

The use of anglicism in French and Quebec media headlines

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RÉSUMÉ. L'anglicisme est traité par des règles et politiques pour maintenir la pureté de la langue française. Cette étude vise à déterminer les motifs des médias de gauche français et québécois utilisant l'anglicisme dans leurs titres. Cette étude qualitative utilise les théories morphologiques de Tamine (1990) et Meney (2017), syntaxique de Le Querler (1994) et le concept de mots d'emprunt de Hudson (1996). Bien qu'ils partagent la même idéologie, les deux médias ont des différents motifs. Le Monde outrepassé les règles comme la stratégie marketing; tandis que La Presse tend à les suivre pour maintenir le français comme l'identité du Québec. Ainsi, cette étude appuie les recherches précédentes de Febrienne & Miranda (2018) et Kautsar & Miranda (2021): le Québec maintient mieux la souveraineté de la langue comparé au gouvernement français qui est flexible utilisant l'anglicisme en fonction de l'évolution de la politique étrangère et l'idéologie de son gouvernement.

Mots-clés : *anglicisme, morphologie, le monde, la presse, titre*

ABSTRACT. Anglicism is handled through rules and policies in order to maintain the purity of the French language. This study aims to determine motives of French and Quebec leftist media for using anglicism through their headlines. This qualitative study uses Tamine (1990) and Meney (2017) morphological theory, Le Querler's syntactic theory (1994) and Hudson's concept of loanwords (1996). Despite the same ideology, the two media have different motives in using anglicism. *Le Monde* overrides the rules as a marketing strategy; while *La Presse* tends to follow them to maintain the French language as the identity of Quebec. Thus, this study supports previous research by Febrienne & Miranda (2018) and Kautsar & Miranda (2021) that Quebec is better in maintaining the French language sovereignty than the French government who is flexible in dealing with anglicism depending on the development of foreign policy and the ideology of its government.

Keywords: *anglicism, headlines, le monde, la presse, morphology*

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1. INTRODUCTION

Language is a dynamic thing and continues to grow. One of the factors causing its development is the meeting of two languages which creates language contact. Hudson (1996) mentions four things that arise as a result of language contact, they are code-switching, code-mixing, borrowing, pidgins, and creole languages. In contrast to code-switching or code-mixing which involves mixing languages in speech, borrowed words involve mixing the system itself, because an item is absorbed from one language to become part of another language. The borrowed words then get adjusted to the rules that have been set in their own language. The language contact occurred in English and French who have influenced each other for centuries. Leclercq (in Susanto, 2019) states that the influence of English on French has existed since the 12th century. This influence is strengthened by the position of English as a lingua franca. Therefore, the inclusion of English terms into French is no longer unavoidable. Not limited only to French in France, English also influences other French-speaking areas outside France, Quebec. As a former British and French colony, Quebec, which is a province of Canada, adopted the culture and language of the two countries. This historical factor supports the intensity of English influence in the Quebec region.

In its development, anglicism was not well received by both French and Quebec. Susanto (2019) explains that many critical voices have been raised against the use of anglicisms in French. Several responses are given as a form of awareness of threats to their national language. Because of this, various resistance actions emerged by the French community and francophones and the establishment, such as the implementation of laws that protect the French language and regulate the use of anglicism, namely *Loi Toubon*. This law ensures the position of the French language as the highest for French society in terms of service, employment and advertising and obliges the public media to use language words. French. In addition, there is *Projet de loi 101* which guarantees the right of every Quebec citizen to receive

government services in French, requires the public to communicate in French, and the establishment of *Le Bureau de la langue française du Québec* and *Le Conseil supérieur de la langue française* which functions oversee the use of English by its citizens.

Despite the rules that have been set and the institutions formed to protect the French language from the influence of foreign languages, in the end the use of anglicism continues to increase along with the current development. Moreover, in the last two years, when was faced Covid-19, which required people to change their lifestyle (Bossart, 2022). They carry out all their activities online by utilizing the sophistication of information technology. Data shows that during pandemic depression rates are getting higher, so that people need entertainment by watching movies through an application that shows films from various countries without dubbing as was generally provided before the pandemic. During this pandemic, voiceover workers feel overwhelmed due to a lack of human resources, while the demand for content continues to increase. As a result, the films shown only temporarily provide subtitles (Elzas, 2021). Therefore, during this period, anglicism easily developed in the social life of society, especially in relation to the world of film or art.

