Anglicism in Speech of Emmanuel Macron and François Hollande

Marice[1*], Isda Pramuniati[2], Mahriyuni[3] ID

[1,2,3] Universitas Negeri Medan, Sumatera Utara, Indonesia

A B S T R A K

Anglisisme leksikal adalah penggunaan istilah atau ungkapan bahasa Inggris. Anglisisme fonetik didefinisikan sebagai kesalahan pengucapan, misalnya, mengucapkan zoo sebagai [zo]. Penelitian ini bertujuan untuk menganalisis bagaimana Emmanuel Macron dan François Hollande menggunakan anglicisme dalam pidato mereka. Sebuah kata pinjaman yang jelas bahasa Inggris dalam bentuk termasuk ejaan, suara, dan morfologi — itulah yang kami sebut sebagai "Anglisisme". Topik utama penelitian ini adalah anglisisme fonetik dan leksikal. Metodologi penelitian ini menggabungkan analisis deskriptif kualitatif dengan analisis isi. Menurut sumber, analisis isi dimungkinkan dengan merekam, menyimpulkan, dan menganalisis bahasa Inggris dalam pidato-pidato Francois Hollande dan Emmanuel Macron, yang diunggah di YouTube. Topik utama penelitian ini adalah anglisisme fonetik dan leksikal. Langkah selanjutnya setelah mengumpulkan data adalah menganalisisnya. Hasil penelitian yaitu penggunaan anglicism dalam 5 video pidato Emmanuel Macron di YouTube adalah 32 data, sedangkan penggunaan anglicism dalam 5 video pidato François Hollande di YouTube ditemukan kurang yaitu 9 data. Pidato Macron dan Hollande berisi 41 anglicisms, yang kata-kata dari anglicisms dapat diklasifikasikan menjadi lima kategori: kata benda (28), kata kerja (3), singkatan (7), kata sifat (2) dan kata seru (1).

A B S T R A C T

Lexical Anglicism is the use of English terms or expressions. Phonetic Anglicism is a mispronunciation, such as pronouncing zoo as [zo]. This study aims to analyze how Emmanuel Macron and François Hollande use Anglicism in their speeches. A loanword that is English in the form, including spelling, sound, and morphology — that's what we call an "Anglicism". The main topic of this research is phonetic and lexical Anglicism. The research methodology combines qualitative descriptive analysis with content analysis. According to sources, content analysis is made possible by recording, concluding and analyzing the English speeches of Francois Hollande and Emmanuel Macron, which were uploaded on YouTube. The main topic of this research is phonetic and lexical Anglicism. The next step after collecting the data is to analyze it. The study results using anglicisms in 5 videos of Emmanuel Macron's speeches on YouTube 32 data. In comparison, the use of anglicisms in 5 videos of François Hollande's speeches on YouTube is lacking, namely 9 data. The speeches of Macron and Hollande contain 41 anglicisms, of which the words of anglicisms can be classified into five categories: nouns (28), verbs (3), abbreviations (7), adjectives (2) and interjections (1).

1. INTRODUCTION

There are two forms of language in general, namely spoken language and written language (Albiladi, 2018; Gustiasari, 2018; Ngongo & Ngongo, 2022). Despite the differences in how these two languages are used, both have the same communicational goal: to ensure that the speaker's message is properly and clearly understood by the other person (Kasmahidayat & Marcia, 2018; Setiawan et al., 2022). Communication is considered as a tool utilized by humans to achieve certain goals, such as imparting knowledge, persuading, or acquiring power." This indicates that readers and listeners need to learn about the speaker and listener, when or where to communicate, and even the circumstances of the communication in order to interpret language in a communication, whether it be oral or written (Ghofur, 2022; Khadijah, 2018). In addition to being utilized in regular conversation, communication is also

Corresponding author
*E-mail addresses: Mricespi@unimed.ac.id (Marice)

employed in many other types of writing, including speeches, movies, books, magazines, newspapers and social media, which provide an ideal communication (Brown et al., 2020; Sugito et al., 2017).

