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Lexical matrices within the framework of sociolinguistic and psycholinguistic theory: a case study of French–English code-switching

1. Introduction

The phenomenon of code-switching, defined as the alternation between two or more languages within a single communicative interaction, remains a central topic in contemporary linguistics. The study of code-switching emerged prominently in the 1970s, with foundational contributions from scholars such as Poplack (1978) and Blom & Gumperz (1972). Weinreich, in his seminal work, posited that an ideal bilingual speaker should maintain linguistic purity by avoiding switches between languages during communication (Weinreich, 2011, p. 70). However, he acknowledged that bilingualism introduces several possibilities when a speaker proficient in language A learns language B: (1) language A may be entirely replaced by language B, leading to a language shift; (2) languages A and B may be used interchangeably depending on the communicative context, resulting in code-switching; or (3) languages A and B may merge into a single linguistic system, creating a hybrid code (Weinreich, 2011, p. 75).

This study aims to analyse the cognitive, linguistic, and sociolinguistic dimensions of French–English code-switching in fashion and lifestyle media texts, elucidating how bilingual speakers leverage cognitive flexibility and cultural context to enhance communicative expressiveness. The research focuses on a corpus of 50 articles and online posts from fashion and lifestyle magazines (e.g., *Vogue*, *Elle*, *Tatler*) published between 2015 and 2016, selected for instances of French–English code-switching. The analysis integrates psycholinguistic models with sociolinguistic perspectives to examine how French terms are embedded within English discourse.

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The objectives are: 1) to investigate the cognitive processes, including lemma selection, language co-activation, and cognitive creativity (e.g., associative reasoning, visual structuring, ideational fluency), that underpin French–English code-switching; 2) to analyse the linguistic constraints governing code-switching, such as syntactic compatibility and structural integration; 3) to explore the sociolinguistic functions of code-switching as a marker of cultural identity and prestige in media discourse.

Tasks are as follows: to identify instances of French–English code-switching in the selected media texts and categorise them based on their cognitive and sociolinguistic functions; to apply qualitative psycholinguistic methods, including textual analysis of lemma selection, co-activation patterns, and cognitive creativity, to examine the cognitive mechanisms involved; to analyse the syntactic and pragmatic integration of French terms within English discourse, using established linguistic constraints; and to assess the role of social context in motivating code-switching, focusing on cultural signalling and audience expectations.

The methodology involves qualitative psycholinguistic analysis, grounded in Levelt's (1989) speech production model, de Bot & Schreuder's (1993) bilingual lexicon model, and Grosjean's (1989) language mode theory. The applied research methods include: (1) textual analysis of lemma selection to identify conceptual triggers; (2) examination of language co-activation to assess bilingual mode activation; (3) investigation of cognitive creativity, such as associative reasoning and ideational fluency; and (4) contextual pragmatic analysis to evaluate sociolinguistic functions. Qualitative coding and thematic analysis, supported by NVivo software, were used to identify patterns in cognitive and sociolinguistic behaviour.

These methods collectively enabled a comprehensive analysis of the cognitive mechanisms underlying French–English code-switching, focusing on how bilinguals access and process linguistic information in real-time discourse. The qualitative approach prioritised depth over breadth, allowing for nuanced insights into the interplay of cognitive creativity, lexical retrieval, and sociolinguistic context in media texts.

Foundational contributions from scholars like S. Poplack, J. J. Gumperz, and J.-P. Blom in the 1970s established code-switching as a multidimensional phenomenon. Weinreich (2011, p. 75) suggested that bilingual speakers may: (1) replace one language with another; (2) alternate languages based on context, leading to code-switching; or (3) merge languages into a hybrid code. Poplack's work (1978) focused on syntactic constraints, while Blom and Gumperz (1972) explored sociolinguistic functions, emphasising the role of social context in language choice. These perspectives have since guided research, with code-

switching defined as the seamless transition between languages under specific contextual conditions, reflecting both linguistic competence and social dynamics.

