

linguistics' foundation because it helps to obtain principally new lexicographic products – the features of dynamics of the literate language word stock.

## **2.2. Innovative processes in the lexical structure of French language**

Language is a dynamic system, a complex mechanism that, on the one hand, is in constant motion, on another one – retains signs of stability and integrity, as a major means of communication. Obviously, that's why the question on language mutability, the essence, factors and trends of language evolution is one of the central problems in linguistic science.

Socio-political changes taking place in France at the beginning of the 21 century can't, of course, do not touch this essential aspect for society as speech's communication. It is possible to talk even about the change of communication's paradigm of verbal communication.

In modern society the dialogic paradigm dominates. This process has led to the communicative freedom of speech, which is evident in the abundance of innovation in providing benefits to non-standard forms of expression in the expansion of normative boundaries of language, and sometimes in conscious violation of linguistic's norms. Innovation processes occur continuously, as they relate to speech. These processes represent context-independent redistribution of semantic components in the contents of individual units, due to which this language unit becomes informational, expressive or pragmatically meaningful in the context of specific statements [Remchukova 2005, p. 32].

Innovation activity is one of the components of the language evolution process. Innovation processes in the French language has repeatedly been the object of analysis at certain time intervals. In particular, the development of vocabulary was explored by L. Guilbert, J.-F. Sablayrolles, M.-F. Mortureux, G. Walter, J. Bastuji, J.-Cl. Boulanger, F. Cusin-Berche, etc.

Innovation's processes involve changes in the system and semasiological vocabulary's characteristic as well in the sociolinguistic vocabulary's characteristic. Innovative processes in the system and semasiological plan are associated with the

change of the semantic and/or formal status of lexical units [Gochev 2017]. Changes in the political space, political and legal organization of society and economic transformations, science and technology achievements, Internet technology, electronic means of communication, the openness of society and its integration in the international cultural and information's space are the factors that determine today the active innovative processes in the French language's vocabulary.

On the one hand, we observe natural significant improvements in lexical-semantic system of language: the words that are actively used, updated semantically and functionally, and the nominations that are familiar for most speakers moved into the category of historicism; a number of lexemes, by contrast, moved from the passive fund to active one (*flashmob m*, *hacker m*, *googlisme m*), that are especially observable in the field of journalism, newspaper, adolescent and youth language. As noted by E. Karpylovska, new loanwords (neoloanwords) provide as aspectuality and generalization of the words' semantics with new derivation's resources [Karpilovska 2009].

Some aspects of loanwords were investigated on the modern stage of the French language's development of [Ruban 2012], when its vocabulary is constantly updated with borrowed words, there is a need to consider carefully the sources, ways and means of borrowing, and find out the need and prospects of functioning in the language. Indeed, overreliance on a borrowed lexicon leads to «clogging» of the language, to diffuse its national features [Shcherbak 2007].

It's necessary to note that the manifestation of the innovation process in sociolinguistic plan is associated with changes in the status of lexical units:

1) in the sphere of their usage: the return of the low-used or obsolete words from the passive vocabulary to the active (*areligieux adj*, *présentement adv*, *plaisant adj*, *connecter*, *ménager*, *couleurs n.f.pl.*), as well as the return of the lexical units in a passive dictionary (*gasconisme m*, *système m téléphonique*);

2) in the area of their distribution: the transfer of lexical units from a limited vocabulary use in vocabulary of unlimited use, for example: *scanner*, *modulateur* (from computer science), *skating*, *canyoning* (from sports terminology);

3) in the sphere of their implementation in the speech: the transfer of lexical units from one circle to another, for example, the book word **choix** in the context «*C'est une réflexion que je mène depuis des semaines. Des élus sont venus me soir, je les ai écouté et à un moment, j'ai pris ma décision au bout de quelques semaines. Elle n'était pas facile. C'est un **choix** de passion, pas de carrière, l'appel de Paris est irrésistible*», a-t-elle expliqué» [LP3 2013].

Thus, changes in the status of lexical units in sociolinguistic plan are the result of innovative processes of the transition of existing lexical items from the one lexical stratum to another within the limits of each of these areas. As a result, they acquire a new characteristics oriented to the adaptation to the specific conditions of the new site of the corresponding sphere.

It is believed that the emergence of new units is influenced by specific external language patterns regarding the language system, and on the basis of internal patterns that are inherent in the language. Research of features of the vocabulary development is not possible to hold without regard to the position of dialectical approach to the phenomena of language in general and to the word formation in particular. The main idea is about the interdependence and interconditionality of linguistic phenomena; a systematic approach in the study of objective reality is using.

