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Article

Social Interpretation of The Lexicon of The Market and Trade Process in French

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Abstract: In the context of globalization and technological advancement, language systems experience continuous evolution, particularly influenced by socio-economic and cultural change. The lexicon of commerce and trade in the French language reflects deep-rooted cultural values and historical experiences, particularly within the domains of regionalisms, dialects, and archaisms. Despite extensive studies on French regional vocabulary, the lexicon specifically associated with commerce, trade, and market processes has not been thoroughly explored in terms of its social and cultural interpretations. This study aims to investigate the social significance, sources, and conditions of functioning of French commercial and market lexicon, with emphasis on regional vocabulary, cultural symbolism, and sociolect usage. The research identifies the origins of regionalisms from dialectal and foreign language borrowings, noting their functional presence in both regional (67%) and general French (33%) levels. The study also categorizes the conditions supporting the survival and spread of such lexicon, such as use in stylistic forms, sociolects, precedent texts, and rhetorical figures. The analysis presents a synthesis of linguistic geography, etymological tracing, and comparative methods to classify the French lexicon of commerce as a cultural and socially embedded phenomenon. Understanding the symbolic and regional nuances of French trade-related vocabulary offers insights into the societal norms, historical experiences, and value systems of French-speaking communities, enriching both linguistic and sociocultural scholarship.

Keywords: Commerce, Trade, Market, Lexicon, Linguistics, Society, Dictionary, Activity, Regionalism, Archaism, Dialect

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1. Introduction

Currently, in the era of globalization, the rapid development of new technologies, the expansion of intercultural contacts, and significant socio-economic and political changes, the language system is undergoing enormous changes at all levels. The monographic study of the French regional vocabulary can be considered one of the most important tasks of Romance studies, since a complete scientific description of French regional languages will shed light on many unclear issues related to the prospects for their existence and development in the system of the national French language. At the same time, a special study of the origin, conditions of functioning and preservation of French regionalisms can fill in the missing information about the formation of the lexical system of the French language.

2. Materials and Methods

In the process of evolution of the language system, we inevitably encounter the enrichment of the lexical level of the language due to the obsolescence of certain elements

and the introduction of innovative material.[1] At the same time, the constant renewal of the lexical composition of the language has a positive effect on diachronic changes.[2]

It should be taken into account that not every linguistic form is equally "in demand" by speakers of a given language.[3] In addition, it is necessary to take into account that what is new in one period of the history of a language often becomes archaisms at another stage of its evolution.[4] Thus, in Old French, a new formation mautalent arose to denote the abstract concept of anger (from the Latin adjective **malus** - bad, evil, bad, and from the Latin Greek noun talente, denoting a measure of weight and money. Taken in a singular and portable sense, desire, will: recorded in the 11th century in the form maltalent). [5] Later, this word passed into the category of archaisms and by the 15th century went out of use.[6]

Literature review and Methodology

Currently, the study of issues related to the analysis of the existence and development conditions of regiolects and regionalisms in the French language system allows us to take a fresh look at existing scientific problems and determine the prospects for research in this area.[7] By regionalism, we understand a lexical unit that is part of the national language system and is used in a specific area.[8] Regionect - this is a set of regionalities of a particular region.[9].

Today, when studying the problems of the coexistence of French archaisms, regionalisms, dialects and common vocabulary, it is necessary to take into account those linguistic studies that laid the foundation for the development of linguistics in this direction.[10] The universal role of language in society and its inextricable link with many social, humanitarian and natural sciences determine the emergence of the comparative historical linguistics method.[11] The use of the comparative historical method makes it possible to identify and study the interrelated/non-related features of languages, their origin from a common proto-language or other features that emphasize the belonging of languages to different groups.[12] In addition, within the framework of this scientific method, it is possible to analyze the subsequent independent development of languages and further compare their features at the lexical level (in the framework of our research - the transition of units from one language to another, as well as the conditions of its subsequent use and work in it).[13]

Despite the fact that many theoretical and practical works in local and foreign linguistics are devoted to the problems of French regional,[14] dialect and archaic vocabulary, words and terms related to commercial activities, market and trade activities in modern French have not been sufficiently studied, which explains the relevance of our research [15].

3. Results

The basis of the conditions we are considering for the existence and preservation of French regionalisms in the language system is their direct "demand" in the territory of residence of native speakers of a particular language in a given historical period.

In the context of globalization, the language system reacts sharply to the intensification of international relations, new socio-economic conditions, cultural and moral trends, and changes in socio-political directions. The volume of innovations in the language system is rapidly increasing due to the influx of foreign dictionaries, and a number of elements of this system are falling out of use.

The history of the French language is a rich field for research, interesting in terms of the diversity of all linguistic levels and regional characteristics of the language, depending on its territorial use (region of France).

The territorial variation of the French language in France is of great interest and relevance to contemporary researchers of regionalism and regionalism.

Regionalisms replenish the fund of the French language by replenishing linguistic material from related languages, dialects historically established in the territory of modern France, and languages widespread in neighboring and peripheral regions of France. The renewal of the fund of regionalisms is a constant process, during which the vocabulary is transferred (borrowed) to French regionalisms, as evidenced by the etymological analysis of the French regionalism and its comparison with the lexeme of another language from which it came.

The evolutionary processes and historical facts in the language should be studied continuously and inseparably from society on the basis of accumulated linguistic materials. The historical contacts of the French with representatives of other linguistic cultures have a great influence on the state of the vocabulary of the national French language, including regional lexicons. Historical facts often contain information that points to promising directions in the field of increasing new knowledge in linguistics.