Speech production includes the following steps:

1. Conceptual preparation, where a preverbal message is formed as the basis for subsequent cognitive-linguistic processes. This message is considered a non-linguistic representation composed of concepts and their corresponding roles (e.g., agent, theme, recipient).
2. Grammatical encoding, which determines the syntactic structure of the utterance.
3. Phonological encoding, involving the creation of the phonological form of the utterance.
4. Articulation, the physical production of the utterance (Levelt, 1989, p. 410).

Concurrently with grammatical and phonological encoding, the process of retrieving lexical units from the mental lexicon occurs. This involves two components: lemma selection and word-form retrieval. During word-form retrieval, the speaker identifies the phonological segments and metrical frame of the word. Metrical frames combine to form phonological words. This understanding of phonological coordination leads to two key conclusions:

1. The phonological form of a word is not retrieved as a complete unit but is constructed from smaller units – phonemes.
2. Syllabification occurs at a later stage.

De Bot & Schreuder, applying Levelt's model to bilingual speech, suggest that lexicons of different languages and their properties are stored within a single system. Each element in this system can indicate its affiliation with a specific language, forming two subsystems within one unified framework (de Bot-Schreuder, 1993). The authors address a fundamental psycholinguistic question about the storage of multilingual information by proposing a single, interconnected system. This view is supported by other linguists (Clyne, 2003).

Scholars operating with the concept of "lemma" propose the lexical hypothesis, which emphasises the primacy of the lexicon. The lexicon contains information about grammatical properties, words, and their syntactic connections. Consequently, code-switching is always grammatically correct because lemmas are combined according to the rules of the respective language code (Holovach, 2016, p. 29).

In studying code-switching, psycholinguist F. Grosjean developed the concept of language mode, which describes the communicative context (Grosjean, 1982). Building on D. W. Green's model, which centres on activation and suppression, Grosjean highlights that activation is a complex cognitive process influenced by factors such as frequency of language use, proficiency, and the manner of language acquisition. Depending on the degree of activation of the alternative language, a bilingual speaker may operate in a monolingual or bilingual mode,

with one language acting as the matrix language and the other as secondary. This premise underpins the concept of the matrix language. Contemporary researchers argue that co-activation of two languages is a common state, leading to linguistic variations where constant code-switching is the norm (Holovach, 2016). Simultaneous activation of semantic subsystems at the conceptual level is typical, particularly evident in the interpretation of metaphors, irony, and other rhetorical devices based on the interplay of multilingual semantic meanings (Gardner-Chloros, 2009, p. 12).

2. Linguistic approach to code-switching

The linguistic approach to code-switching focuses on distinguishing true code-switching from lexical borrowing, where foreign words are integrated into a language's lexicon without altering its grammatical structure. This distinction is critical, as borrowing involves the adoption of individual lexical items, while code-switching entails the systematic alternation between languages within a single discourse.

Generative linguists who adopt a formal, rule-based approach to language, analyse code-switching through principles such as the government constraint, which posits that switching is prohibited between a governing element (e.g., a verb) and its subordinate (e.g., its object) within deep syntactic structures (Di Sciullo–Muysken–Singh, 1986, p. 22). However, empirical evidence has challenged this constraint, revealing instances where code-switching occurs even in verb–object constructions. For example:

*“For her, adjectives such as restrained and minimalist have been shelved for **outré** and outstanding”* (Vogue UK, August 2015).

Here, the French adjective *outré* is embedded within an English sentence, adhering to English grammatical norms, as evidenced by its use with the English preposition *for*.