The rapid development of technology and information has also changed the way people consume news. Digital versions of newspapers have replaced printed newspapers because people perceive that the existence of online media makes it easier for them to find the up-to-date information. Therefore, the media are competing to create online sites so that they can continue to exist and not lose their readers. An effective strategy in writing news headlines is needed in the highly competitive online media industry because news headlines aim to attract readers quickly and in a short time (Reis et al, 2015). The headline has the potential to determine how many people will read the entire story. Therefore, it is important to pay attention to the choice of words in writing a news headline. With increasingly fierce online media competition, it's no

wonder news headlines are becoming more aggressive, excessive, and often misleading (Ecker *et al.*, 2014). Through this case, the presence of online media becomes a gateway for anglicism. Kostiuk (2015) explained that the media plays a role in spreading anglicism because journalists often use English vocabulary without translating it into French. Furthermore, she explained that the limited time journalists have in writing articles makes them take shortcuts by using English words without looking for equivalent words in French.

Research on anglicism has been widely carried out. Kim (2015) has conducted research on anglicism in two French and Quebec newspapers with a focus on government interference with anglicism in *Le Monde* and *La Presse* media. The results of the study based on two anglicism words: smartphone and hashtag, show that the steps taken by the Quebec government in dealing with anglicism are more effective than French. This is evidenced by the high use of anglicism in French newspapers. Quebec succeeded in limiting the use of anglicism due to its government who is very responsive in making language-related policies. Planchon (2014) has tried to compare the anglicism in print and online newspapers originating from Quebec. The results of the study show that traditional media, in this case print media, seem to respect grammar more because they have to put their writing in printed form, while online news sites prioritize looking for the latest news with the aim of attracting and retaining as many readers as possible so that it seems they are not paying full attention to language quality.

Febriane & Miranda (2018) had studied the attitude of the French government toward anglicism during the Fifth Republic. Through an analysis of the development of language policy during that time, it was revealed that changes in government ideology, the interests of public authorities, and the demographic conditions of French society during the Fifth Republic were the factors for controlling French attitudes towards Anglicism. Kautsar & Miranda (2021) also studied the government's attitude

toward anglicism but this time is from Quebec. The results show that the development of programs for the promotion of French in Quebec and the revision of the policy of the linguistic loan is seen as one of the strategies used by the Office to restore people's confidence and to avoid being seen as conservative and anti-British. The government develops language policies and promotes the French language to maintain the sovereignty of the French language and maintain the value of bilingualism.

Reinaldi and Laksman-Huntley (2018) conducted another research that is closely related to English loanwords in French which examines the use of *franglais* from a morphosyntactic point of view by observing the formation and position of *franglais* in sentences. The research data is sourced from articles in the 2017 summer fashion exhibition owned by the Chanel fashion house in Vogue Paris, ELLE, and Madame Figaro magazines. The method used in this research is qualitative with literature study. They use the syntax theory of Le Querler (1994) and the morphological theory of Spencer and Zwicky (2001). Based on the observation, the appearance of *franglais* was found 26 times. Each magazine shows a different way of writing and using *franglais*: ELLE and Madame Figaro tend to include French language rules, while Vogue does not. This is influenced by the background of Vogue magazine which comes from America. The differences in sentence structure and word formation indicate that the use of *franglais* is no longer bound by the rules of French grammar, but is determined by the magazine concerned.

Based on the explanation of previous studies, it can be said that anglicism is a topic that is always interesting to analyze. This is supported by the language itself who is dynamic and continues to evolve, especially with globalization which is able to bring one country closer to another so that language contact is unavoidable. In addition, the legal policies of France and Quebec to defend the national language and the struggle of French linguists against the penetration of anglicism into the French language are interesting

things to explore. However, there is still space for research on the morphological structure of anglicisms and the reasons for their use in news headlines on two online newspaper sites in France and Quebec. This study aims to examine the position of French and Quebec online media on the phenomenon of anglicism through the news headlines they published.

2. METHOD

This study uses the qualitative method of Miles, Huberman & Saldana (2014). The data source for this research comes from news headlines published by the online media Le Monde and La Presse in the arts and société rubric in December 2021. The choice of time and rubric is based on replacement the dubbing with subtitles in some films during this time. In analyzing data, morphological theory Tamine (1990) & Meney (2017) and Le Querler (1994) syntax theory will be used. After that, we will make a conclusion by interpreting the data to find reasons for using anglicism in news headlines. In carrying out the interpretation, Hudson's (1996) loanword word concept will also be used.

