumptions and myths prevailing in those questions are false. The awareness on this topic is slowly growing as we find more literature on the subject, including this study.

A few months ago, the publication of a tract made a lot of noise, finally giving those debates a place to be tackled in the right way by inviting actual linguistics in French media (e.g.: Laelia Véron's weekly linguistics chronicles on *France Inter*). This tract called "*Les Linguistes Atterrées; Le Français va très bien merci*" 'The linguists appalled; The French Language is doing great, thank you' was published in May 2023 by a group of French linguists, where they address ten important linguistics topics often debated in France.⁵ In the third chapter, the group of linguists challenge the myth that the French language is threatened by the English language and that borrowing words impoverishes a language (2023). As we saw in the literature review, this is far from being the case. Furthermore, the frequency of anglicisms in French is still low, around

⁵French not being the language of Molière anymore, the French language do not belong to France, French is not invaded/being taken over by English, French is not regulated by the Académie française, French do not have a perfect orthography, digital writing is not damaging French, spoken French is not defective, French language is not being slaughtered by Belgians, provincials neither by young or poor people, French is not put in any danger by the expansion of the feminine and finally being a linguist is a job and not anyone can become a linguist overnight.

1.07%, encountering around 2.26 anglicisms per minute, and, the incorporation of foreign elements does not compromise its integrity.

In summary, this paper contributed to linguistics research in a few ways. First, by providing concrete numerical data to the existing qualitative and lexicographic studies on anglicisms. Secondly, it highlighted the role of contextual elements influencing the prevalence of anglicisms in media, such as the media type, the format, the target audience, the programs, the topics etc. Including those variables results in a more complete vision of the phenomenon. Another contribution to research is how this study is integrated into previous literature. The findings here support existing results, anglicisms even coming from different corpus are used and act in similar if not the same ways. This study also raises awareness of the areas that need further investigation. For further research, both quantitative and qualitative approaches could be used. Incorporating sociolinguistics and psycholinguistics perspectives would give a more comprehensive insight into the complex phenomenon that is anglicisms in French.

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 - “Think tank” Available at : <https://www.academie-francaise.fr/think-tank>
 - “Like/likier” Available at : <https://www.academie-francaise.fr/likier>
 - “drive” Available at : <https://www.dictionnaire-academie.fr/article/DNP0944> <https://www.academie-francaise.fr/drive>
 - “Score” Available at : <https://www.dictionnaire-academie.fr/article/DNP0484>
 - “Challenge” Available at : <https://www.dictionnaire-academie.fr/article/DNP0409>
 - “dealer” Available at: <https://www.academie-francaise.fr/dealer>
 - “digital” Available at: <https://www.academie-francaise.fr/digital>
 - “business” Available at : <https://www.academie-francaise.fr/digital>
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7. Annexes

Annexe 1: List of the *Actualité du jour* from *HugoDecrypte* with their links

1. *Actu du jour* : 16 May, Available at :
<https://www.youtube.com/watch?v=bMSteiqAVc8&t=1s>
2. *Actu du jour*: 17 May, available at :
<https://www.youtube.com/watch?v=gX0nG9DBIiU>
3. *Actu du jour*: 15 May, available at :
https://www.youtube.com/watch?v=otOmSmXJ_Qk&t=12s
4. *Actu du jour* : 23 May, available at :
<https://www.youtube.com/watch?v=xX0OTeUueek>
5. *Actu du jour* : 26 May, available at :
<https://www.youtube.com/watch?v=Xc5V8gjqDCI&t=2s>
6. *Actu du jour* : 13 June, available at :
https://www.youtube.com/watch?v=WvSWCAT_EyE&t=30s
7. *Actu du jour* : 14 June, available at :
<https://www.youtube.com/watch?v=YDxIN1RPsHY&t=4s>
8. *Actu du jour* : 22 June, available at :
<https://www.youtube.com/watch?v=m0z3SMRTdWs&t=9s>
9. *Actu du jour* : 23 June, available at :
<https://www.youtube.com/watch?v=MW3zBswb1gw>
10. *Actu du jour* : 28 June, available at :
<https://www.youtube.com/watch?v=fnxmWQCvaKA&t=5s>
11. *Actu du jour* : 19 June, available at :
<https://www.youtube.com/watch?v=fABL1R4y4Zo&t=9s>
12. *Actu du jour* : 1 June, available at :
<https://www.youtube.com/watch?v=5V1P4QGLs5g&t=5s>

Annexe 2: List of the YouTube videos and their links

1. *VodK ON TESTE DES OBJETS DE TELECHAT !*, 23 octobre 2018 Available at :
https://www.youtube.com/watch?v=L4TfYZVKeYM&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=8&t=2s
2. *VodK ON TESTE DES OBJETS DE TÉLÉCHAT ! #2*, 4 Janvier 2019 Available at :
https://www.youtube.com/watch?v=CDhOK4sAfiM&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=8
3. *VodK ON TESTE DES OBJETS DE TÉLÉCHAT ! #3*, 6 August 2019 Available at :
https://www.youtube.com/watch?v=nSP0I5TqeGU&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=1&t=3s
5. *Amixem Les pires objets de téléachats ! (avec Vodk)*, 27 janvier 2019 Available at :
https://www.youtube.com/watch?v=fdIzY70XCU&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=6
6. *FastGoodCuisine Les pires produits de téléachat (grosse arnaque)*, 1 mars 2019. Available at :
https://www.youtube.com/watch?v=OTwvfwmh9sU&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=3
7. *FastGoodCuisine Les pires produits de téléachat #2 (feat. Myriammanhattan)*, 3 mai 2019. Available at :
https://www.youtube.com/watch?v=CoZlW4w9848&list=PLTHsuVMOBQzgsJakN50Hr_Dfb3MbFUTm5&index=2
8. *TiboInShape Les pires objets de télé-achat !!*, 16 mars 2017. Available at :
<https://www.youtube.com/watch?v=3sSB8u6PVQc&t=41s>
9. *Anthonin. TEST DE PRODUITS "VU À LA TV"*, 26 mai 2017 Available at :
<https://www.youtube.com/watch?v=EpyorhxTTzA&list=PLozsn8Ahf9iacNncpWn3sEDIHLT6CJzy6&index=9>