

UDC 81'25, 811.133.1'276

**Ekaterina M. Plusnina**  
**Perm State National Research University**  
**Perm, Russian Federation**  
djally666\_88@mail.ru

**Ekaterina A. Shalgina**  
**Perm State National Research University**  
**Perm, Russian Federation**  
chantal2003@list.ru

**THE INFLUENCE OF DIFFERENTIATION AND UNIFICATION  
TRENDS ON THE SEMANTIC POTENTIAL EXPANSION OF  
LEXEMA (BASED ON THE EXAMPLE OF FRENCH VERB "AIMER")**

**Abstract**

In the 21st century, migration processes become particularly important. Changes in politics and economy, natural resource and environmental problems determine widespread movements and migrations of people, more often from East to West, which in its turn causes significant changes in languages and cultures. This article considers the process of semantic potential expansion of the French verb *aimer* as a result of differentiation and unification tendencies. The expansion is connected with borrowings from English and Arabic into the French culture.

**Keywords:** semantic potential, differentiation, unification, migration linguistics, neologisms, borrowings.

**doi:** 10.22250/24107190\_2018\_4\_3\_91\_100