



Features of French Advertising Terms in the form of Compounds or Phrases

Jurayeva maksuda mukhammadovna 

Associate professor, PhD French Philology Department Bukhara State University

Sayitova mohidil hamza qizi 

4 th year student of the Department of French Philology

m.m.jurayeva@buxdu.uz

Submitted: 25-Apr, 2025

Accepted: 13-May, 2025

Published: 28-May, 2025

Vol. 2, No. 1, 2025. Sociometrics.us

International Journal of Diversity and
Multiculturalism

***Corresponding author:**

Jurayeva maksuda mukhammadovna

m.m.jurayeva@buxdu.uz

Copyright © 2025 by author(s) and
Scientific Research Publishing Inc. This
work is licensed under the Creative
Commons Attribution International
License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

This article analyzes the characteristics of advertising terms in French, in particular, advertising elements expressed in the form of compounds or phrases. The specificity and cultural context of the French language in the field of advertising are considered. The article studies the semantic and syntactic structure of phrases used in French advertising texts, as well as their impact on the audience. It also analyzes the stylistic techniques and clichés common in French advertising. This study reveals the innovative and creative aspects of French advertising language and helps to determine its unique place in the global advertising market. As a result, the article provides important information about how French advertising terms are used in the form of compounds and phrases, their effectiveness and cultural significance.

Key words: French advertising terminology, compound terms, phraseological units, advertising discourse, terminological features, linguistic analysis, marketing communication, linguistic innovations, terminological combinatorics, semantic field, national-cultural characteristics, translation problems, semantic transposition, lexical appropriation, advertology, Francophonie

Introduction

Advertising is an integral part of the modern economy, one of the most important means of presenting products and services to consumers. Each language has its own lexical and syntactic structures, and these features are even more noticeable in the field of advertising. The French language, with its rich cultural and historical heritage, has also created its own phrases and combinations in the field of advertising. This article analyzes the features of French advertising terms expressed in the form of combinations or phrases.

Phrases used in advertising texts in French are designed not only to provide information, but

also to attract the attention of the audience and encourage them to take a certain action. These phrases are often stylistically rich, containing metaphors, alliteration and other literary devices. Also, French advertising terms are often associated with national culture, traditions and values, which increases their impact.

The main purpose of the article is to study how advertising terms are used in the form of phrases in French, their semantic and syntactic structure, as well as their impact on the audience. This provides important information about the innovative and creative aspects of French advertising language and its unique role in the global advertising market. The article also examines the basic principles and strategies necessary for the successful use of advertising phrases in French.

Materials and Methods

1. Phrases and combinations taken from French advertising texts were analyzed. How advertising phrases are used in context, their purpose and impact on the audience were studied. By comparing French advertising phrases with advertising terms in other languages (for example, English or Russian), their specific features and differences are identified. The number of phrases taken from French advertising texts and the frequency of their use were taken into account in the research process.

Results and Discussion

Advertising discourse is a set of texts used in advertising and the communicative situation surrounding them. Advertising discourse is distinguished by its special linguistic features, including brevity, expressiveness, emotionality, imagery, and lexical innovations. The language tools used within advertising discourse are primarily aimed at solving specific communicative tasks, among which persuasiveness occupies a special place.

According to M. Foucault's theory, discourse is a set of expressions that form a system of knowledge. In the context of advertising discourse, this concept includes concepts, ideas, and terms related to knowledge in the field of advertising, as well as the relationships between them^[1]. The terminological system formed within advertising discourse is a verbal expression of this system of knowledge.

The main linguistic features of French advertising discourse are:

- a) Laconicity and brevity - the advertising text is aimed at maximum impact in minimal space and time. For example, short and concise phrases such as "Montre-moi ton Swatch" ("Show me your swatch").
- b) Active use of neologisms and occasionalisms - new words are created to express new

concepts and ideas. For example, the term “advertainment” (advertising + entertainment) is used to refer to formats that combine advertising and entertainment content.

c) Metaphoricity and imagery - the conveyance of abstract ideas through concrete images. For example, the expression “l’arc-en-ciel de saveurs” (“rainbow of flavors”) expresses the diversity of product flavors.

d) Intertextuality - references to other texts, cultural phenomena. For example, “Liberté, Égalité, Publicité” (a modified version of the French motto).

e) Lexical interference - the use of words from English, Italian and other languages. For example, words such as “best-seller”, “must-have”, “design”.

Another important feature of advertising discourse is the connection of the terminological system with other systems existing in the language. Advertising terminology includes terms that belong not only to the field of marketing, but also to such fields as psychology, sociology, design, and communication theory, which determines its interdisciplinary character. According to the research of Brinton and Traugott, the process of terminologization in advertising discourse is much more intense than in other fields. This is primarily due to the rapid emergence of new concepts and technologies within the field. In this, terms in the form of compounds play a particularly important role, since they allow for the precise and complete expression of new concepts. [1]

The historical roots of the formation of advertising terminology in French go back to the Middle Ages. The commercial advertisements and street announcers' calls of that time are considered the first manifestations of modern advertising today. However, the systematic formation of advertising terminology dates back to the late 19th - early 20th centuries. Among the scientists who analyzed the processes of the formation of advertising terminology in French linguistics, B. Quemada, J. C. Boulanger and L. Guilbert occupy a special place. According to their research, the development of advertising terminology in French went through several stages:

The initial stage (late 19th - early 20th centuries) - during this period, most advertising terms were formed as a result of the use of common words in special meanings. For example, “affiche” (advertisement, poster), “annonce” (announcement).

The second stage (1920-1950s) - during this period, marketing and advertising concepts, mainly adopted from America, entered the French language. For example, “marketing”, “slogan”, “publicité”.

