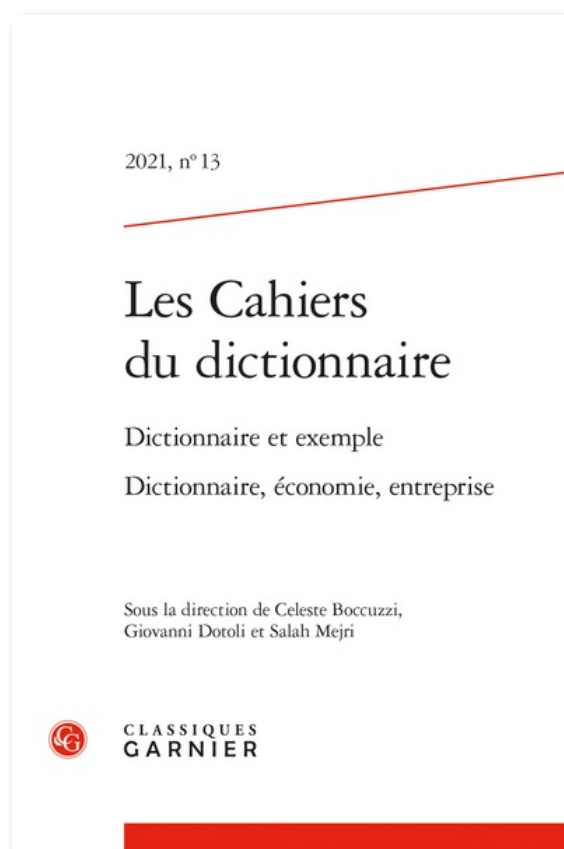




Greenwashing or écoblanchiment?

Lexicographic and terminological analysis of leaning market

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Abstract: The main objective of this article is to analyse the terms: greenwashing and écoblanchiment from the lexicographic and terminological point of view. While the first part concerns the terms treatment in monolingual and bilingual dictionaries, the second part analyses the usage frequency of French synonymous variants of écoblanchiment with the support of automatic terms acquisition tool: TermoStat.

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