The most active development of language is in the area of vocabulary, that is caused in addition to its features by comparison with other linguistic levels, in particular, by a higher degree of extra-language determination.

The development of language, as noted in the Dictionary of sociolinguistic terms, this is 1) any changes that occur in the language (eg. the development of the suffix from independent words); 2) those that lead to the improvement of the expressive possibilities of language, as a consequence of the process of language adaptation to the evolving needs of communication. The concept of «language development» and «language changes» are not clearly differentiated in linguistics, resulting the changes that do not lead to the improvement of the language, also are related to the field of «development of speech». Relative and absolute development of speech are distinguished.

The phonetic changes are as an example of the relative changes in the language; the main task of these changes are the elimination of «areas of tension». It may create new areas of tension, resulting in a wavy movement of language change. Absolute progress of technology is expressed in fitting language to the forms of social life, which has become increasingly complex (the growth of the productive forces of society, development of science, technology and human culture).

There is a large number of new concepts for which the language has to find means of expression, expanding social functions of the language, the stylistic variability is becoming more complex. Languages develop along the line of absolute and relative progress at the same time.

Language's changes are the processes that occur in the language as a result of indirect pressure on the language's system of extralinguistic factors. So, A. Martinet called linguistic changes as the innovations in phonology and grammar, due to the principle of economy, which was understood as the resolution of the conflict between the needs of communication and the natural inertia of man (eg. changes in the expression of grammatical categories in the evolution of language). First of all, a new phenomenon are visible at the lexical level, but they also arise at other levels of language, e.g., in the syntax (expressed in the ordering of the syntax, the elimination of ambiguous syntactic structures). Changes in language are also the result of language contact, for example, syntagmatically on the level of accumulation of interference phenomena leads to the development of polysemy, changes the rules of combining morphemes and lexical units, as well as to the emergence of new syntactic constructions, etc. [Kozhemjakina, Kolesnik, Krjuchkova, Mikhalchenko 2006].

The changes in language are closely connected with transformations in the lexical system, which is the result of the action of external conditions of functioning of language (the language situation, linguistic interference, mutual influence of national cultures), and intralinguistic mechanisms (analogy, trends to short sayings (saving speech efforts), the desire to use expressive and emotional means of expression, the emergence of new syntagmatic relations of words that have an impact on lexical and semantic changes, etc.

The vocabulary of the French language is a multifaceted complex construction. Its development is natural. The language contains a significant percentage of stable elements, and simultaneously creates a new lexical units. Vocabulary changes are accompanied by processes of unification and differentiation, thanks to which achieves the stability of the vocabulary, a certain sequence of updates and enrichment. The stability of the lexical system is implemented and perceived through the action of certain conditions which are called conditions lingual stability, in particular such:

1) the gradual, stepwise nature of the word formation processes, when word-formative innovations occur in stages in accordance with the requirements to customary usage, namely word-formative family is in process of formation for a long time;

2) the nature of language's contacts and new loan-words that is regulated;

3) semantic stability, a clear definition of the boundaries of values and conformity of speech practice to lexicography's fixation;

4) an obvious character of stylistic stratification [Skljarevskaja 2001].

The stability indicator of the lexical system at different stages of language development is not the same. In the early 20 century some kind of «neology boom» is typical for French language: we note the significant specific quantitative and qualitative transformation of the vocabulary, the flexibility, the democratization of linguistic norms. Under these conditions, the problem of introduction of new words and meanings, archaic units to normative dictionaries arises.

The processes of regrouping of the central and peripheral lexemes occur in the language constantly: new and restored lexical items gradually become central, and a certain amount of them passes into the periphery of the dictionary. The main feature of language is associated with a constant need to supplement it with new means so that the language's system adopts lexical neologisms in clearly defined places for them [Zhaivoronok 1999].

Exploring ways of replenishment of lexical structure of the French language, researchers often point to three main sources: the creation of new words using word-

formative possibilities of the language; loan-words (*clubbeur, buzz, slim, wiki*). Today there is an increased intensity of word formation, in particular, various types of affixation (*décohabiter, cyberdépendance*), composition and fusion of various types (*adulescent, multijoueur, fluocompact, mobinaute, moto-taxi*), etc.

