MAJOR DOMAINS "INVADED" BY ENGLISH LOAN-WORDS

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Abstract: *This paper aims to present the issue of English loan-words which migrate from specialized domains towards the standard language and vice-versa, from the standard to the specialized languages. It also illustrates the fact that words of English origin are nowadays prevalent in many fields, this fact being obvious from the simple reading of any ordinary Romanian newspaper. It appears that the scientific and the sport-related fields are among the most comprehensive domains dominated by English loan-words. The problem related to the borrowing and assimilation of the words of English origin is not a complete novelty, but a topic which will never cease to be discussed and debated.*

Keywords*: loan-words, English, field.*

The theme

The theme of the paper is not an absolute novelty, since the problem of loan-words (especially of English origin), of their increasingly high number and different approaches of the phenomenon of "Anglicization" have been and remain a delicate subject, a prevailing one and presumably one of general interest.

Premises

Starting from the idea that language is seen as a symbol of national and cultural identity (ELR, 2001: 200-201) and not merely as a means of communication, along with the political (DŞL, 2005: 210) and economic advantages granted by the phenomenon of "Anglicization", loanwords are no longer perceived as a cultural and linguistic threat, but rather as a beneficial and prolific necessity.

Anglicisms and the phenomenon of "Anglicization"

In the present paper, by **Anglicism** we will refer to any lexical unit specific to British or American English, irrespective of its degree of assimilation in the target language, which is Romanian[1].

Since there have always been antagonistic opinions regarding the advantages and disadvantages of borrowing English loan-words, it is rather impossible not to refer to "Anglicization" as either as an "invasive" or a natural imminent phenomenon. It is rather simple to associate the two types of different attitudes with the categories of speakers and users of the English language. Therefore, the purists and the defenders of their mother tongue will always refer to any other language that might interfere with theirs as to an "intruder" or an "invader", comparing it to weeds surrounding and eventually ruining the beauty of a flower. They are the non-specialists, whose attitude is

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referred to as “useless and repetitive lamentations” (Zafiu, 2002). This opinion is seen as an extreme attitude by those who have understood the fact that one cannot impede languages from coming into contact and therefore borrow words from one another. Thus, the latter idea, according to which word borrowing is a natural and imminent process, belongs to linguists, youngsters and sometimes to ordinary people – a more open and realistic attitude, perceived as a tolerant one by the purists. Linguists tend to explain and formulate norms for loan-words and phrases, thus preventing their wrong understanding and use in the recipient language, stating that it is easier to blame and ban the use of Anglicisms than to consider their considerable value when it is the case (Zafiu, 2002).

Leading causes of the phenomenon of “Anglicization”

Some of the reasons which make one borrow and use words of English origin might be classified as both **linguistic** and **extra-linguistic**. Amongst the first there are: the precision of English loan-words which might help in case linguistic economy is required. This is, of course, very likely for the editors of newspapers, along with the need for expressivity. In the second category there might be included the following factors: the prestige of English associated with positive cultural connotations (Furiassi, 2010: 13; Rosati, 2004: 18), the progress made in the social life and last but not least the snobbism of some speakers who might want to impress through the words chosen in their speech.

English loan-words “invading” different fields of activity

The “invasion” of words of English origin is obvious in many fields, while in others they have a rather occasional occurrence. Among the major domains which facilitated the process of borrowing there are: technical and scientific fields, economic and political ones, entertainment, sports and games, fashion and clothing, food, transportation, and words predominantly used by young people (teenagers’ and youngsters’ slang).

1. TECHNICAL-SCIENTIFIC FIELDS

In domains like computer science or medicine, more and more prevalent in everyone’s life since people have started being aware of their own health and well-being and also because the internet and computers are now part of our daily life. Some of the most frequent examples in the two fields mentioned are: *computer, conexiune, desktop, display, e-mail, folder, gadget, hacker, hardware, input, internet, IT, laptop, mouse* or *maus, offline* or *off-line, online* or *on-line, PC, screensaver, site, slash, smart phone, software, touchpad, touch screen, wireless* (**computer science)** and *bypass* or *by-pass* or *bai-pas, pacemaker, stent* (**medicine**).

