

Formation and Development of Commercial Terminology in French

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Abstract:

Formation and development of commercial terminology in French is a complex and multifaceted process that reflects changes in the economic environment and cultural traditions. Borrowings from other languages, the influence of technology and the role of international organizations contribute to the creation of new vocabulary that meets modern business requirements. Understanding these processes is important for successful communication in the international business environment and for effective interaction between different cultures. This article examines the main stages of the formation of commercial terminology in French, as well as the factors influencing its development.

Keywords: French, terminology, linguistic, cultural, commerce, culture, capitalism, formation, development, commercial terminology.

INTRODUCTION

Commercial terminology in French is a dynamically developing segment of vocabulary that reflects changes in the economic environment, business practices and international relations. Given globalization and market integration, understanding the formation and development of this terminology is becoming especially relevant for specialists in the field of business, economics and linguistics.

METHODS AND ANALYSIS

In French, historical aspects of the formation of commercial terminology play a very important role. The formation of commercial terminology in French has deep historical roots. Since the 16th

century, when France began to actively develop trade and industry, the first specialized terms began to appear. These terms were mainly related to trade, finance and accounting. For example, words such as "commerce" (trade) and "marché" (market) became the basis for the further development of vocabulary.

DISCUSSION

In the 18th and 19th centuries, with the development of capitalism and the industrial revolution, there was an active expansion of commercial terminology. New terms related to banking, investment and entrepreneurship appeared. This time was also marked by the borrowing of terms from other languages, especially English, which led to the formation of new words and expressions. French commercial terminology reflects not only economic processes, but also the culture, traditions, and history of the people. The richness and elegance of this language contribute to its widespread use in international trade and commerce.

RESULTS

Borrowing and adaptation of terms also play an important role. One of the key factors in the formation of commercial terminology is the borrowing of words from other languages. English, as the language of international business, has had a significant influence on French commercial vocabulary. Many Anglicisms have been adapted to the phonetic and grammatical features of the French language. Examples of such borrowings include:

- ✓ "Marketing" - marketing
- ✓ "Management" - management
- ✓ "Start-up" – startup

Adaptation of borrowed terms allows you to preserve their meaning, while ensuring compliance with the norms of the French language.

Development through innovation and technology also affects the formation of commercial terminology. In today's global world, modern technology and innovation also contribute to the development of commercial terminology. The emergence of new business models, such as e-commerce and digital technologies, requires the creation of new terms. For example:

- ✓ "E-commerce" — electronic commerce
- ✓ "Blockchain" — blockchain
- ✓ "Big Data" — big data

These terms are becoming part of everyday business practice and are actively used in communication between specialists.

The direct role of international organizations.

International organizations such as the World Trade Organization (WTO) and the Organization for Economic Cooperation and Development (OECD) also play an important role in the standardization and dissemination of commercial terminology. They develop recommendations and standards that promote the unification of terms at the international level. This is important to ensure clarity and unambiguity in business relations between different countries.

And, of course, cultural aspects.

The formation of commercial terminology in the French language cannot be imagined without taking into account cultural aspects. French culture, with its emphasis on ethics and social responsibility, influences the use of certain terms in business. For example, terms related to the

social responsibility of business ("Responsabilité Sociale des Entreprises", RSE) are becoming increasingly popular and important in business communication.

CONCLUSION

The formation and development of commercial terminology in French is the result of the interaction of historical, economic, cultural and technological factors. Understanding these processes is important for successful communication in the international business environment and effective interaction between cultures. Commercial terminology continues to evolve, reflecting changes in the global economy and new challenges of the modern world.

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