Among generative linguists, D. MacSwan's approach, rooted in M. Chomsky's Minimalist Program (Chomsky, 1995), stands out. This framework views sentence structures as a sequence of construction steps from simpler fragments, with each step evaluated as permissible or impermissible. MacSwan argues that the concept of “language” should be disregarded in code-switching analysis, as it involves the merging of two lexicons, with grammatical properties being inseparable from the lexicons themselves. Thus, the question of interaction between two grammatical systems is fundamentally misframed, and code-switched utterances are inherently grammatically correct (MacSwan, 2005). For instance:

*“Keep things light and radiant, but a little flirty this month with fresh, feminine pieces that will make you feel the **belle** of spring”* (Elle Malaysia, April 2015).

Here, the French word *belle* is governed by English grammar, as evidenced by its use with the English definite article *the* and preposition *of*, demonstrating the compatibility of lexical items across languages.

M. Clyne views languages as distinct, closed systems and focuses on identifying conditions that facilitate code-switching, such as social context and speaker intent (Clyne, 2003, p. 130). B. Spolsky emphasises the pragmatic motivations for code-switching, noting that bilinguals switch languages for convenience or to align with the interlocutor's linguistic preferences (Spolsky, 2009). Bilingualism is inherently heterogeneous, with varying levels of proficiency and attitudes toward each language influencing switching behaviour. For example:

*“Peter Dundas – a man **au fait** with ‘glamcore’ long before the word entered the fashion lexicon – welcomes the new mood”* (Vogue UK, September 2015).

The French phrase *au fait* underscores the speaker's familiarity with fashion trends, leveraging French's cultural association with style to enhance the sentence's rhetorical effect.

E. Bialystok's research highlights the cognitive advantages of bilingualism, noting that bilingual speakers exhibit greater cognitive flexibility than monolinguals, enabling them to navigate complex linguistic contexts more effectively (Bialystok-Craik-Luk, 2008). However, she cautions that monolingual competence in a single language often surpasses bilingual competence across two languages, as bilinguals divide their cognitive resources between multiple linguistic systems.

Examples of French-English code-switching frequently appear in fashion and lifestyle media, where French terms evoke sophistication and cultural prestige. Consider the following examples:

*“In a country known for **laissez-faire** beauty, the fact that ‘Is it okay not to comb your hair’ turns up as a frequent query isn’t entirely startling”* (Elle USA, September 2015).

*“This French-girl staple will give you the **laissez-faire** flair you’ve been after, whether you’re at work, on a date, or having brunch with your squad”* (Elle Canada, October 2015).

*“Mes Demoiselles pieces exude **laissez-faire** nonchalance and a healthy dose of Parisian chic”* (Vogue UK, October 2015).

The term *laissez-faire* conveys a relaxed, effortless aesthetic associated with French culture, filling a lexical gap in English and reflecting readers' assumed familiarity with the term.

P. Auer's interactive approach views code-switching as a socially meaningful act that generates “global” meanings, contributing to the emergence of mixed-language grammars (Auer, 2002). Code-switching is classified as intrasentential (within a single sentence) or intersentential (across multiple sentences) (MacSwan, 2005). An example of intrasentential code-switching:

*“Incidentally, Casiraghi’s grandmother, Grace Kelly, redesigned the gardens, so there is some extra Hollywood **caché** there”* (www.elle.com).

Here, the French word *caché* replaces the English “hidden”, adding a nuanced connotation of exclusivity. An example of intersentential code-switching:

*“So, does this Delon **d’aujourd’hui** have a girlfriend?” ‘Aha!’ says Dolmaire with a drama student’s charisma. – ‘**Mystère!**’”* (Vogue USA, March 2016).

This example demonstrates a switch across sentences, maintaining coherence within the discourse.

S. Poplack (1978) introduced the equivalence constraint, which states that code-switching occurs at boundaries where the surface structures of the two languages align. Code-switched sentences consist of linked fragments from alternating languages, adhering to the grammatical norms of each. The switch occurs between elements that are identically structured in both languages, ensuring linear coherence and lexical integrity. For example:

*“The **mise en scène** had models saunter through a French bistro to take their place alongside the bar for **un café au lait** or at the booth tables”* (Vogue Australia, September 2015).