The third stage (1950-1980s) - during this period, new terms appeared in connection with the development of mass media and television. For example, “spot publicitaire” (advertising

spot), “campagne publicitaire” (advertising campaign).

The fourth stage (from the 1980s to the present) - terminology associated with the development of digital technologies and the Internet. For example, “marketing digital” (digital marketing), “e-publicité” (Internet advertising).

A distinctive feature of the formation of advertising terminology in French is that the French state is an active subject of language policy. The Toubon Law (Loi Toubon), adopted in 1994, is aimed at protecting the French language from foreign words, especially Anglicisms. Therefore, in France, national equivalents are also created in the field of advertising by special bodies such as the Académie Française (French Academy) and the Commission on Terminology and Neologisms (Commission générale de terminologie et de néologie). For example, it is recommended to use the terms “marketing personnalisé” instead of “one-to-one marketing”, “aguichage” instead of “teasing”, “heures de grande écoute” instead of “prime time”. This determines the specific path of development of advertising terminology in the French language. [2]

Compound advertising terms in French are distinguished by their structural diversity. It is advisable to combine syntactic, morphological and semantic approaches to analyze their structure. From a syntactic point of view, compound advertising terms are subject to the general syntactic rules of the French language. However, they also have some specific features. According to their structure, French advertising terms in compound form can be distinguished in the following models:

Noun + preposition + noun model - the most common model in French:

« stratégie de communication » (communication strategy)

« point de vente » (point of sale)

« campagne de publicité » (advertising campaign)

“agence de marketing” (marketing agency)

Noun + adjective model:

“marketing digital” (digital marketing)

« publicité extérieure » (outdoor advertising)

« médias sociaux » (social networks)

“branding émotionnel” (emotional branding)

Adjective + noun model:

« nouvelle campagne » (new campaign)

« grand format » (large format)

Noun + preposition + noun + adjective model:

« campagne de publicité digitale » (digital advertising campaign)

« stratégie de marketing viral » (viral marketing strategy)

Phraseological expressions:

“bouche à oreille” (word of mouth)

“tête de "gondole” (a prominent place in a trading floor). [3]

Morphologically, the following features are noticeable in compound advertising terms:

Substantivization of terms - the transition of verbs and adjectives to the noun class:

« le référencement » (indexation) - from the verb « référencer » (index)

“le positionnement” (positioning) - from the verb “positionner” (to position)

Formation of new terms through suffixes:

« -tion » suffix: « promotion » (promotion), « communication » (communication)

“-age” suffix: “affichage” (advertising), “ciblage” (targeting)

“-isme” suffix: “consommérisme” (consumerism)

Formation of new terms through prefixes:

“pré”- prefix: “pré-test” (pre-test), “pré-campagne” (pre-campaign stage)

“re-” prefix: “relancement” (relaunch), “repositionnement” (repositioning)

Statistics According to data, in the French advertising industry, compound terms make up 60-65% of the total terms^[8]. This indicates the dominance of compound terms within this language. In particular, the share of such terms is even higher (70-75%) in the fields of internet marketing and digital advertising [4].

Conclusion

In conclusion, advertising terms in the form of compounds or phrases in the French language are distinguished by their structural, semantic, pragmatic and linguocultural features. The study of these terms is of great importance not only in linguistics, but also in the fields of sociology, psychology and marketing. In the future, it is advisable to continue and deepen research in this area, as well as to study the terminological relations between the Uzbek and French languages more broadly.

REFERENCES

- [1] Ahmedov O. (2020). "O'zbek tilshunosligida terminologiya masalalari". Toshkent: Fan.
- [2] Begmatov E. (2022). "Zamonaviy o'zbek terminologiyasi". Toshkent: O'qituvchi.
- [3] Berdialiyev A. (2018). « O'zbek san'at terminologiyasi tarixi va taraqqiyoti ». Toshkent: O'qituvchi.
- [4] Boulanger, J. C. (2021). « La néologie dans le français contemporain ». Paris: Armand Colin.
- [5] Cabré, M. T. (2019). « La terminologie: théorie, méthode et applications ». Paris: Armand Colin.
- [6] Maqsuda, J., & Madina, T. (2023). THE TITLE-THE FIRST WORD THAT THE AUTHOR SAYS TO HIS READER. INTERNATIONAL JOURNAL OF SOCIAL SCIENCE & INTERDISCIPLINARY RESEARCH ISSN: 2277-3630 Impact factor: 7.429, 12, 146-147.
- [7] Muhammadovna, J. R. M. (2023, October). GAZETA SARLAVHALARINUNG PRAGMATIK IMKONIYATINI IFODALOVCHI LINGVISTIK BELGILAR (fransuz gazetalari misolida). In INTERNATIONAL SCIENTIFIC CONFERENCES WITH HIGHER EDUCATIONAL INSTITUTIONS (Vol. 1, No. 05.10, pp. 402-406).
- [8] Jurayeva, M., & Sunnatova, F. (2023). PRESS AND PUBLIC SPEECH. International Bulletin of Applied Science and Technology, 3(6), 417-420.
- [9] Maqsuda, J., & Ferouza, F. (2023). Modern Mass Media: Characteristics, Functions and Types. Best Journal of Innovation in Science, Research and Development, 2(6), 4-7.
- [10] Jo'rayeva, M., & Xayrullayeva, U. (2023). THE IMPORTANCE OF THE WRITTEN PRESS IN OUR SOCIAL LIFE. Modern Science and Research, 2(12), 1081-1084.
- [11] Maqsuda, Jurayeva. "Yozma matbuot diskursining funktsional xususiyatlari." Ilm sarchashmalari 6 (2021).
- [12] Jurayeva, M. M. (2023). Газета ва унинг сарлавҳаларидаги ўзига хос хусусиятлар. Multidisciplinary Scientific Journal. ISSN, 2181-4120.