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## The effect of prescriptivism on the use of localized terminology in French newspapers

Prescriptivism has been present in French since the foundation of the French Academy in 1635, although discrepancies persist between prescription and practice (Poplack, Lealess, & Dion, 2013). The cultural and linguistic influence of English on French has been the subject of contentious debates over the years, which lead to the creation of terminological committees designed to prescribe localized terminology. Previous research has mainly focused on loanword frequency in newspaper and online data (Saint, 2013; Varga & Dvorski, 2011), but has barely examined how the prescriptive efforts of terminological committees have shaped the use of lexicon over time. This study investigates the effect of prescriptivism on the use of localized terminology in two genres of French newspapers between 1990 and 2015.

The variables of the lexical borrowings and their prescribed equivalents have been selected from the field of information-, audiovisual- and telecommunication technology, where English lexical borrowings are abundant. The corpus consists of two genres of newspapers with different audiences: a national newspaper that reaches the general public as well as one specialized in technology targeting the professional public. The proportion of use for each variant is observed 2 years before and 2 years after the prescription of the French term. A logistic generalized additive mixed model is utilized to model the use of the prescribed French variants over the English alternatives across time (Wood, 2006; 2004).

The results from 75 observed variables (150 unique lexical items) in the newspaper corpus reveal that the committees' prescriptive efforts have an effect only in the case of *e-mail/courriel*. The estimated proportion of *courriel* increases after its prescription in 2003, even though it does not exceed 40% (see FIGURE 1 in the Appendix). Prescription does not affect the use of other terms, whether they be English pure borrowings or their French equivalents attested prior to their prescription. Therefore, these findings suggest that even when there is a prescriptive rule which is clear to implement (unlike the prescriptive guidelines for the use of the subjunctive discussed in Poplack, Lealess and Dion (2013)), the prescription does not seem to have an effect in a genre of language where we would predict it to be more influential.