We note that the language reacts to changes in public and individual consciousness, and, accordingly, reflects them. Social factors that affect the development of vocabulary are varied: the level of production and technology, social culture, political activity, economic, scientific-technical, cultural contacts and etc. Scientific discoveries, scientific cooperation lead to the internationalization of terminology, international contacts have contributed to some internationalization of the vocabulary as a whole. The interaction of lexical layers is considered in linguistics as the process of integration.

The rapid increase of terms accompanied by their intensive penetration into general literary language. Socio-political processes of recent years have resulted in multiple language transformation, besides a new forms of social relations are manifested more actively in various semantic changes.

The fact of relation between the replenishment of the language vocabulary with society and civilization as a whole. V. Vinogradov maintained this point of view, arguing that «...the vocabulary of the language faster and wider than the other side of language structure responds to changes in all spheres of public life. In the development of dictionary a kind of registration of these changes and consolidation of a continually creative educational work of the society are doing.

The history of vocabulary is closely and organically connected with the history of production, life, culture, science, technology, history and social worldviews. The relations of language's history with the history of social development are direct and comprehensive» [Vinogradov 1977]. In addition to extra-linguistic causes influencing the development and updating of the vocabulary of the French language, linguists traditionally point to «the intralinguistic reasons, which are largely predetermined by external stimuli – social need in the name of all that is new in his thinking, intralinguistic factors – trends in economy, unification, consistency of language



means, the variation of nominations, with different inner form, etymology, tasks of expressive, emotional and stylistic expressiveness» [BJS 2000].

Thus, the appearance of new words is dictated not only by the need for nomination of a new concept which has emerged, the concept of reality, but also by constant self-development of the language, the desire to improve methods of language symbols. So, in the vocabulary of the language we have a tendency to complicate and enrich. The dynamics of the semantic's structure of some word leads to the development of the vocabulary as a whole, to its qualitative and quantitative transformation.

However, renovation of the vocabulary is not only as an explicit inclusion of new vocabulary's units. Since the word is in constant operation some changes can be seen or can occur in its semantic's structure that lead to more or less significant changes and innovations. A quantitative increase in the dictionary is no doubt (in general, it should be noted that the processes of words' archaism are expressed less in comparison with the enrichment of vocabulary), its organization is complicated (composition of lexical-semantic, synonymic, antonymous, homonymous groups and etc.), the existing derivational relations of words differentiate, as the vocabulary becomes more diverse, the migration of words from different language's registers is increasing.

The emergence of new lexical-semantic variants leads to substantial changes in the lexical fund. Consequently, the dictionary is the most productive scope in the language. This is confirmed by its continuous renovation by the new lexical units, and in accordance with statement of V. Vinogradov, «the vocabulary of the language is in a state of almost continuous change» [Vinogradov 1977, p. 218].

For comparison, imagine the dynamics of development of the vocabulary of the French language on examples of dictionaries of French language *Petit Larousse* (Fig. 2. 1) та *Petit Robert* (2000-2013) (Fig. 2.2, Fig. 2.3).