3. RÉSULTATS ET DISCUSSION

3.1 Morphological Structure of Anglicism In French and Quebec Media

The term anglicism was first coined by Miege in 1687. Quoting from Planchon (2014), Miege stated that anglicism refers to an English expression, "an expression proper to the English", which can be found in any modern language. As relations between France and England and America developed, the term has acquired new connotations over time and can be used to refer to anything that indicates the use of the term in English. This is in line with Debove's statement in (Holubová, 2009) which defines anglicism as, « *C'est un mot qui appartient à la langue anglaise et qui est passé en français, où il est employé au même titre que les mots, d'abord timidement, avec des guillemets, de l'italique ou des commentaires, par quelques personnes, puis sans précautions et plus ou moins massivement* ». The quote explains that anglicism is a word that has

been transferred to French where it is used in a similar way. Initially, writing was characterized by using quotation marks, italics, or inserting additional information by several parties until later this was not done anymore because of the massive developments.

Villers, a lexicographer from Quebec, in his dictionary *Multidictionnaire de la langue française* adds that anglicism includes not only expressions, but also words, meanings and special formations from English that are borrowed by other languages, « *Les Anglicismes sont des mots, des expressions, des sens, des constructions propres à la langue anglaise et qui sont empruntés par une autre langue* ». The three statements refer to the same definition that anglicism is an English expression, word and meaning that is absorbed by another language. This indicates that France and Quebec have the same understanding of anglicism. Even though the ideas put forward are the same, the process of absorption of words between one media and another cannot be equated. Both French and Quebec media use their own way of absorbing English words to write in their news headlines.

3.1.1 The Diversity of Adaptation Processes by French Media

The process of absorbing and forming words in linguistics is the scope of morphological studies. Tamine (1990) describes morphology as a science that studies morphemes and their combinations. According to Tamine (1990), "morphemes are divided into lexical, grammatical, and free morphemes". Based on the function of the various morphemes and their combinations, morphology can be divided into two, namely inflectional morphology and derivational morphology. The two morphological forms are classified based on the affixes used.

In inflectional morphology, there is *affixe flexionnelle* which does not produce a new lexeme and does not change the meaning of the root word. Flexional morphology includes *la flexion nominale* and *la flexion verbale*. In French, *la flexion nominale* focuses on *le genre, le nombre, and l'accord de l'adjectif*, such

as adding the ending *-e* for feminine nouns and *-s* for plural nouns. The opposite is true for derivational morphology. If the *affixe dérivationnelle* is added to the base word, the meaning of the base word will change. Some derivation processes can also change the class category of the word. In short, *affixe dérivationnelle* functions to change the meaning and form of a lexeme, but not all processes can change word class categories. In

French, there are three affixation processes, namely *la préfixation* (*prefix*), *la suffixation* (*end*), and *la formation parasynthétique* (a combination of *prefixes* and *suffixes*).

The use of anglicism by the French media is known to have undergone several adjustment processes. The following is an analysis of the morphological structure of anglicism used in news headlines by the French media, *Le Monde*.

Table 1. Anglicisms in *Le Monde* headlines

No.	Words	Word Formation	Description (Larousse, n.d.)
1.	Électricité	{ <i>electricity</i> } + suffix <i>é</i>	*lexical morpheme *through an adaptation by changing the letter 'y' to 'é' and adding an <i>accent aigu</i> to the letter 'e' to make it easier to pronounce * <i>électricité</i> is a noun (N)
2.	Narcotrafiquant	{ <i>narcotics</i> } + { <i>trafiquant</i> }	*derived from two lexical morphemes that go through a compositional process with each morpheme from English and French * <i>narcotrafiquant</i> is a noun (N)
3.	Hackeur	{ <i>hack</i> } + suffix <i>-eur</i>	*lexical morpheme *through an adaptation with the addition of the suffix <i>-eur</i> (<i>affixe dérivationnelle</i>) * <i>hackeur</i> is a noun (N)
4.	Absentéisme	{ <i>absenteeism</i> } + suffix <i>-e</i>	*lexical morpheme *through some adaptations, such as the existence of the suffix <i>-e</i> , the omission of the third 'e', and the addition of an <i>accent aigu</i> on the second 'e' to make it easier to pronounce * <i>absentéisme</i> is a noun (N)
5.	Bugs	{ <i>bug</i> } + suffix <i>-s</i>	*lexical morpheme *without adaptation process * <i>bug</i> is a noun (N)