Here, French phrases (*mise en scène*; *un café au lait*) are integrated into an English sentence, adhering to English grammatical norms through appropriate articles and prepositions (*the*; *for*).

Poplack’s constraint prohibits switching when surface structures differ, such as in cases requiring word order adjustments. For example:

*“To give you more of an idea about what Blake, 27, means, the plot of the drama series, which ran from 2007–2012, was often dark and covered some rather **risqué** topics”* (www.instyle.co.uk).

*“What do you think of Demi Lovato’s **risqué** performance look?”* (Fashion Police Facebook).

The French word *risqué* integrates seamlessly without altering the English sentence structure, demonstrating structural compatibility.

Romaine (1995) argues that equivalence exists only when languages share grammatical categories. Meanwhile, Di Sciullo, Muysken, and Singh (1986) propose a government-based constraint, suggesting that units without dependents (e.g., interjections, adverbs) are more likely to switch, though governing units can switch with neutralising elements. Auer (1984, p. 116) critiques purely grammatical approaches, arguing that they overlook the speakers’ intentions and social context, which are critical to understanding code-switching. Auer also notes that grammatical constraints alone are insufficient to explain code-switching, as ignoring speakers’ intentions risks reducing the analysis to abstract linguistics without practical relevance (Auer, 1984).

R. Heredia and J. Altarriba identify emblematic switching, involving interjections, tags, or discourse markers in a second language, often at sentence boundaries (Heredia–Altarriba eds., 2014, p. 107). For example:

*“As the French might say about both – **vive la différence!**”* (Tatler UK, October 2015).

The French phrase *vive la différence* serves as an exclamatory marker, emphasising cultural distinctiveness.

E. Woolford’s model addresses the challenge of transitioning between grammatical systems, proposing that phrase structures are built according to language-specific rules but can merge when shared rules exist (Woolford–Washabaugh eds., 1983, p. 60). Examples include:

*“To the Parisian woman, meeting up with a man is simply an extension of her **quotidien**: a **rendezvous** with a person she may find attractive and interesting, one plan amongst a hundred others in her day”* (www.vogue.com).

Here, *quotidien* and *rendezvous* (used without a hyphen, indicating borrowing) conform to English grammar. Similarly:

*“Straight from Paris, these are the products that might give you some of the Parisian-girl **je ne sais quoi**”* (E! Online Twitter).

*“Their effortless **je ne sais quoi** is coveted the world over”* (Tatler UK, October 2015).

*“Hearing the doorbell ring, I sprayed the room liberally with air freshener for that extra **je ne sais quoi**”* (Cosmopolitan UK, July 2015).

The French phrase *je ne sais quoi* enhances the rhetorical effect without disrupting English syntax.

Grammatical convergence, where languages share structures due to relatedness or contact, facilitates code-switching. For example:

*“Yes, that’s right; the Hollywood power couple have wowed wine experts with their Chateau Miraval Rosé 2012 wine, which was ranked number 84 among Wine Spectator’s Top 100 Wines of the Year, making it the best **rosé** in the world”* (www.instyle.co.uk).

The French word *rosé* integrates effortlessly, reflecting shared grammatical norms.

Bilingual speakers prioritise situational appropriateness, often choosing languages based on the interlocutor, context, or cultural identity. Research on code-switching and social identity underscores its role in shaping and transmitting cultural traditions, particularly in communities where bilingualism is a marker of cultural heritage.

3. French–English code-switching: a case study

French–English code-switching is particularly prevalent in domains such as fashion, lifestyle, and media, where French terms are often used to evoke

sophistication, elegance, or cultural prestige. This phenomenon is driven by the cultural capital associated with French as the language of fashion, art, and cuisine. Examples from media texts illustrate how French lexical items are seamlessly integrated into English sentences, often adhering to English grammatical structures while retaining their semantic and cultural connotations.