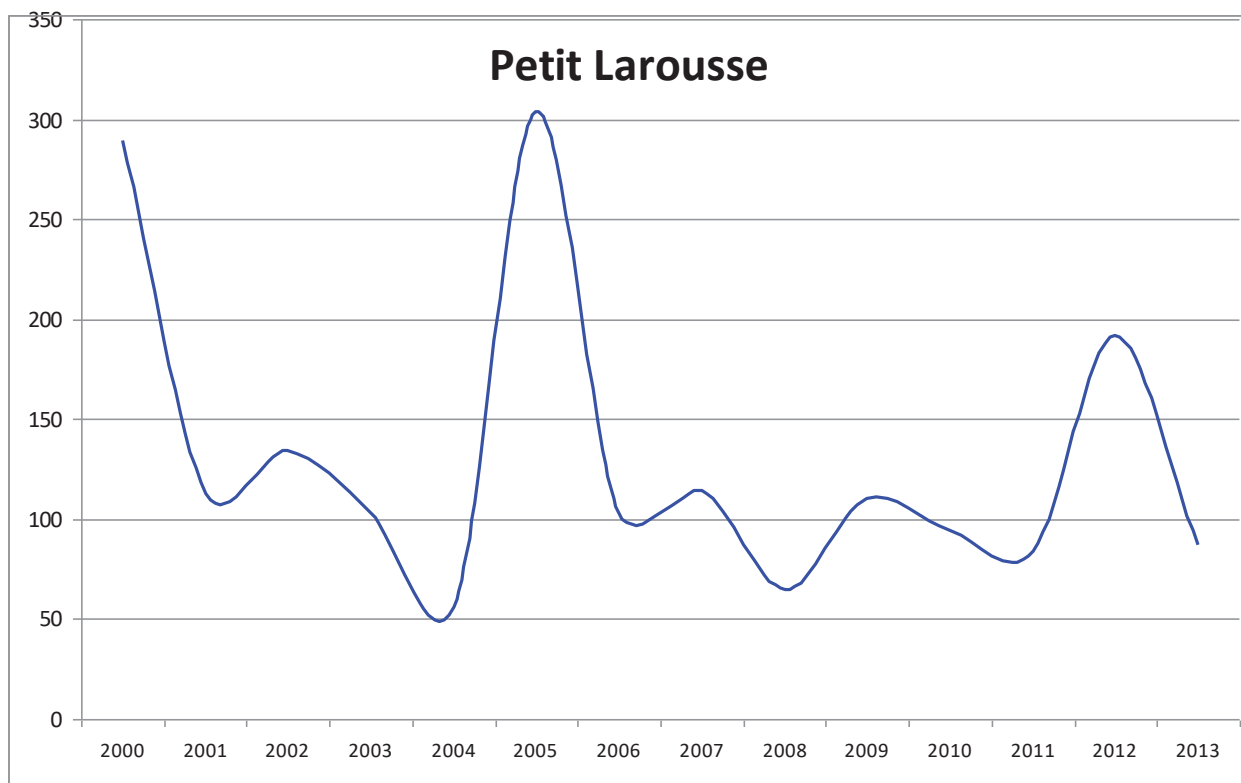


Fig. 2.1. Innovations included in the dictionary Petit Larousse during 2000–2013

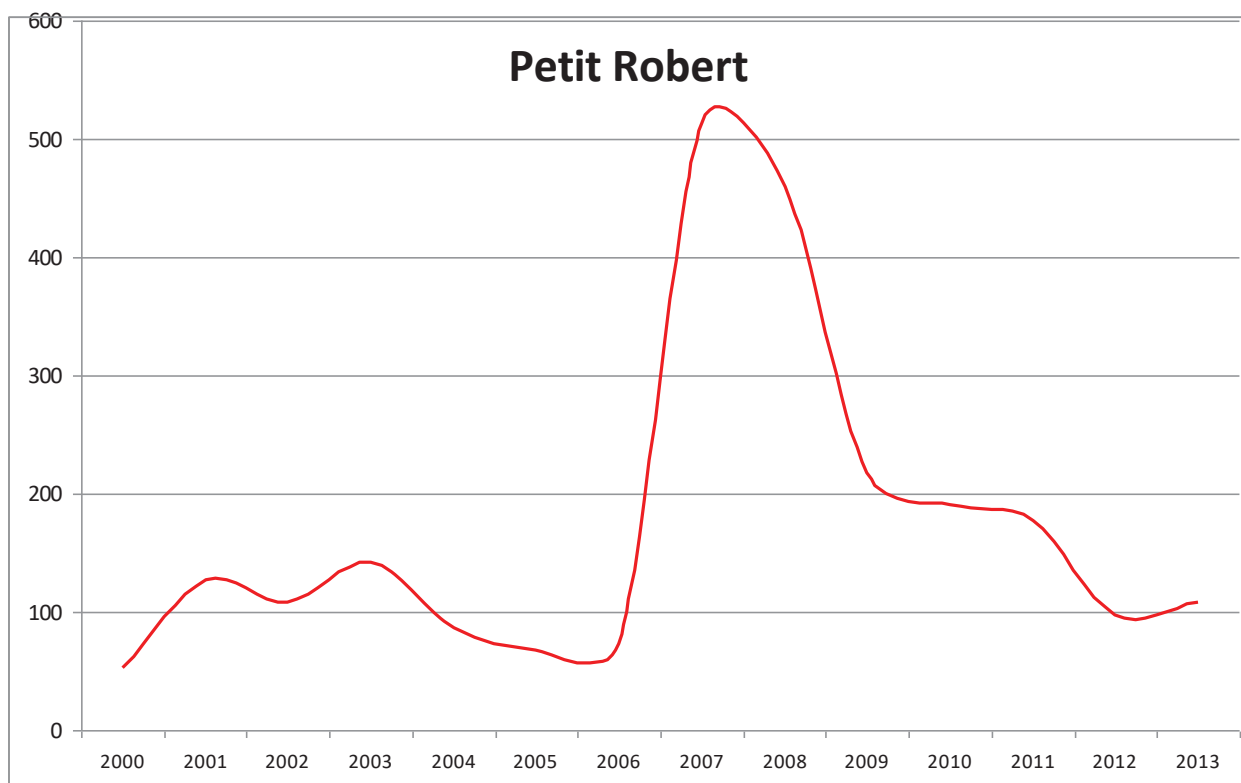


Fig. 2.2. Innovations included in the dictionary Petit Robert during 2000–2013



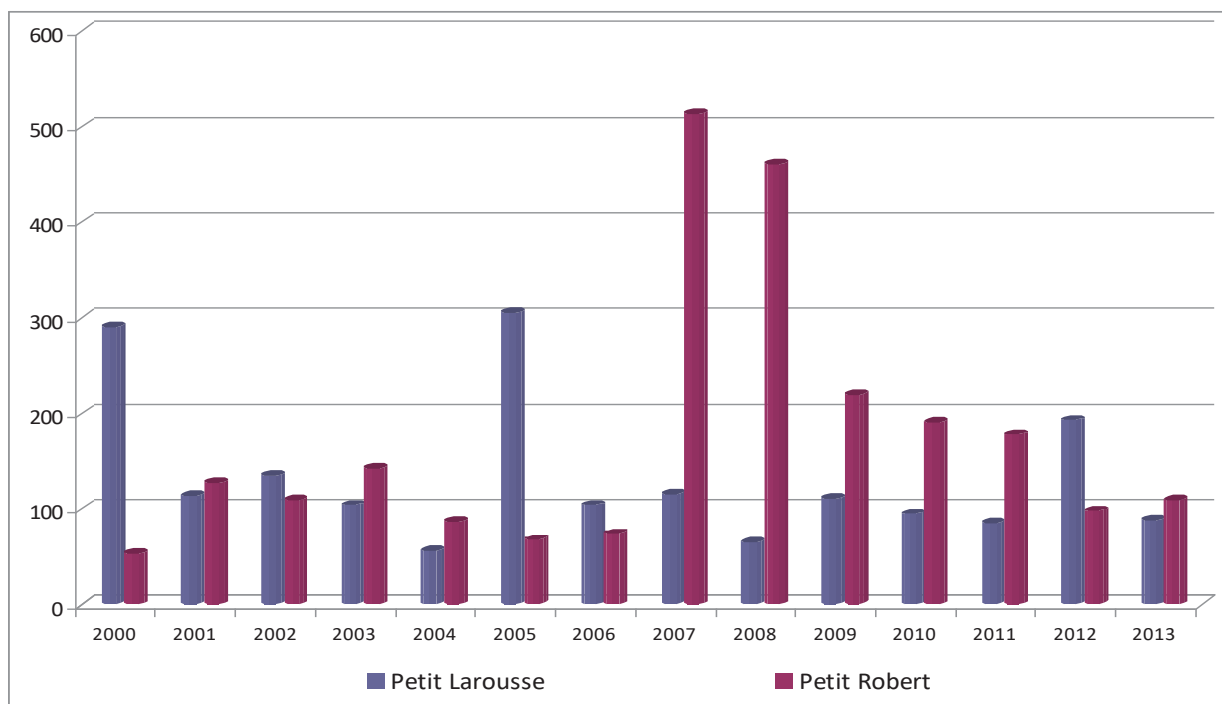


Fig. 2.3. Comparative diagram of new words occurrence

On the basis of register of dictionaries' data we have the ability to monitor the development of the vocabulary and, therefore, to study better the processes of obsolete word's formation and language's fund neologization, to predict the main trends of lexical-semantic development, to establish regularities of the language's dynamics, to identify the causes and factors of language's evolution.

The variety of lexical items gives rise to the complexity and mobility of relations between them in vocabulary. Words evolve in different directions.

Linguists distinguish between internal and external factors of the vocabulary's development. External factors relate primarily to its quantitative growth. These include borrowing, word-formation, vocabulary fund of neologisms, archaic vocabulary, phraseological etc. This unity contributes not only to identification of the structure of the vocabulary, but to the communication and continuity between its various states at different stages of language's development, which organically combines variability, the uniqueness of sustainable trends as well as the frequency of occurrence of certain phenomena and processes. All these factors operate in the complex and crossed with a domestic, so a qualitative transformation of the

vocabulary occurs in a complex way. Trends of internal development are based on the interaction of lexical layers, the transition of words from one part of speech to another, the dynamics of the development of the semantic structure of words, differentiation of word's choices, formal and semantic merger of the words, variety of words, and so on.