Based on Debove's definition of anglicism, a total of 17 words — with the word *festival* appears twice— and 1 *syntagme* were found that originated in English and have been absorbed into French. This absorption process can be done in several ways, including derivation and inflection (Tamine, 1990). From the dissection of the structure that has been carried out, it can be understood that *Le Monde* used the two methods mentioned by Tamine. First, the derivation process on the word *hackeur*. The suffix *-eur* is a form of the *affixe dérivationnelle*. The derivation process

that occurs in the word *hackeur* does not change the word class, but changes the meaning. Furthermore, inflectional morphology is also seen in the words *électricité*, *absentéisme*, and *bugs*. The suffixes used in these three words are a type of noun inflection which does not function to change the meaning of the root word. The *-e* suffix relates to *le genre*, while the *-s* suffix relates to *le nombre*. Then, it was found that there was a compositional process in the word *narcotrafiquant*. The word is composed of two lexical morphemes derived from English and

French. This process is not included in the word formation mentioned by Tamine (1990). This shows that *Le Monde* has created a his own term by combining two morphemes from different languages.

This is in line with the non-recognition of the word *narcotrafiquant* by the *Académie Française*. From a total 17 anglicism words found, 6 of them were not accepted by the *Académie Française*. As an institution who is responsible for supervising the use of foreign languages, the *Académie Française* has the authority to select foreign language vocabulary that can be used in French territory. Apart from *narcotrafiquant*, the words *hackeur* and *bugs* are also not recognized by the *Académie Française*. In this case, the French media, *Le Monde* appears to be using words that are currently popular among young people, without paying attention to the rules for using anglicism set by the *Académie Française*. People aged 15-34 years are the highest subscriber of the online newspaper *Le Monde* because they have managed to reach 27.6% (Le Monde, 2021). This group belongs to the younger generation who have been exposed to more anglicism thanks to social media and they do not show resistance to anglicism as the older generation does (Brioulet, 2022). Thus, it can be

concluded that *Le Monde* seeks to target its audience by overriding the rules of borrowed word and use of anglicism unrecognized by the *Académie Française*.

3.1.2 The Limitation of Adaptation Processes by Quebec Media

Apart from France, Quebec is one of the areas exposed to English because of its geographic location adjacent to English speakers. Moreover, the government of Quebec has set French and English as official languages. Therefore, borrowing words from English into French is not easy to avoid. In relation to anglicism, Meney (2017) has categorized affixes that are often used as a step for adjusting English words to suit French language rules. Based on the word class, affixes are classified as follows: nouns (*mal-*, *pas-*, *sans-*, *-age*, *-erie*, *-thon*, *-oune*, *-eur*, *-eux*), adjectives (*-eux*, *-able*, *-ant*), verbs (*dé-*, *re-*, *-ailler*, *-ocher*). Meney added that English interference and the variables *le genre* and *le nombre* need to be considered in morphology. To see the process of borrowing English by French, the following is an analysis of the morphological structure of anglicism used in news headlines by *La Presse* media.

Table 2. Anglicisms in *La Presse* headlines

No.	Words	Word Formation	Description (Grand Dictionnaire Terminologique, n.d.)
1.	Rappeur	{rap} + suffix -eur	*lexical morpheme *through an adaptation process, with the addition of the suffix -eur (affixe dérivationnelle) *rappeur is a noun (N)
2.	Partys	{party} + suffix -s	*lexical morpheme *without adaptation process *the suffix -s (affixe flexionnelle) functions to explain the plural form *party is a noun (N)
3.	Coming-out	{come} + suffix -ing + {out}	*derived from two lexical morphemes through a compositional process *through an adaptation with the addition of a hyphen (-) *coming-out is verb (V)

4.	Tweed	{tweed}	*lexical morpheme *without adaptation process *tweed is a noun (N)
5.	Fans	{fan} + suffix -s	*lexical morpheme * an abréviation from <i>fanatic</i> *suffix --s (<i>affixe flexionnelle</i>) functions to explain the plural form *fan is a noun (N)

Based on the definition of anglicism belonging to Villers (2015) that anglicism are words, expressions, and meanings originating from English and borrowed by other languages, 17 anglicism words –with the word *rappeur* appears twice– and 3 *syntagmes* have been found in *La Presse*. Anglicism in *La Presse* that goes through adaptation process is in the words *rappeur* and *coming-out*. Based on Meney's affix category, the suffix *-eur* functions to change the word rap which is a verb into a noun. Meanwhile, the word *coming-out* has gone through a compositional process. However, this process does not involve a French morpheme, but two morphemes that are combined come from English. The word *coming-out* gets a hyphen (-) which indicates an adaptation process to enter the French lexicon. Based on the rules of the French language, a hyphen or what is called a *trait d'union* functions to connect two words to form a new meaning (Conruyt, 2019).