For instance, terms like *laissez-faire*, *je ne sais quoi*, and *rendezvous* are frequently used in English journalistic texts to convey nuanced meanings that lack direct English equivalents. These terms are often treated as borrowings when fully integrated into English syntax (e.g., used without hyphens or italics), but they function as code-switches when embedded in contexts that highlight their French origin. The choice to use French terms reflects both linguistic creativity and cultural signaling, as speakers leverage French to enhance rhetorical expressiveness or align with the audience's cultural expectations.

Psycholinguistically, French–English code-switching demonstrates the co-activation of both languages' semantic and syntactic systems. Bilingual speakers access shared conceptual representations while selecting lemmas that align with the matrix language's grammatical framework. For example, in the sentence “*This French-girl staple will give you the **laissez-faire** flair you've been after*”, the French term *laissez-faire* is syntactically integrated as an adjective, adhering to English word order and article usage.

Sociolinguistically, French–English code-switching often serves as a marker of identity or prestige, particularly in globalised contexts like fashion journalism. The use of French terms in English texts assumes a degree of bilingual competence among readers, reflecting the global influence of French culture and the increasing prevalence of bilingualism in media audiences.

4. Conclusions

This study provides a comprehensive analysis of French–English code-switching in fashion and lifestyle media texts, employing a qualitative psycholinguistic methodology to uncover the cognitive and sociolinguistic dimensions of the phenomenon. Using Levelt's (1989) speech production model and de Bot & Schreuder's (1993) bilingual lexicon model, the analysis revealed that lemma selection and language co-activation enable bilingual speakers to seamlessly integrate French terms like *laissez-faire*, *je ne sais quoi*, and *rendezvous* into English discourse. Qualitative textual analysis identified conceptual triggers for lemma selection, such as cultural resonance or lexical gaps, while coding for co-activation patterns confirmed that bilinguals operate in a bilingual mode, as per Grosjean's (1989) theory, with English as the matrix language. The investigation of cognitive creativity highlighted associative reasoning (e.g., linking *mise en*

scène to aesthetic concepts) and ideational fluency, which facilitate novel linguistic combinations, enhancing rhetorical expressiveness.

Linguistically, Poplack's (1978) equivalence constraint and MacSwan's (2005) minimalist approach demonstrated structural compatibility in code-switched utterances, with French terms adhering to English syntactic norms. Sociolinguistically, the study confirmed that code-switching serves as a marker of cultural identity and prestige, as French terms leverage the cultural capital of French fashion and lifestyle. Contextual pragmatic analysis revealed that switches are motivated by audience expectations and the desire to signal sophistication, as seen in examples like "*Peter Dundas – a man **au fait** with “glamcore”*" (Vogue UK, September 2015).

These findings underscore the interplay of cognitive flexibility, linguistic structures, and sociolinguistic dynamics in French-English code-switching. By applying rigorous psycholinguistic methods, including qualitative coding and thematic analysis, the study offers concrete insights into how bilinguals access and process linguistic information. Future research could build on these findings by incorporating experimental methods, such as eye-tracking or reaction-time studies, to further elucidate real-time cognitive mechanisms and by exploring code-switching in diverse bilingual communities to deepen understanding of its sociolinguistic variations.

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This article explores the phenomenon of French–English code-switching within the framework of psycholinguistic theory, offering a comprehensive analysis of its cognitive, linguistic, and sociolinguistic dimensions. Code-switching, defined as the alternation between two or more languages within a single communicative act, is examined through foundational theories from scholars like U. Weinreich, S. Poplack, J. J. Gumperz, and K. de Bot. The study delves into psycholinguistic models, such as Levelt's speech production framework, which outlines stages like conceptual preparation, grammatical encoding, phonological encoding, and articulation. De Bot's bilingual lexicon model suggests that lexicons of different languages form interconnected subsystems within a unified framework, enabling seamless code-switching through lemma selection and word-form retrieval. The concept of the matrix language, introduced by F. Grosjean, highlights how bilingual speakers operate in monolingual or bilingual modes, with co-activation of languages facilitating dynamic linguistic transitions.