The constant interaction of different lexical layers is conditioned by the unity of language system and speech activity.

The processes of words's migration cause significant changes in the vocabulary. This affects the structure of the lexical units, changes their functions in language, in their relationships, groups, within the structure of the lexical structure. Thus, the development of the vocabulary is uneven and is characterized by a complex of various processes.

A great importance for the emergence of neologisms have intralinguistic processes: the occurrence of metonymy and metaphorical usages, the change of the semantic structure of the word. It should be noted that the vocabulary in the modern period is subject to renovate, semantic conversion, word-formation activation, stylistic changes associated with the loss of stylistic colouring by the one words and acquisition of this color by other words etc. As you know, major changes in lexical-semantic system of Ukrainian language in the beginning of the 21 century occur in three main ways:

- 1) expansion of the vocabulary of the Ukrainian language at the expense of new lexical units;
- 2) redistribution between different groups within the vocabulary of the prevailing;
- 3) changes in terms of word sign content [Klymenko, Karpilovska, Kysliuk 2008].

The empirical analysis shows that French language in the beginning of 21 century is developing along the same lines.

The process of expansion of vocabulary with new lexical units is done in two ways:

- 1) through the completion of a new dictionary by foreign language units;
- 2) through the formation of neologisms of their own language resources.

The majority of loan-words are presented by anglicisms: **audioblogging** («manifeste de l'audioblogging»), **biohacking** («exploration du décodage du génome humain, avant la biologie synthétique avec les doigts, comme nous avons exploré l'informatique avec des lignes de code»), **blook** («un livre réalisé à partir du contenu d'un blog ou un livre publié sur un blog»), **facebookable** («un contenu digne d'être publié sur facebook, susceptible de susciter l'intérêt des internautes qui pourront «liker» ou commenter sur le réseau»), **buzz marketing** («technique marketing consistant à faire du bruit autour d'un nouveau produit ou d'une offre»), **fast casual** («concept de fast-food haut de gamme, crédibilise son engagement nutritionnel en s'appuyant sur la caution d'un professionnel de santé»). There are loan-words from Spanish: **guérillero m** **jardinier** (guérillero de jardinage) («partisan-jardinier»), **caracoler** («effectuer des caracoles, pour un cheval; évoluer avec vivacité et facilité; prendre une position prédominante, très au-delà des concurrents»), from Italian: **barista m** («celui qui a acquis un certain niveau de compétence dans la préparation de boissons au café à base d'expresso»), **fascisme** («un mouvement politique italien apparu en 1919»), **aggiornamento** («un terme italien signifiant littéralement mise à jour»).

A prerequisite for linguistic borrowing is the existence of contacts between peoples-native speakers. At the present stage, thanks to technological inventions, latest technologies, the opportunities for contact between different countries are extremely increased. Foreign words penetrate particularly actively with help of the media: «Le nouveau luxe, c'est... la révolution à table. Le nouveau luxe, vaste programme comme dirait De Gaulle... En 2010, la politesse a pris un tour **facebookien**. Tout le monde s'embrasse, tout le monde se déclare, «bisous» ponctuent chaque fin de conversation, l'adulcescence s'est emparée de nous...» [LP2 2010]; *La Fouine*: «Les **clashes**, ça peut mal se terminer». Ces **clashes** à répétition avec Booba, c'est un peu ridicule, non? *La Fouine*. On est des cons, des bouffons, on donne une mauvaise image de la banlieue, des jeunes des quartiers. Je suis pressé

*que ça s'arrête» [LP3 2013]; «En fin de journée, deux enseignantes des lycées Bon secours et Sainte-Louise de Marillac ont présenté la **flashmob** de la fraternité avec près de 200 personnes sur la musique des Black eyed peas, I gotta feeling, au pied du Castillet. Ce samedi à 15 h 45, une célébration d'envoi pour Diacona Lourdes était célébrée par Monseigneur Marceau. Les pèlerins se verront confier le Livre des merveilles et des fragilités pour Lourdes» [LI 2013].*