Some anglicisms also have the suffix *-s* which is a form of *affixe flexionnelle* but this suffix cannot be classified as an attempt at adaptation because English also recognizes inflectional affixes (Bauer, 2003). Thus, the anglicism found in the headline of *La Presse* is dominated by borrowing of words as a whole or (*emprunt integral*). This is in contrast to *Le Monde* which mostly employs partial loans (*emprunt partiels*). The difference that occurs is in line with Meney's theory that Quebec French gets a lot of direct interference from English in the word formation process.

Based on observations, only 4 *La Presse* anglicisms are not recognized by OQLF, such as *coming-out*, *fans*, *partys*, and *record*. OQLF states unequivocally that these four words are not recommended and should be avoided. This order was issued because all four of the

anglicisms already had Quebec French equivalents. Thus, the total *La Presse* anglicism received by OQLF is 14 words. This number is certainly greater than *Le Monde*'s anglicism, which was only accepted as many as 12 words by the *Académie Française*. With this fact, it is evident that *La Presse* as a Quebec media follows the rules set by the Quebec government through the OQLF language institute.

Despite the differences, *Le Monde* and *La Presse* have something in common that the anglicisms used in news headlines are dominated by nouns. In addition, there is one word that appears in both media, it is festival. Even so, it does not mean that the two language institutions always agree on the same thing. One example of differences in views occurs in the case of the word folklore found in the headlines of *La Presse*. The OQLF accepts folklore as a French lexicon and does not classify it as an English loanword. On the other hand, *Académie Française* explains that folklore is an English loan word that comes from a combination of two lexical morphemes, they are folk and lore. This difference happens because the goals to be achieved by *Académie Française* and OQLF are different. The goal of the Quebec government is not to ban the use of anglicisms, but to recognize loanwords, provided they meet certain linguistic and sociolinguistic criteria (OQLF60 2007: 8). This is in contrast to the *Académie Française* which functions to maintain the purity of the French language (Article 24 des statuts).

3.2 Position of Anglicism in Headlines

After observing the word absorption process from anglicism found in *Le Monde* and *La Presse* media, it was found that the two

media apply different ways according to the goals of each media. In order to better demonstrate the intent of the use of anglicism by the French and Quebec media, an analysis of the position of anglicism in the headlines will be carried out. Le Querler (1994) syntax theory will be used to determine the position and role of anglicism in a news headline sentence. A sentence at least consists of subject and predicate elements according to grammatical rules. Another element in sentence structure is expansion. Le Querler divides expansions into two types, namely *expansion obligatoire* and *expansion facultative* (extensions that do not have to exist). *Expansion obligatoire* has meaning and is logical, for example when the predicate is a transitive verb that requires expansion. On the other hand, *expansion facultative* does not cause the message in the sentence to be lost if it is eliminated. The use of expansions in sentences can be linked to the information to be communicated (Le Querler, 1994). In the analysis of sentence structure, it is important to identify the predicative element in relation to determining the extension of a sentence.

From a total 18 anglicism words found in the *Le Monde* news headline, 9 of them occupy the *expansion facultative* position. Anglicism that is in this position is *tunnel*, *master*, *narcotrafiquant*, *festival*, *beach*, *meeting*, *performance*, *internet*, and *absentéisme*. The following is an example of placing anglicism as an expansion *facultative* in the *Le Monde* news headline.

« Extrêmement discret, mobile, détenteur de plusieurs passeports » : Europol lance un appel international pour retrouver un narcotrafiquant énigmatique

In the headline above, the word *narcotrafiquant* occupies the *expansion facultative* position. The main sentence is *Europol lance un appel international*. The phrase *pour retrouver un narcotrafiquant énigmatique* is an extension of the main sentence which contains additional information. The word *narcotrafiquant* is an anglicism that is not recognized by the *Académie Française*. With its position as an expansion *facultative*, it shows that the word does not affect the meaning of

the sentence if it is eliminated. Then, 6 other anglicism words occupy the subject position in the news headline, including *bugs*, *hacker*, *pop*, *leader*, *square*, and *festival*.