Speech itself is an expression of ideas through a string of words spoken aloud to a large audience that can be characterized as a one-way public speaking action used to present thoughts, ideas, or visuals to an audience in professional or informal settings (Sondiana & Sudirman, 2017; Tohidast et al., 2020). Speech created by both sides serve to convey a particular intention or objective. It was further clarified that the speech employs a series of words that are organized systematically, using spoken language as the primary medium, and that its primary goal is to convey understanding or information with conviction in order to persuade the audience to voluntarily comply with the speaker's invitation (Fazal et al., 2022; Hariati, 2020).

Speeches are a sort of public communication that is arranged utilizing indicators from verbal language, and they are typically given by someone who serves as chairman, head, or leader in representing the organization or leadership (Alghazo et al., 2021; Ansari & Gupta, 2021; John et al., 2019). The leader is a person with abilities and advantages, particularly in one area that allows him to persuade others to work together to carry out certain tasks in order to achieve one or more objectives (Afsar et al., 2014; Kin et al., 2018; Liu et al., 2020). Leadership is necessary to successfully cultivate an innovation culture in an organization (Leigh et al., 2021; Nurabadi et al., 2021).

It is impossible to separate leadership from the people who practice it. Every leader, king, or member of the political elite always uses language's ability to consolidate to increase his authority. This is in keeping with how Aristotle (interpreted ceremonial or epideictic speech, which tries to flatter or criticize other parties in order to attract the public's attention. Additionally, it is noted in Aristotle's Rhetoric that the orator's personality also matters while making political speeches. An orator must be able to persuade an audience with persuasive ideas, arguments, and emotions. It is forced to choose its words carefully when making a political statement as a result to realize that speech always has a function (Gea & Johan, 2020; John et al., 2019; Triana & Zulaiha, 2021). Political speeches explain how a speech functions as a rhetorical appeal in order to comprehend how the speaker aims to persuade the audience and to assess the rhetorical appeal's effectiveness as well as the speech's moral and political ramifications (Bull & Waddle, 2021; Kashiha, 2022).

The definition of politics is "activities concerned with obtaining and using power in public life and having the ability to shape decisions that have an impact on a nation or a community" (Kampf, 2021; Saad & Elshaer, 2017; Siow, 2020). Additionally, politics as "the process by which groupings obtain binding collective decisions through striving to settle conflicts among their members" in his book Comparative Government and Politics. Politics includes bridging such divisions through discourse and persuasion, he argues. Politics must consequently revolve around communication. As a result, not only political parties but also the general public should be able to understand the language of politics.

The issue is caused by the use—or overuse—of lexical English borrowings known as "anglicism." Given that not everyone who is interested in politics speaks English, using anglicism in this way can lead to misunderstandings. Since the 1950s, a variety of innovative language interaction contexts have emerged as a result of English's growing dominance as a world language or lingua franca. From a historical perspective, the case of linguistic contact between French and English presents itself as being extremely significant for the examination of lexical borrowing, as many English borrowings that are currently widely used are actually etymologically derived from French and its associated forms. From a modern vantage point, things appear to be rather different, as the spread of modern English terms and expressions around the world seems to raise questions about the survival or status of the recipient languages in question. Purists, who view anglicisms as a negative influence that should be opposed, and modernists, who view anglicisms in French as a beneficial contribution to their language, appear to hold strongly opposing views on the issue of English's dominance in France (Hofstee, 2014).

Based on the description above, the researcher considers it important to examine anglicism in the speeches of Emmanuel Macron, as President of the French Republic, and Francois Hollande, as the former President of France. Since being sworn in as president, Macron and Hollande have made speeches a means of political communication. Therefore, this study involves an analysis of the use of anglicism in their speech. The documentation of Emmanuel Macron and Francois Hollande's speeches will be analyzed to see how anglicism is used in each of their speeches. This study aims to analyze how Emmanuel Macron and François Hollande used anglicism in their speeches.