*(1) Complexitatea lui Stuxnet – care poate rescrie software-ul unui **computer*** (“Adevărul de seară”, 27.09.2010, p. 11)

*(2) Kindle DK are avantajul că, prin **conexiunea** 3G, se poate intra pe Wikipedia şi pe Google* (www.adevarul.ro, 18.04.2010)

*(3) Eu şi soţul meu am cumpărat pe firmă un aparat de aer condiţionat şi am înlocuit un **display** şi tastatura de laptop, înregistrate la vremea respectivă ca obiecte de inventar* (www.evz.ro, 19.04.2010)

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(4) *Candidații selectați vor fi anunțați prin* ***e-mail*** ("Adevărul de seară", 15.01.2010, p. 7)
(5) *Doctorul este pasionat de* ***gadgeturi****, geografie și istorie* ("Adevărul de seară", 18.01.2010, p. 16)
(6) ***Hackerii*** *au furat documente despre modul în care trupele sud-coreene și cele americane ar colabora în cazul unui război* ("Adevărul de seară", 18.12.2009, p. 11)
(7) *Cum în Târgovişte nu există agenţie de baby-sitter, oamenii şi-au publicat cererile pe* ***internet*** *şi ziare* ("Adevărul", 19.12.2009, p. 9)
(8) *Fără achiziţii publice,* ***IT-ul*** *se poate prăbuşi* (www.adevarul.ro, 10.06.2010)
(9) *Eu şi soţul meu am cumpărat pe firmă un aparat de aer condiţionat şi am înlocuit un display şi tastatura de* ***laptop****, înregistrate la vremea respectivă ca obiecte de inventar,* (www.evz.ro, 19.04.2010)
(10) *Biletele se găsesc în magazinele Vodafone, Orange, Germanos, precum și* ***on-line*** *pe www.eventim.ro* ("Adevărul de seară", 29.09.2010, p. 6)
(11) *În Indonezia, 10.000 de* ***PC-uri*** *au căzut pradă virusului* ("Adevărul de seară", 27.09.2010, p. 11)
(12) *Posibila poveste de dragoste dintre cei doi prinde contur după ce edilul ilfovean a confirmat într-un comunicat remis* ***site-ului*** *evz.ro că a cerut-o în căsătorie pe Firea* (www.libertatea.ro, 6.09.2010)
(13) *Fotografiază cu* ***smart-phone-ul*** *tău codul alăturat* ("Adevărul de seară", 29.09.2010, p. 1)
(14) *Nu acelaşi lucru se întâmplă cu Sony Daily Edition, ce se poate conecta la* ***wireless*** *doar în America* (www.adevarul.ro, 18.04.2010)
(15) *Mafia* ***stenturilor*** *se îmbogăţeşte pe spatele bolnavilor disperaţi* (www.evz.ro, 21.04.2014)

2. ECONOMIC-POLITICAL FIELDS

A large number of words from domains like **economy, accounting and business** have started to be used more and more frequently. Therefore, especially people employed in such fields use on a daily basis words like: *adviser, banking, brand, business, cec* < (engl., fr. check), *job, management, manager, sponsor.*

(16) *Industrie în care funcționează aceleași legi de* ***business*** *și management ca în orice sector al economiei capitaliste* ("Adevărul de seară", 11.01.2010, p. 2)
(17) *El a mai spus că* ***joburile*** *vor fi afișate la avizierul secției* ("Adevărul de seară", 29.09.2010, p. 3)
(18) ***Managementul*** *de proiect a ajuns la 5262€* ("Adevărul", 22.11.2009, p. 9)

In every day usage, some of these words indicating selective and more prestigious jobs appear in phrases or compounds: *account executive, beauty advisor, brand manager, business class, manager de proiect, trip advisor* etc.