When conducting research in the field of regional vocabulary of the French language, it is necessary to take into account the interrelation and interaction of regional, dialect and archaic vocabulary, as well as sociolects, professional argot and the linguistic norm of the French language.

The French Lexicon of Markets and the Dictionary of Commercial Processes reflects the cultural and social values of French society. In France, markets have a long history and occupy a special place in the collective imagination. The language used to describe markets and commercial processes is rich in symbolism and reflects the traditions, quality and authenticity of French culture.

One of the key aspects of the French market lexicon is the emphasis on the specific characteristics of a particular region or region that influence the quality and taste of its products. Terms such as **“produits du terroir”** (local products) and **“appellation d'origine contrôlée”** (controlled designation of origin) emphasize the importance of place in determining the value of a product. The emphasis on a specific region reflects the French belief that food is not only a reflection of the food and local cuisine, but also of the land and the people who produce it.

Another important aspect of the French commercial and marketing lexicon is the emphasis on craftsmanship and tradition. Terms such as **“artisanal”** (handmade) and **“savoir-faire”** (know-how) indicate the importance of traditional methods and skills in producing high-quality products. This emphasis on craftsmanship stems from the fact that in France, quality is more important than quantity, with a focus on small-scale production and attention to detail.

In addition to vernacular and craft words, the French market lexicon also reflects the importance of social interactions and relationships in the commercial process. Terms such as "**Marchand**" (merchant) and "**clientèle**" (client) emphasize the personal nature of transactions in French markets, where relationships between buyers and sellers are often built over time. The emphasis on personal connections reflects the French belief in the importance of human relationships in all aspects of life, including commerce.

4. Discussion

The French language is constantly updating its lexical level. In our opinion, the formation of the class of regionalisms in French is associated with the transition of vocabulary from historically formed dialects and other European languages to French regionalisms. Thus, we have identified the following sources of regionalisms in French.

a. The transfer of vocabulary from historically formed dialects to regional languages.
b. Vocabulary transfer from other European languages (borrowing):
   - Old English and English loanwords;
   - Dutch and Flemish debts;

- German debts;
- Helvetisms;
- Scandinavian borrowings (product of Scandinavian etymologies).

The possibility of the functioning of French regionalisms in the language depends on the level of their "demand" in the language. In determining the conditions for the functioning and preservation of regionalisms in the French language, it is necessary to study their etymology, the reasons for their penetration into a particular sphere of life, and their use in a particular environment. Conditions have been created for the functioning and preservation of French regionalisms in the language.

a. The use of regional units of the French language as cultural realities and terminological elements.
b. The use of French regionalisms in stylistically defined speech forms.
c. The use of French regionalisms in sociolects.
d. Use of French regional vocabulary in precedent texts.
e. The use of French regionalisms as part of rhetorical figures and tropes.

An analysis of the sources of origin of regionalisms in French showed that the transition of vocabulary from historically formed dialects (49% of the total number of factual research materials), as well as the transition or assimilation of vocabulary from other languages. European languages (51% of the total number of factual research materials) turned out to be practically equal in terms of effectiveness.

In order to determine the level of effectiveness of the conditions created for the functioning and preservation of regionalisms in the French language, criteria for their use in the language system were established. Among such criteria, the following were highlighted: provision of regionalism with a vocabulary at the general linguistic or regional level;

a. Contextual use of regionalism in the texts of works of art, popular science literature, and periodicals;
b. The degree of recognition of regionalism by the local population in its immediate area of distribution.

The functioning of the French regional vocabulary occurs at the regional (67%) and general language (33%) levels. The share of functioning in the regional language is higher, because, for example, regional terminological elements and realities become more “in demand” in the region (the regional vocabulary used in the terminological sense is leading compared to other working conditions). according to the results of our study). The emergence of a regional element outside the area of its initial distribution is usually associated with the demand for the concept it expresses at the general language level. For example, the development of the tourism industry actively contributes to the consolidation of regionality at the level of common use.

5. Conclusion

In general, the lexicon of French markets and commercial processes reflects a set of cultural values that prioritize tradition, quality, and personal relationships. By understanding the social interpretation of this lexicon, we can gain insight into the values and beliefs that shape French society and its approach to commerce.

In conclusion, the lexicon of market and trade processes in the French language serves not only as a means of communication but also as a mirror reflecting the cultural, historical, and social dynamics of French society. This study has shown that French commercial vocabulary is shaped by a variety of linguistic sources, including regionalisms, archaisms, and dialectal forms, all of which contribute to its richness and specificity. The interaction of regional vocabulary with national linguistic norms underscores the continuous evolution and adaptation of the French language in response to economic,

technological, and intercultural developments. Emphasis on localized production, traditional craftsmanship, and human-centered commerce in the lexicon—through terms like *produits du terroir*, *savoir-faire*, and *marchand*—illustrates how language encodes the values of authenticity, regional identity, and social relationships. The sociolinguistic patterns observed in the vocabulary of markets and trade reveal how language operates within the broader cultural and economic framework of French society, prioritizing quality, tradition, and interpersonal connection over standardization and mass production. Ultimately, understanding the social interpretation of commercial lexicon deepens our insight into not only linguistic phenomena but also the ideological underpinnings and everyday realities of French commerce. This reinforces the need for continued research on regional vocabulary and sociolects in the context of an increasingly globalized and linguistically dynamic world.

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