2. METHOD

This study's methodology combines qualitative descriptive analysis with content analysis. This indicates that the objective of this study is to accurately and methodically characterize in light of the facts

of current validity (Arikunto, 2019). According to sources, the content analysis was made possible by the recording, inference, and analysis of anglicisms in the speeches of Francois Hollande and Emmanuel Macron, which were uploaded on YouTube. The main topics of this study are phonetic and lexical anglicisms. Lexical anglicism is the use of English terms or expressions, such as weekend and football. Phonetic anglicism is defined as a pronunciation error, for instance, pronouncing zoo as [zo].The next step after collecting the data is to analyze it. The term "data analysis technique" refers to a methodology or technique of turning data into information that is both simple to comprehend and helpful in solving problems, most of which are research-related. The technique used to analyze the data is descriptive qualitative analysis.

3. RESULT AND DISCUSSION

Result

There is the use of anglicism in 5 videos of Macron's speeches and 5 videos of Hollande's speeches uploaded on YouTube. We notice a lot of anglicisms in the words of Emmanuel Macron and Francois Hollande. There are many various types of anglicisms in their speeches, but the focus of this study is on lexical and phonetic anglicisms. The speeches of Macron and Hollande contain 41 anglicisms, which words from anglicisms can be classified into five categories: nouns (28), verbs (3), abbreviations (7), adjectives (2) and interjections (1). Therefore, the author effectively places these search results in table form as follows so that they are easy to understand and see. The search results are presented in Table 1. Summary of the Result of the Search on the Group of the Words in Hollande's Speech showed in Table 2.

Table 1. Summary of the Result of the Search on the Group of the Words in Macron's Speech

No.	Group of Words	Number	Percentage (%)
1	Noun	23	72
2	Abbreviation	7	22
3	Adjective	1	3
4	Interjection	1	3
	Total	**32**	**100**

Table 2. Summary of the Result of the Search on the Group of the Words in Hollande's Speech

No.	Group of Words	Number	Percentage (%)
1	Noun	5	56
2	Verb	3	33
3	Adjective	1	11
	Total	**9**	**100**

Discussion

Anglicisms in Macron's Speeches. Emmanuel Macron used anglicisms extensively in five of his talks, which were all uploaded on YouTube. First, Emmanuel Macron tells the FT Coronavirus is Europe's "Moment of Truth". Macron uses 5 anglicisms in this video: spread, Le FT (Financial Times), Le P&L (Profit and Loss), dead, Covid-19. Spread "This word is used as a noun in a sentence to indicate "Difference between two values or rates". Le FT (Financial Times) "This word is used as a noun in a sentence to indicate Financial Times, a British international business newspaper". Le P&L (Profit and Loss) "This word is used as a noun in a sentence to indicate notion of anticipated opportunity through expected costs and benefits". Dead "This word is used as an adjective in a sentence to indicate "dead, lifeless. Who was alive but isn't anymore". Covid-19 "This word is used as a noun in a sentence to indicate disease caused by the SARS-CoV-2 or 2019-nCoV virus, responsible for a pandemic that began at the end of 2019 in the Chinese city of Wuhan" (Giarno, 2021; Handayani et al., 2020).

Le discours d'Emmanuel Macron pour la communauté française aux États-Unis. Macron uses 11 anglicisms in this video: start-up, ticket, Covid-19, chips, greentech, french for all, UNESCO, team, business, tourist and tourisme. Start-up "This word is used as a noun in a sentence to indicate young, innovative and dynamic company with rapid growth" (Saifullah et al., 2019; Sitepu, 2017). Ticket "This word is used as a noun in a sentence to indicate a document or little card that grants its owner particular privileges, most notably the ability to attend a location, use public transportation, or take part in an event".