(19) *Adina Necula - stilist şi* ***beauty advisor****: „Frumuseţea nu este un moft, ci o datorie a femeii adevărate"* (www.romanialibera.ro, 19.02.2012)
(20) *El a cerut bilete la* ***un business class*** *inexistent, singura diferenţă de restul lumii fiind că statea în primul rând, lângă piloţi* (www.libertatea.ro, 10.06.2010)
(21) *Mahmud Jafari,* ***manager de proiect*** *la Bushehr* ("Adevărul de seară", 27.09.2010, p. 11)

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Two other fields in which we notice a considerable number of frequently used words of English origin are **politics and administration**: *boss, briefing, lider* or *leader, lobby, miting* or *meeting, outsider, spici* (rarely) or *speech, staff, summit* and nonetheless **commerce/ trading***: brand, discount, mall, management, market, marketing, stoc* < (fr., engl. stock), *supermarket.*

*(22) Strategie de evitare a implicării **brandului** "Adevărul" în orice situaţie care ar putea fi interpretată ca partizanat sau simpatie politică* ("Adevărul", 22.11.2009, p. 4)

*(23) Până pe 15 aprilie, majoritatea magazinelor vor face **discounturi** între 30% şi 70%; weekendul acesta se anunţă aglomerat în toate mallurile* ("Adevărul de seară", 15.01.2010, p. 1)

*(24) "Îmi voi lua materia primă de la **supermarket**, dar prăjiturile le fac în casă [...]"* ("Adevărul", 19.12.2009, p. 4)

3. ENTERTAINMENT

Due to the presence of television and internet in our daily life, Romanian has started borrowing words from English to facilitate and more easily render one's thoughts and feelings. Therefore, in the field of **advertising and television** we find simple or compound words like**:** *advertisement, clip, copywriter, show, showbiz* or *show-business, talk-show, news* (most frequent in compounds such as *breaking news*).

*(25) Designerul Cătălin Botezatu va participa alături de alte 25 de femei la **un reality-show*** (www.cancan.ro, 11.06.2010)

*(26) Când a abandonat universitatea, în 2005, Stefani Germanotta nu era deloc o "pitzipoancă" (ca să folosim termenul local) hotărâtă să reuşească în **showbiz** cu orice preţ* (www.evz.ro, 17.04.2010)

More and more people listen to music and enjoy a modern life style, which makes them use words of English origin to make themselves more easily understood. Anglicisms in fields like **music, entertainment and modern life style** designate genres of music and words indicating such a lifestyle: *blues, box office, CD, cocktail* or *cocteil, country, cover, DJ (DJ-iţă), freestyle, high-life, jazz, mall, shopping, show, slow, street-dance, striptease* or *striptis, tabloid.*

*(27) Regizorul a reuşit să ocupe şi a doua poziţie a **box office-ului** mondial* ("Adevărul de seară", 18.01.2010, p. 15)

*(28) **CD-urile** merg bine iarna* ("Adevărul", 19.12.2009, p. 14)

*(29) Urmează să apară pe un album de **coveruri*** ("Adevărul de seară", 29.09.2010, p. 15)

*(30) Sexy **DJ-iţa** Vika Jigulina este nominalizată în cadrul "Balkan Music Awards"* (www.libertatea.ro, 19.04.2010)

*(31) Sunt provocaţi la o întrecere **de free-style*** ("Adevărul de seară", 15.01.2010, p. 13)

*(32) Amenzile se plătesc şi la **mall*** ("Adevărul", 22.11.2009, p. 9)

*(33) **Show-ul** englezului are loc la Zone Arena* ("Adevărul de seară", 29.09.2010, p. 6)

*(34) Cel mai mare concurs de **street dance** din Bucureşti se va desfăşura în perioada 16-30 ianuarie la City Mall* ("Adevărul de seară", 15.01.2010, p. 13)

*(35) Fergie s-a îmbrăcat ca o gladiatoare şi a atras atenţia **tabloidelor** din întreaga lume* (www.click.ro, 11.06.2010)

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*(36) În acest **weekend** li se pot promite locuri de muncă stabile* ("Adevărul", 19.12.2009, p. 16)

