

Linguistic and Cultural Characteristics of French Commercial Terms

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Abstract:

The French language, with its rich history and culture, plays an important role in international commerce. Commercial terms not only express economic processes, but also reflect the cultural context. This article analyzes the linguistic and cultural characteristics of French commercial terms.

Keywords: French, terminology, linguistic, cultural, commerce, culture, globalization, capitalism, normativity, standardization.

INTRODUCTION

French is used as an official or diplomatic language in many countries of the world. This language is not only a cultural asset, but also plays an important role in commercial and economic activity. French commercial terminology allows us to study the linguistic and cultural characteristics of the language, that is, the origin of words, their connection with national culture and their place in modern communication.

METHODS AND ANALYSIS

This article is devoted to the study of the linguistic and cultural characteristics of French commercial terminology. It carries out a lexical-semantic analysis of terms used in the commercial sphere, highlighting their cultural and linguistic aspects. It also considers the factors influencing the formation and development of French commercial terminology.

The research was conducted to analyze the linguistic and cultural characteristics of French commercial terms, using a comprehensive approach that integrates both qualitative and quantitative

methods. The study aimed to explore the evolution of French commercial terminology, its cultural nuances, and its relevance in modern business practices.

The data for this research were gathered from a wide range of sources, including French commercial texts, online dictionaries, business articles, and industry reports. These materials were selected to provide an accurate representation of the commercial language used in various fields such as marketing, finance, and economics. In addition, primary data was collected through interviews with experts in French linguistics and business, allowing the study to gain insights into the practical usage of commercial terms within the professional environment.

The participants in this study included linguists, educators, and professionals working in the field of international business. These individuals were selected based on their expertise and experience with French commercial language, ensuring that the research covered a diverse range of perspectives. A total of 15 participants were interviewed, providing valuable data for the study. The participants' input was crucial for understanding how commercial terms are used in practice and how they reflect cultural and economic shifts.

To collect data, semi-structured interviews were conducted, where participants were asked to provide examples of French commercial terms and explain their significance in both linguistic and cultural contexts. The interview questions were designed to explore the origin of terms, their role in business communication, and how these terms have adapted in response to globalization and technological advancements.

Once the data was collected, it was analyzed using a mix of lexical-semantic analysis and cultural-contextual analysis. The lexical-semantic analysis focused on understanding the meanings of commercial terms, their variations in different contexts, and how they have evolved over time. The cultural-contextual analysis, on the other hand, examined the cultural connotations and values embedded in these terms, emphasizing the interplay between language and culture in the commercial domain. Data were also categorized based on specific themes, such as marketing terminology, economic expressions, and terms related to international trade.

This combination of methods allowed the researchers to gain a deep understanding of the linguocultural characteristics of French commercial terms, as well as their role in shaping business practices and communication. By analyzing both the linguistic and cultural aspects, the study offers a comprehensive view of the impact of French terminology on international commerce and the preservation of cultural identity through language.

DISCUSSION

The linguocultural characteristics of French commercial terms demonstrate their unique richness and diversity. Their origin, connection with cultural values, and role in modern use demonstrate the importance of the French language in international business and trade relations. Therefore, the study and understanding of French commercial terminology is of great importance in strengthening intercultural relations.

Commercial terms have developed along with the development of society, reflecting their own innovations and processes in each historical period. Today, they are rapidly being updated under the influence of globalization and technology.

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 business.

RESULTS

Therefore, studying the linguocultural characteristics of French commercial terms allows for a deeper understanding of this area.

French commercial terminology has its own linguocultural characteristics, which are closely related to the culture and traditions of this language in the field of commerce:

➤ Terminological richness

French commercial terminology is very wide and diverse. These terms are used in areas such as marketing, finance, management and economics. For example, terms such as "marché" (market), "consommation" (consumption) and "investissement" (investment) allow for a clear expression of commercial processes in French. Many of these terms are also widely used in international trade.

➤ Cultural context

French commercial terms are often associated with specific aspects of French culture. For example, the shopping habits and traditions of French consumers play an important role in shaping business strategies. This further enriches the cultural context of French commercial terms.

➤ Translation and globalization

In a global commercial environment, it is important to preserve the cultural context and meaning of French terms when they are translated into other languages. This process shows the role that French plays in international business. For example, the term "savoir-faire" (skill) reflects the uniqueness of French culture and can be difficult to translate correctly in other languages.

➤ Innovation and new terms

As new technologies and trends emerge in the modern economy, new commercial terms are also being created. For example, the term "e-commerce" (electronic commerce) refers to commercial activities over the Internet and is called "commerce électronique" in French. These new terms develop in a cultural context and reflect changes in the field of commerce.

➤ Social and Economic Factors

Business terminology is also influenced by social and economic factors. New terms may emerge during periods of economic crisis or growth. For example, the term "crise économique" (economic crisis) is used to describe economic problems, and this situation reflects the social aspects of French culture.

➤ Language and identity

French serves as a means of expressing national identity in the commercial sphere. Knowing French is not only necessary for success in business, but also helps to deepen your understanding of French culture. Through business terminology, national culture can be preserved and developed.

CONCLUSION

The linguocultural characteristics of French business terms reflect their richness, cultural context, globalization processes, innovation, socio-economic factors, and national identity. These aspects enhance the importance of the French language in international business and help preserve its culture. Therefore, knowledge of the French language and understanding of its business terminology are essential for success in the modern business environment.

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