

# Le langage de “l’art de la relaxation” à l’ère du numérique. Pour une analyse de la terminologie de l’ASMR en langue anglaise et française

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**ABSTRACT:** The present study, based on the lexicological and lexicometric analysis of two corpora of the most popular *asmr*rtists videos, aims to analyze the terminology of *asmr* in English and French in a contrastive perspective.

The acronym *asmr* (“Autonomous Sensory Meridian Response”) refers to a pleasant tingling sensation. This is often accompanied by a feeling of relaxation and well-being that is generally felt on the skull, along the spine and in other parts of the body as a response to specific audiovisual stimuli, such as whispering, hand movements and tapping. Popularized on YouTube in the last decade through the creation of a video for stimulating relaxation and positive sensations, today this phenomenon has over 13 million videos.

The viral spread of such practice in the French-speaking online community has led to the adoption of specific French terminology, consisting of morphological calques and semantic neologisms.

**Keywords:** *asmr*, Relaxing triggers, *asmr* videos, French terminology, Contrastive analysis.

## 1. Introduction

L’*asmr*, sigle anglais pour *Autonomous Sensory Meridian Response* — dont la traduction en français peut être “réponse autonome sensorielle méridienne”<sup>1</sup> — désigne généralement « une agréable sensation de picotement que certaines personnes ressentent sur leur peau, notamment au niveau du crâne et du cou, en particulier lorsqu’elles entendent des sons doux comme le chuchotement ou le brossage »<sup>2</sup>.

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1. <<http://www.rfi.fr/fr/science/20190805-asmr-relaxation-popularisee-reseaux-sociaux-sons>> (dernière consultation : 02/06/2020).

2. Notre trad., <<https://dictionary.cambridge.org/fr/dictionnaire/anglais/asmr>> (dernière consultation : 02/06/2020).