All this explains the influx of a large number of foreign words in the French language over the last decade. Loan-words are often used to denote new concepts, phenomena, realities: **web services** *m pl* («services en ligne, par Internet»), **tumblelog** *m* («variante du blog»), **tribal-surfer** *m* («qui trouve dans Internet sa tribu et le moyen idéal de tisser un réseau relationnel, sans se soucier de la classe sociale, de la langue ou de la race»). The most numerous group consists of foreign language words used to refer known phenomena or realities, but which were not in the French language, single-word names, for example: *un crash d'avion* instead («un avion s'est écrasé»); *une vamp* («femme fatale»), *un campus universitaire* («ensemble universitaire situé en dehors de la ville, regroupant des salles de cours, des résidences, des parcs»), *un boom* («développement rapide et soudain d'un événement»), *le baby boom* («le boom des naissances»). Such lexical innovations are not only short, but expressive. The use of some loan-words is a manifestation of modernism: **loser** *m* («personne qui accumule les mauvaises expériences, un perdant»), **nerd** *m* («une personne à la fois socialement handicapée et passionnée par des sujets liés à la science et aux techniques»). A new lexeme **globish** (*anglais décaféiné*) is often using in modern media: «Parlez-vous le globish? Avec un vocabulaire d'à peine 1 500 mots, le «**globish**», ou «anglais décaféiné», est devenu la langue véhiculaire planétaire. Dans *The Guardian*, l'écrivain Robert McCrum analyse l'avènement de ce nouveau dialecte du 21e siècle» [BLM 2010]; «Parlerait-on encore Anglais dans cinq ans? C'est la question bien plus ennuyeuse que je me poserais. Le quart de la population mondiale, les revues internationales, les informations, et tout? C'est vrai. C'est même ma langue de travail ordinaire. Ce qui est certain, c'est que ce n'est pas de l'anglais. On l'appelait il y a peu le **Globish**.

*C'était assez juste: langue globale, avec des concepts simplifiés, du genre binaire»* [LF 2010]; *«La France à l'heure du «globish». L'anglais représente au moins 90% de l'enseignement des langues en entreprise, comme l'a montré le récent salon Expolangues 2011 de Paris. Le «globish», dénominateur commun de la mondialisation?»* [SC 2011].

Smaller numerous group consists of loan-words, which are synonyms doublets in the French language: *un spectacle en solo (one-man-show)*, *un mécène (sponsor)*, *une réunion bilan (debriefing)*, *un buffet matinal (brunch)*, *un bar à volonté (open-bar)*, *un gratin mondain (jet set)* [TP 2012].

Strengthening of interaction of languages in terms of the increasing role of cultural and economic relations between people leads to the formation of the special fund of international words.

Of course, the process of expanding of the French language's vocabulary is much more intensive due to the neologisms created from their language's resources. As you know, the French language has developed word-formative system.

The most productive word-formative processes in the modern French language, according to the scientists [Skuratov 2006; Cybova 2008; Chernyshova 2009; Shcherbakova 2010] are: 1. *Suffixation*. At the present stage of development of the French language among the suffixes that actively contribute to the formation of new words, we highlight such as: **-tion**, **-iser**, **-erie**, **-isme**, **-iste** and so on.; e.g.: **confessionnalisation** (*fait de confessionnaliser, de donner un caractère confessionnel à quelque chose*); **ethniciser** (*donner, attribuer un caractère ethnique ; interpréter un fait, un événement sous un angle ethnique*), **flexitarisme** (*alimentation qui fait la part belle aux végétaux, aux légumineuses et aux céréales*), **hyperbolisme** (*emploi abusif de l'hyperbole*), **libertarianisme** (*doctrine politique prônant un libéralisme jusnaturaliste, posant la liberté individuelle et le principe de non-agression comme principes moraux fondamentaux du droit nature*), **hospitaliste** (*médecin qui se spécialise ou se concentre sur la médecine hospitalière*), **guérillériste** (*activiste d'une guérilla*), **saladerie** (*«service de restauration rapide proposant salades, sandwiches, boissons à consommer sur place ou à emporter»*).

1. Chernyshova selects the suffixes **-ien, -iste, -esque** (*libertarien, hoministe, bloguesque*) as the most productive in the formation of suffixal adjectives [Chernyshova 2009, p. 127].

2. *Prefixion*. The prefixal analysis of neologisms shows that the most productive prefixes are: **cyber-, hyper-, multi-, bio-** etc.: **cyberespionnage, hypertextisme, multilocalité, bioproduction**. Prefixal innovations in the modern French language are discussed in detail in the article of I. Shcherbakova [Shcherbakova 2010, p. 170-173].

