**TO ADAPT OR TO STANDARDIZE, A NEW CHALLENGE FOR COPYWRITING :
COULD GLOBISH BE THE (RIGHT) ANSWER ?**

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ABSTRACT

For several years now, we have witnessed the increasing hegemony of English as the new *Lingua Franca*. However, English is shown in research to be too complicated to be correctly used by non-native speakers, suggesting that if English is to be the standard, it needs to be a simpler standard. Moreover, in today's world, advertisers and global brands are facing a new dilemma: using English, the international language, or translating their ads into a local language.

This study attempts to show that using Globish, a simplified form of non-cultural English, could be the right language for copywriting when crossing local borders. Results of an experiment conducted in France confirm that Globish is more powerful than a local language to incite consumer to invest in a brand. On the other hand, it partially confirms that attitude towards a local brand ad was higher towards the Globish ad than towards the ad written in English.

References Available Upon Request.