Covid-19 "This word is used as a noun in a sentence to indicate disease caused by the SARS-CoV-2 or 2019-nCoV virus, responsible for a pandemic that began at the end of 2019 in the Chinese city of Wuhan". Chips "This word is used as a noun in a sentence to indicate very thin slice of potatoes fried in oil,

lightly sprinkled with salt or seasoned". Greentech "This word is used as a noun in a sentence to indicate ecotechnology". French for all "This word is used in a sentence to support bilingualism and access to French language instruction across the United States". UNESCO "This word is used as a noun in a sentence to indicate United Nations Educational, Scientific and Cultural Organization, a specialized agency of the United Nations created in 1945". Team "This word is used as a noun in a sentence to indicate a group of players forming one side in a competitive game or sport". Business "This word is used as a noun in a sentence to indicate the purchase and sale of goods in an attempt to make a profit" (Jaya & Kumar, 2017; Täuscher & Laudien, 2018). Tourist "This word is used as a noun in a sentence to indicate a person who is traveling, especially for pleasure". Tourisme "This word is used as a noun in a sentence to indicate the activity or practice of touring, especially for pleasure".

Discours du Président Emmanuel Macron à la communauté française résidant en Thaïlande. Macron uses 8 anglicisms in this video: APEC, touristes, frenchtech, club, chairman, sport, tourisme, and ASEAN. APEC "This word is used as a noun in a sentence to indicate Asia-Pacific Economic Cooperation". Touristes "This word is used as a noun in a sentence to indicate a person who is traveling, especially for pleasure". Frenchtech "This word is used as a noun in a sentence to indicate a non profit organisation gathering entrepreneurs, investors, mentors, advisors and all sorts of startup enthusiasts who share an interest in doing business in France". Club "This word is used as a noun in a sentence to indicate association grouping members with collective activities or common interests". Chairman "This word is used as a noun in a sentence to indicate the administrative head of a department in a high school, college, or university". Sport "This word is used as a noun in a sentence to indicate some sort of physical exercise, game of skill or strength" (Kumar et al., 2018; Nasution et al., 2018). Tourisme "This word is used as a noun in a sentence to indicate the activity or practice of touring, especially for pleasure". ASEAN "This word is used as a noun in a sentence to indicate The Association of South East Asian Nations".

Anglicism in Hollande's Speeches. In the five speeches that are available on YouTube, Hollande utilizes less anglicisms than Macron. REPLAY – Discours de François Hollande en ouverture de la COP 21 à Paris. This video does not contain any anglicism. En Direct : les discours complet de François Hollande devant le Parlement européen. Hollande uses 3 anglicisms in this video: voter, dumping, and dollar. Voter "This word is used as a verb in a sentence to indicate express your choice, your preference during a vote". Dumping "This word is used as a noun in a sentence to indicate selling a product below cost price to eliminate competition". Dollar "This word is used as a noun in a sentence to indicate currency of several countries including Canada, USA, Australia, etc. Its symbol is $.

Discours de François Hollande au Sommet de l'Elysée Hollande uses 1 anglicism in this video: taxe. Taxe "This word is used as a noun in a sentence to indicate taxation made on persons or things. Discours du Président de la Republique aux Français des Etats-Unis. Hollande uses 4 anglicisms in this video: récession, competitif, voter, and no. 1) Récession "This word is used as a noun in a sentence to indicate decline in economic activity". 2) Competitif "This word is used as an adjective in a sentence to indicate able to compete successfully". No "This word is used as a noun in a sentence to indicate Not by an English speaker or by an English speaking country". Voter "This word is used as a verb in a sentence to indicate express your choice, your preference during a vote". URGENT "J'ai décidé de ne pas être candidat à l'élection présidentielle": François Hollande Hollande uses 1 anglicism in this video: adresser. Adresser "This word is used as a verb in a sentence to indicate send directly to a person, in a place".

4. CONCLUSION

The use of anglicism in 5 videos of Emmanuel Macron's speeches on YouTube is 32 data, while the use of anglicisms in 5 videos of Francois Hollande's speeches on YouTube is found to be less, namely 9 data. There are 5 groups of the word in these videos; noun, adjective, verb, abbreviation and interjection. The group of the most found word is the noun.

5. ACKNOWLEDGE

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