3. *Parasynthesis*: **hyperconsommation (une consommation excessive), coéducation (éducation en commun), multi-équipement (plusieurs télévisions pour un même foyer), rebilanter (refaire le bilan médical d'un patient)**;

4. *Truncation*: **prolo = prolétaire, apéro = apératif, pub=publicité**;

5. *Abbreviation*: **MIPS (million d'instructions par seconde), VPC (vente par correspondance)**;

6. *Word-building*: **mégalo-métropole, magnéto-laserothérapie, cinéma-thérapie, ego-cuisine**;

7. *Blending*: **globésité (globe + obésité)(obésité globale), glumour (mélange de glamour et d'humour, Grexit (mélange de Grèce + exit), gréviculteur (adepte de la culture de la grève, qui fait la grève pour la grève)**.

Redistribution between different subsystems within the lexical system of the modern French language is implemented mainly in the form of two lexical-semantic processes between active and passive vocabulary and between vocabulary of a limited use and vocabulary of common use.

An opposite effect process is the transition from passive vocabulary to active one is less specific for the French language. However, let's say, today in the French press a following word is often used *moult (moultes, moulte, moults et moult)* in the meaning «*beaucoup de, plusieurs*», which appeared in language in the 10 century and became obsolete in the 16 century: «*Après moult essais, c'est décidé, je reprends le sport ... un jour (zumba, step, danse, gym). J'ai déjà fait du sport en salle dans ma*



*vie. Je sais, après trois enfants cela ne se voit pas, il me reste quelques kilos à perdre»* [HLC 2012].

Regarding verbal units, they are redistributed between the lexicon and the limited use of common vocabulary due to the transition to the class of common words, words-terms, which previously belonged to the bookish style of the literary language (*portail, clé USB, microprocesseur, grippe H1N1* etc.), and also slang words that represent non-literary forms of existence of the national language (*footeux, ket, meuf*).

According to some specialists in Romance studies, the terminology is a special layer of vocabulary, which has a double bond. It is related not only to certain special sciences and techniques, and it is part of the common language and keeps within its laws. Terminology is not a separate, closed layer of vocabulary. It is an open system that is supplemented by neologisms and which is in constant interaction with a common vocabulary [Skuratov, 2006, p. 50–57].

We have to note that a distinguishing feature of the modern linguistic situation in France is the increased frequency of use in all spheres of communication of different classes of jargon. The most significant part is composed from the verbal units of youth slang.

Due to the appearance of the Internet, a huge number of e-mails, sms-messages the youth language penetrates into the writing. Under the influence of advertising that in order to attract the attention of consumers tends to use the most vivid and the most expressive linguistic means, and of the press, a huge number of colloquial and slang words become entrenched in the language and entered in the dictionary [Krivonosova 2010, p. 267].

The third direction in the development of lexico-semantic system of the French language in the beginning of 21 century concerns the changes in the content of the verbal signs, which may affect the semantic structure of the word as a whole or the structure of individual meaning.

Regarding the semantic structure of a word, changes in content occur most often as the processes of semantic restructuring, i.e. changes in the hierarchy of meanings



in the semantic structure of words and as the processes of semantic derivation, associated with the emergence of new lexical-semantic variants of known words in the language.

Thus, the changes in the lexical system of the French language, have both quantitative and qualitative character. Quantitative changes are associated with expansion of lexical composition due to the formation of neologisms of their own language resources and replenishment of French loan-words. Qualitative changes involve changes in the content of lexical units.

The processes of redistribution between active and passive vocabulary, between the limited use of vocabulary and common vocabulary can not be clearly assigned to the class of qualitative or quantitative changes. Words in such cases remain within the lexical structure of the French language and only change the structure or semantics of certain stylistic characteristics, which confirms the thesis about the attribution of these processes to the class of quality and quantity.

### **2.3. Neologization as a reflection of general language's evolution**

Today's society requires continuously the vocabulary updating, and in order to understand the reasons for these changes, it has to go beyond the language itself, to enter into the very history of society, culture history, science, art and etc. The new paradigm of a language personality [Karaulov 1997, p. 23–56] defines the main freedom of a repertoire set of expression means, which are associated with looseness of speaking, and even some negligence.

Dynamics of language, its ability to innovate, to create neologisms makes it possible to perform more complex cognitive-discursive functions, contributing to the reflection in the linguistic consciousness of the phenomena that are nominated. Gradually along with the transformation and changes in society, spiritual life, transformation of the language image, which has already happened earlier, and the conceptosphere of the language is renovating. In this regard, neologic researches acquire relevance focused on the occurrence of interactions between well-established and accepted usage of the system of the French language, and of its links are