Linguistically, the article addresses constraints like S. Poplack's equivalence constraint, which ensures structural compatibility, and J. MacSwan's minimalist approach, which views code-switching as the merging of lexicons within a unified grammatical system. Challenges to rigid constraints, such as the government principle, reveal the flexibility of bilingual speech, influenced by social and pragmatic factors. French–English code-switching, prevalent in fashion and lifestyle media, exemplifies how French terms like *laissez-faire*, *je ne sais quoi*, and *rendezvous* are integrated into English discourse to evoke sophistication and cultural prestige. These terms often function as borrowings or code-switches, reflecting bilingual competence and cultural signaling.

Sociolinguistically, code-switching serves as a marker of identity and prestige, particularly in globalised contexts. The article emphasises the cognitive flexibility of bilinguals, as noted by E. Bialystok, and the role of social context in shaping language choice, as discussed by P. Auer and B. Spolsky. Examples from media texts illustrate how French terms enhance rhetorical expressiveness while adhering to English grammatical norms. The study concludes that French–English code-switching reflects a complex interplay of cognitive processes, linguistic structures, and cultural dynamics, offering insights into bilingual communication and its role in modern discourse.

Keywords: *code-switching, psycholinguistics, bilingualism, matrix language, lexical retrieval, French–English, sociolinguistics, grammatical constraints.*

Лексичні матриці в рамках соціолінгвістичної та психолінгвістичної теорії: приклад перемикавання кодів між французькою та англійською мовами

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У статті досліджено феномен франко-англійського кодового перемикавання в рамках психолінгвістичної теорії, пропонується всебічний аналіз його когнітивних, лінгвістичних та соціолінгвістичних аспектів. Кодове перемикавання, визначене як чергування двох або більше мов у межах однієї комунікативної взаємодії, розглянуто через фундаментальні теорії У. Вайнрайха, С. Поплак, Дж. Дж. Гамперза та К. де Бота. Увагу зосереджено на психолінгвістичні моделі, зокрема модель мовленнєвого продукування У. Левелта, яка включає етапи концептуальної підготовки, граматичного кодування, фонологічного кодування та артикуляції. Модель двомовного лексикону К. де Бота припускає, що лексикони різних мов утворюють взаємопов'язані підсистеми в єдиній структурі, що забезпечує плавне кодове перемикавання через вибір лем та пошук словесних форм. Концепція матричної мови, запропонована Ф. Грожаном, підкреслює, як двомовні мовці функціонують у мономовному або двомовному режимах, а коактивація мов сприяє динамічним лінгвістичним переходам. З лінгвістичної перспективи проаналізовано обмеження, такі як правило еквівалентності С. Поплак, що забезпечує структурну сумісність, та мінімалістичний підхід Дж. МакСвана, який розглядає кодове перемикавання як злиття лексиконів у єдиній граматичній системі. Виклики строгим обмеженням, як-от принцип управління, свідчать про гнучкість двомовного мовлення, на яку впливають соціальні та прагматичні чинники. Франко-англійське кодове перемикавання, поширене в медіа про моду та стиль життя, демонструє, як французькі терміни, такі як *laissez-faire*, *je ne sais quoi* та *rendezvous*, інтегруються в англійський дискурс для створення відчуття вишуканості та культурного престижу. Ці терміни часто функціонують як запозичення або кодові перемикавання, відображаючи двомовну компетенцію та культурну сигналізацію. Кодове перемикавання є маркером ідентичності та престижу, особливо в глобалізованих контекстах. Підкреслено когнітивну гнучкість двомовних мовців, як зазначає Е. Бялісток, та роль соціального контексту у виборі мови, як обговорюють П. Ауер та Б. Сполскі. Приклади з медіа текстів ілюструють, як французькі терміни посилюють риторичну виразність, зберігаючи англійські граматичні норми. Наголошено на тому, що франко-англійське кодове перемикавання відображає складну взаємодію когнітивних процесів, лінгвістичних структур і культурних динамік, надаючи цінні інсайти про двомовну комунікацію та її ролі в сучасному дискурсі.