Le hacker franco-israélien Ulcan jugé à Paris pour des appels malveillants

In the headline, the word *hacker* occupies the subject position with the verb *juger* as a predicative element. Just as the word *narcotrafiquant* is not recognized by the *Académie Française*, the word *hacker* is also not accepted by the language institute. However, in this case, the existence of the word *hacker* as a subject is very important and cannot be eliminated. It should be remembered that a sentence consists of at least a subject and a predicate (Le Querler, 1994). If the word *hacker* is eliminated, then the sentence is incomplete.

The last 2 anglicisms, each occupy an important position in the sentence as a predicate and *expansion obligatoire*. The anglicism that occupies the position of the predicate is the word *woke* which is the second verb form of the word *wake*. Neither *woke* nor *wake* are recognized as English loanwords by the *Académie Française*. The position of anglicism *woke* as a predicate can be seen from the following headline.

Un musée « woke » dans le fin fond rural et conservateur des Etats-Unis

In the headline above, *Le Monde* again places anglicism in a significant position, as it did with the word *hacker*. However, there is a difference because in this case *Le Monde* added quotation marks around the anglicism. The use of quotation marks in headlines can serve to attract readers' attention because they will be focused on the words that are enclosed. This seems to prove that *Le Monde* has openly shown its opposition to the *Académie Française* which does not recognize the loan word.

For anglicism that occupies the position of expansion *obligatoire* is the word *électricité*. Compared to the 3 previous words, *électricité* is the only anglicism recognized by the *Académie Française*.

En Rhône-Alpes, la neige coupe l'électricité à un millier de foyers

From that headline, the core of the sentence lies in *la neige coupe l'électricité*. The word *électricité* is an *expansion obligatoire* because the predicative element of the sentence lies in the word *couper* which is a transitive verb.

Compared to *Le Monde's*, the headlines published by *La Presse* are much shorter. Some titles don't even form sentences, but are syntagms because they're just a collection of words without a subject and predicate. One title that is not in the form of a sentence is as follows.

Un coming-out amer

The headline is a *nominal syntagme* because it is composed of *article indéfini*, *nom*, and *adjective*. The word *coming-out* which is an anglicism in this case has the position as a *nom* with *amer* as an explanation. *Coming-out* is an English borrowed word that OQLF cannot accept because its use is not legal. *Grand Dictionnaire Terminologique* explains that if the word *coming-out* is used, it will be marked in italic font or quotation marks in writing. This was done by *La Presse* where in the headline, the word *coming-out* was written in italic font. Apart from *coming-out*, the word *fans*, *flops*, *records*, and *performances* also serve as nouns in the *nominal syntagme*.

Out of a total of 17 anglicisms found in the *La Presse* headlines, 7 other words occupy the subject position, including *clap*, *tweed*, *clips*, *Igloofest*, *Time*, and *rappeur* which appear twice in different headlines, but with the same position. Then, 1 anglicism as a predicate, 1 other anglicism occupies the *expansion obligatoire*, and the remaining 3 words occupy the *expansion facultative* position, they are *partys*, *designer*, and *festival*.

Comment renouer avec les partys de Noel (ou pas)

The word *partys* occupies the facultative expansion position with the predicative element located in the verb *renouer*. In line with the *coming-out* cases which are not accepted by OQLF, the full borrowing of party English is also not recognized by OQLF

because it is not in accordance with Quebec French sociolinguistic norms. *La Presse* also does the same thing when using *coming-out* anglicism, they write the word party in italic font. This shows the author's doubts about the legitimacy of the anglicism he uses (OQLF, n.d.).

Thus, it can be understood that anglicism in the headlines of *Le Monde* and *La Presse* occupies various positions, such as *expansion obligatoire*, *expansion facultative*, *subject* and *predicate*. For *Le Monde*, most of the anglicisms occupy the *expansion facultative* which indicates that their position does not affect the essence of the sentence and can be eliminated to avoid using anglicisms. Instead of doing this, *Le Monde* keeps using these English loanwords. Furthermore, *Le Monde* also places anglicism which is not recognized by the *Académie Française* in a significant position, such as *subject* and *predicate*. Moreover, *Le Monde* uses quotation marks to emphasize the use of the anglicism *woke* as a predicate in one of his titles. Contrary to *Le Monde*, *La Presse* showed hesitation in writing anglicism in its headlines by using italic fonts. Although the anglicisms used occupy many subject positions, these words have been verified as acceptable by the competent language institution in Quebec. As French and Quebec media, both *Le Monde* and *La Presse* do not leave the distinctive feature of the French language in writing their headlines by adding the *article défini* and *indéfini* before the anglicism.

