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**SEMANTIC ADAPTATION OF FRENCHISMS IN THE FIELD OF FASHION IN THE TURKISH AND THE BULGARIAN LANGUAGES**

**Abstract:** This research aims to present and assess the value of the semantic adaptation of lexical elements of French origin in the field of “fashion” in Bulgarian and Turkish. The first part of this contribution outlines the history of the French-Bulgarian and the French-Turkish language relations, whereas the second part is focused on the dynamics and the adaptation of French loanwords in the vocabulary of Modern Turkish and Modern Bulgarian. The French language enjoys a special status in the Balkans, due to the fact that in the 19th century it established itself as the main neutral educational and cultural vector, independent in respect of ethnic origin, religion,or social standing. This is also the time of the penetration of French vocabulary in the Bulgarian and the Turkish languages on a massive scale and thus created the impression of a Balkan linguo-cultural space markedly permeated by the French language. The aim of this study is to trace the processes of semantic adaptation and evolution of the Frenchisms of fashion in the Bulgarian and the Turkish languages. France has always set the standard in fashion, elegance, refinement, innovation; it is a country which has set global fashion standards and which still continues to lead the way in the fashion industry at the start of the 21st century. The Frenchisms from the fashion domain taken from dictionaries of foreign words in the Turkish language are lexemes in which certain differences in meaning are found in comparison with their meaning in the French language.

**Keywords: empruntology;** semantic adaptation, loanword; Frenchism; Turkish language; Bulgarian language

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