Ключові слова: перемикавання кодів, психолінгвістика, двомовність, матрична мова, лексичний пошук, франко-англійське кодове перемикавання, соціолінгвістика, граматичні обмеження.

Lexikai mátrixok a szociolingvisztikai és pszicholingvisztikai elméletek keretében: a francia–angol kódváltás példája

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A tanulmány a francia–angol kódváltás jelenségét vizsgálja, átfogó elemzést nyújtva annak kognitív, nyelvi és szociolingvisztikai dimenzióiról. A kódváltás, amelyet két vagy több nyelv váltakozásaként definiálunk egyetlen kommunikációs aktuson belül, olyan alapvető elméletek alapján kerül bemutatásra, mint U. Weinreich, S. Poplack, J. J. Gumperz és K. de Bot munkái. A kutatás a pszicholingvisztikai modellekbe, például Levelt beszédproduktions keretébe is betekintést nyújt, amely olyan szakaszokat ír le, mint a fogalmi előkészítés, a grammatikai kódolás, a fonológiai kódolás és az artikuláció. De Bot kétnyelvű lexikonmodellje szerint a különböző nyelvek lexikonjai egyetlen egységes rendszerben egymással összekapcsolt alrendszereket alkotnak, ami lehetővé teszi a zökkenőmentes kódváltást a lemma kiválasztása és a szóalak előhívása révén. F. Grosjean mátrixnyelv-fogalma kiemeli, hogy a kétnyelvű beszélők monolingvális vagy bilingvális üzemmódban működhetnek, és a nyelvek együttes aktiválása elősegíti a dinamikus nyelvi átmeneteket.

Nyelvészeti szempontból a cikk olyan koncepciókkal is foglalkozik, mint S. Poplack ekvivalencia-korlátja, amely a szerkezeti kompatibilitást biztosítja, valamint J. MacSwan minimalista megközelítése, amely a kódváltást a lexikonok összeolvadásaként értelmezi egy egységes nyelvtani rendszerben. A kétnyelvű beszéd rugalmasságát társadalmi és pragmatikai tényezők is befolyásolják. A francia–angol kódváltás, amely gyakori a divattal és életstílussal foglalkozó médiában, jól példázza, hogyan épülnek be a francia kifejezések – mint a *laissez-faire*, *je ne sais quoi* vagy *rendezvous* – az angol diskurzusba, hogy kifinomultságot és kulturális presztízst sugalljanak. Ezek a kifejezések gyakran kölcsönszóként vagy kódváltásként funkcionálnak, tükrözve a kétnyelvű kompetenciát és a kulturális hátteret.

Szociolingvisztikai szempontból a kódváltás az identitás és a presztízis jelölőjeként szolgál, különösen a globalizált világban. A tanulmány hangsúlyozza a kétnyelvűek kognitív rugalmasságát (E. Bialystok), valamint a társadalmi kontextus szerepét a nyelvválasztásban (P. Auer, B. Spolsky). Médiaszövegekből vett példák szemléltetik, hogyan fokozzák a francia kifejezések a retorikai kifejezőerőt, miközben alkalmazkodnak az angol nyelvtani normákhoz. A szerzők arra a következtetésre jutnak, hogy a francia–angol kódváltás a kognitív folyamatok, a nyelvi struktúrák és a kulturális dinamikák összetett kölcsönhatását tükrözi, betekintést nyújtva a kétnyelvű kommunikációba és annak szerepébe a modern diskurzusban.

Kulcsszavak: kódváltás, pszicholingvisztika, kétnyelvűség, mátrixnyelv, lexikai előhívás, francia–angol, szociolingvisztika, nyelvtani korlátok.