3.3 Motive of Using Anglicism in French and Quebec Media Headlines

The presence of loanwords in a language is caused by two factors. First, the desire of the speakers for a moment to feel like a native speaker of another language for personal satisfaction. Second, some words have no equivalent in absorbent language (Hudson, 1996). Therefore, to see the motives for using anglicism in news headlines by the French and Quebec media, we will observe the equivalence of words absorbed in French.

Those 17 anglicisms found in *Le Monde*, it is dominated by words that have French

equivalents, even for anglicisms that are not recognized by the *Académie Française*. The word *bugs* is one of the 6 anglicisms that is not accepted because it has the equivalent in French with the word *défauts*. The term *bugs* is currently popular among the younger generation who live in the midst of rapid technological advances. For this reason, *Le Monde* tries to approach his readers by using anglicisms rather than any other word that the French language has. In addition, the word *hacker* is also *Le Monde's* choice, when Larousse dictionary provides official recommendations to describe someone who does hacking or reconnaissance, it is the word *fouineur*.

In one of *Le Monde's* headlines, the use of *narcotrafiquant* anglicism is also found. In accordance with the previous structural dissection, the word comes from two morphemes, {*narcotics*} from English and {*trafiquant*} from French. The word *narcotics* itself in French has the same meaning as *drogue*. Thus, the word *narcotrafiquant* is equivalent to the phrase *trafiquant de drogue*. *Le Monde's* attempt to reach the majority of his young readers is also seen through the use of the word *master*. In the context of education level, the word has a French equivalent, namely *maître*. The word *maître* is not something foreign to both French-speaking and foreign-speaking communities. However, once again *Le Monde* shows his desire to get the attention of his readers through the use of terms that are better known among the younger generation who are exposed to a lot of anglicism due to globalization.

The second media, *La Presse* with 17 total anglicism words. Nine of the anglicisms have French equivalents, while the others do not. The word *party* is an anglicism that has an equivalent word in French, namely *fête*. Apart from that, there is also the word *fans* which is equivalent to the word *adepte* in French. The word *coming-out* in the context of sexuality has the same meaning as the word *dévoilement*.

Furthermore, anglicism which has no equivalent in French, is found in the word *tweed*. In the context of clothing, tweed refers

to clothing made from wool. In the *Grand Dictionnaire Terminologique*, tweed is included as a unit of the French lexicon. Therefore, there is no other term that can replace tweed because it has been directly borrowed and recognized by the *Office Québécois de la Langue Française*. Next, there is the word *Igloofest* which refers to a music festival name. *Igloofest* is an annual outdoor music festival held in Montreal, Quebec, Canada (Igloofest.ca). In this case, *La Presse* cannot convert it into French because *Igloofest* is an officially registered trade name. Another trade name used by *La Presse* in headlines is *Time*. The same thing was also done by *La Presse* on this one magazine brand. They cannot change it because it is blocked by binding copyright.

Still related to copyright. There are 4 anglicisms in the form of *syntagme* found in *Le Monde* and *La Presse* media. 1 *syntagme* from *Le Monde*, that it Miss France and 3 other *syntagme* from *La Presse*, they are *Six feet under*, *Squid game*, and *Sex and the city*. These four *syntagme* are the names of a television program or series, so it is not easy for the two media to translate them into French. In addition, changing the name of a program in a headline will also cause other problems, that is, difficulties for readers to find news related to the name of the program. In this case, the two media still prioritize communication elements to facilitate the delivery of information to readers.

From the observations that have been made, several anglicisms are known to be equivalent to words in French. However, there are several words for which no equivalent is found in French. Thus, the presence of anglicism in the headlines of *Le Monde* and *La Presse* completes the two reasons for the emergence of loanwords according to Hudson (1996). First, the desire of speakers, in this case journalists, to use English for personal satisfaction. The second reason is that there are no equivalents of these English words in French.