4. SPORTS AND GAMES

One of the most common professions is that of a sportsman, which makes it even more necessary to attempt to internationalize some of the names of sports and games. Some examples of sports and games of English origin used in Romanian are: *base-ball* or *baseball, bowling, bridge, derby* or *derbi, fault, fotbal* (< engl., fr. *football*), *gol* (< engl. *goal*), *handbal* (< germ., fr., engl. *handball*), *jogging, poker* or *pocher, skateboard, soccer, sprint, surf, surfing* (words from the same lexical family: *surfist, surfer*), *tenis* (< engl., fr. *tennis*). Few of the examples above have even been assimilated to the Romanian linguistic system in terms of spelling and pronunciation: *fotbal, handbal, gol, tenis*, while more recently introduced ones (*jogging*) or those non-specific to our country (*soccer*) have remained unchanged.

*(37) Un club de biliard și **bowling**, un casino și o terasă exterioară* ("Adevărul de seară", 14.01.2010, p. 4)

*(38) Jocurile de noroc, foarte răspândite în cafenele, **cluburi**, magazine şi benzinării în Polonia* ("Adevărul", 22.11.2009, p. 12)

*(39) […] reușind să câștige cu un scor de neprezentare, 3-0, în **derby-ul** etapei a 19-a din Seria A* ("Adevărul de seară", 11.01.2010, p. 9)

*(40) Una dintre ele, "Le Yoga de ma vie", pe care a lansat- o în 2006, a fost bestseller, creându-i, în acelaşi timp, un nume în industria **fitnessului*** (www.evz.ro, 6.09.2010)

*(41) După ce a dat patru **goluri** în trei meciuri, fotbalistul a fost lăudat de antrenorul Fiorentinei* ("Adevărul de seară", 15.01.2010, p. 1)

5. FASHION AND CLOTHING

A controversial field in which more and more words of English origin have been included refers to fashion and fashion items. Besides the already implemented words and phrases like *bikini, blazer, blugi* or *blue-jeans* or *jeans* or *jeanşi, designer, dress, fashion, faşionabil* (rar) or *fashionable, hair stylist, leggings, make-up, top*, this world of fashion also comprises newly-introduced lexical units such as: *bootcut, label, pants, sneakers, sweat*.

*(42) Mădălina Drăghici lasă baltă **modellingul** şi vine la Acasă* (www.evz.ro, 17.04.2010)

*(43) Are grijă ca toate „**outfit-urile**" sale să fie marca Hanna Montana* ("Adevărul de seară", 27.09.2010, p. 16)

*(44) Sunt partenerul ideal de **shopping** al colegelor mele* ("Adevărul de seară", 11.01.2010, p. 16)

6. FOODS AND BEVERAGES

The phenomenon known as *Globalization* refers to things becoming global or international by means of English which has come to be seen as a "language of globalization" or "a lingua franca"[1], while the so-called *McDonaldization*[1] might

[1] Crystal (2002) *apud* Stoichiţoiu Ichim (2002: 259).

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indicate the spread of words designating food and beverages on an international level. Restaurant chains such as McDonald's, KFC, Spring Time and so on have contributed a great deal to the internationalization of foods and beverages. Consequently, words like *burger, cheeseburger, cocktail, fast-food, fresh, hamburger, junk food, pop-corn* or *popcorn, punch* or *punci, rosbif* or *roast-beef, whisky* are no longer a novelty.