The satisfaction referred to in this context is to attract readers as much as possible because the headlines is a determinant for someone to read the news or

not (Ecker *et al.*, 2014). Moreover, in today's digital era with intense media competition where large amounts of news are published every day (Frendra & Laksman-Huntley, 2021). This is also influenced by the place where the headlines are published, which is at the *arts* and *société* rubrics. In *Le Monde*, anglicism derives largely from the social rubric or *société*. On the other hand, in the newspaper *La Presse*, anglicism is more commonly found in the *arts* section. The two rubrics are closely related to dynamic patterns of human behavior. In addition, in the arts rubric it was found that the use of anglicisms originated from the name of a festival or film and did not undergo adjustments or change to become a French term. This is because the media, especially *La Presse*, which displays more series and film titles in English, want to make it easier for readers to find news related to these works of art on search engines on online pages. Search engines utilize algorithms by identifying keywords in news articles (Gatti, *et al.*, 2016). Therefore, if the title of an English film is changed to French, it will be difficult for readers to find news articles related to the film.

The position of *Le Monde* and *La Presse* media as international online media from France and Quebec also supports the intensity of using anglicism in writing the title. This is done to make it easier for the target audience to accept English terms compared to French because of the position of English as the *lingua franca*. More than that, *Le Monde* has even opened a special page in English without any French articles being published on it, even though the contents of the articles discuss problems in France.

Based on the explanation in the sentence structure section, anglicism in *Le Monde* dominates the position of facultative expansion which is an expansion that is not required. In addition, the anglicisms used by *Le Monde* mostly have French equivalents. Thus, *Le Monde* had a chance to avoid using anglicism, but the opposite happened. *Le Monde* retains anglicism in its headlines, although some of the words have been adapted according to French conventions. *Le*

Monde's efforts to make adjustments were due to French tensions with matters relating to the English language. This is reflected through the rejection of French society where as much as 47% of the total population opposes the use of English in all kinds of publications and advertisements (Brioulet, 2022). Furthermore, Brioulet reported that those who opposed it firmly were the older generation aged 70 and over as well as retirees. Meanwhile, 70% of French people admit that the quality of French has deteriorated in the last 10 years, especially in media and social networks. Another objection to the use of anglicism came from the *Académie Française*, as the institution who is responsible for creating the French term to avoid using foreign terms. Based on a report in February 2022, the *Académie Française* stated that the use of anglicism was increasing and it was feared that it would further damage French grammar. One month earlier, the *Académie Française* had also threatened legal action against the French government for including an English translation on the national identity card (Martinetti, 2022).

In contrast to *Le Monde*, the online newspaper *La Presse* uses anglicism in a more objective manner. The number of equivalent and non-French equivalent anglicisms is equal. *La Presse's* actions were caused by the strictness of the Quebec government in giving orders and warnings regarding the limits on the use of anglicism. Through the OQLF, the government of Quebec has clearly stated why an anglicism word is not accepted, either due to inappropriate sociolinguistic rules or its illegal use. This information is presented in the *Grand Dictionnaire Terminologique* (GDT), a dictionary of reference for Quebec French made by OQLF. The GDT has also provided equivalent words according to the Quebec French linguistic system.

Thus, *La Presse* as Quebec media can actually suppress and control the use of anglicism compared to *Le Monde* which seems to force anglicism to be present in its headlines. A discussion in one of the articles published by *Le Monde* also agreed that the

people of Quebec are better in maintain French than the French themselves (Bures, 2018).

4. CONCLUSION

Based on observations, the ideology of each media corresponds to their agenda as leftist media, but with a different focus. *Le Monde* as an independent media that is free from any power reflects a leftist ideology that promotes freedom. This supports *Le Monde's* motive for using anglicism as a marketing strategy to catch the reader's attention by overriding the rules of anglicism established by the *Académie Française*. On the other hand, the ideology upheld by *La Presse* is equality and solidarity. Therefore, *La Presse* tends to follow the rules of anglicism set by the Office Québécois de la Langue Française (OQLF) with the motive of maintaining the purity of the French language. This is proven by writing anglicism in italic fonts and the minimal use of anglicism which is not recommended by OQLF. The large number of anglicisms originating from program and brand names shows that *La Presse* prioritizes communication elements for their readers. Despite the differences in the motives for using anglicism by both of them, as media originally from France and Quebec, *Le Monde* and *La Presse* keep retain the distinct characteristics of the French language by adjusting *article défini* and *indéfini* on noun anglicism that dominates the headlines of their articles. Thus, this study supports previous research by Febriane & Miranda (2018) and Kautsar & Miranda (2021) who found that Quebec maintains language sovereignty better than the French government, which is flexible and uses Anglicism to reflect the evolution of foreign policy and the ideology of its government.

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