(45) Pe lângă faptul că vor profita de discounturi, clienții se vor destinde savurând ***cocktail-uri*** *gratuite și muzică bună* ("Adevărul de seară", 18.12.2009, p. 12)

(46) La etaj sunt spații pentru restaurante, ***fast-food-uri*** *și cafenele* ("Adevărul de seară", 11.01.2010, p. 6)

*(47) Aceştia au dezvoltat rapid obiceiul de a se supraalimenta în mod compulsiv, consumând mai mult hrană bogată în grăsimi şi cu conţinut caloric ridicat (****junk food****) până au devenit obezi* (www.libertatea.ro, 29.03.2010)

7. TRANSPORTATION

The words used with reference to the means of transportation or to exotic destinations are not very recent and their number is not that considerable compared to other domains. Due to the progress in the field of tourism and hotels, words like *all inclusive, ultra all inclusive* and so on are now familiar to most people. Among the older borrowings we ought to mention *feribot* (< fr., engl. *ferry-boat*), *tichet* (< fr., engl *ticket*), *tramvai* (< fr., engl. *tramway*), *dispecer* (< engl., fr. *dispatcher*), *voucher.*

(48) V-aţi face vacanţa "all-inclusive" în România? Ce oferte aveţi şi ce primiţi de banii pe care îi daţi (www.evz.ro, 29.05.2012)

8. YOUGSTERS' SLANG

Teenagers prefer to borrow and use words from English which make them look spectacular and striking in the eyes of their interlocutor. Therefore, words like *cool, look, punk, trendy, uau* or *wow* are very frequent in their vocabulary. Moreover, well-known acronyms like *OK, SMS* and more recent ones, most of which are used in cyber-conversations (on *Messenger, Facebook* etc.) are also recurrent in their speech: *DND* (do not disturb), *BRB* (be right back), *LOL* (Laugh out loud), etc.

*(49) N-are o relaţie stabilă, dar i se pare „****cool****"* (www.evz.ro, 17.04.2010)

(50) Cu un ***look*** *viril de ţară emergentă, lipsită de complexul dietei, artistul a devenit* ***cool*** *explorând, din unghi vintage, realismul socialist* (www.evz.ro, 16.04.2010)

[1] The concept *McDonaldization* was used for the first time by a sociologist named George Ritzer who wrote a book called *The McDonaldization of society* (1993). According to the author, "the principles of the fast-food restaurant are coming to dominate more and more sectors of American society as well as of the rest of the world" (Ritzer, 1993:1 *apud* Wikipedia). Ritzer insists on the four principles of the concept he approaches: efficiency, calculability (according to which quality equals quantity), predictability regarding the products merchandized, and control.

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Specialized languages vs. the standard register or the common speech

If we consider words to be "areas of meaning with uncertain borders" (Nida, 2004 *apud* Athu, 2011: 50), this idea accounts for the **interference** between the **common** and the **specialized language**, which do not exclude each other, but **facilitate** the **transition of lexical units from one register to another.**

The **frequency** of **Anglicisms** in the **standard language** is reflected by the **media.** A simple reading of any Romanian newspaper reveals a large amount of English words, whose number might differ according to the type of newspaper consulted (quality vs. tabloid).

The transition from specialized fields such as computer science to the standard language is due to the fact that computers and the internet have come to be part of most people's life. Therefore, it is more convenient for everyone to use the English words instead of attempting to translate them and be perceived by the others as not skilled in the field or even worse, not fully understood. A simple example of such possible translations would be to say "şoarece" or "şoricel" instead of the familiar *mouse*. Indeed, whenever the Romanian translation could render the exact meaning from English, one might alternate between "folder" or "fişier", "computer" or "calculator". This last choice also depends on the knowledge of English one has and also on the interlocutor and the situation that requires the use of such words.

Conclusions

1. The process of *Anglicization* has both advantages and disadvantages, but, on a large scale, it has come to be seen as an imminent phenomenon, since it is acknowledged that it is impossible to avoid the unavoidable (i.e. the process of borrowing).
2. If we admit that there is also another way of referring to English than as a World Language or "language or globalization", this perception will unwittingly bring about many controversies and contradictions which are very likely to last as long as English will have such a reference.
3. English is sometimes considered a „link language" between different nations. Knowledge of English has eventually proven more than a simple and trivial advantage in life, but also a mark of social prestige.
4. The most important thing that is worth mentioning about Anglicisms is the fact that they do not only penetrate almost all domains of activity, but they are also frequent in every day usage, which makes us assume that their presence in the vocabulary of Romanian people is not passive, but an active one.

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