ENGLISH FRANCA AND ITS ANGLICIZATION SIDE EFFECTS

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Abstract: The present project recommends English Franca usage and teaching as a process rather than a product by raising cultural awareness through linguistic accommodation and meaning negotiation. Language Franca instruction aims the achievement of mutual understanding, rather than convergence of the language standards and norms. The debate focuses on the primary position of English Franca and its Anglicization side-effects phenomenon assisting global knowledge, technology development and communication.

Keywords: effectiveness of language communication, anglicizing process, language competition, language education, technology development

Linguistic, Social, Political and Technological Dimensions of English Franca

While British and American English represent specific cultural characteristics, English Franca has the effective communication potential in terms of cross culture environment. It also matches the information transfer and knowledge development needs and makes the acquisition of the cross-cultural competence non dependent to a culture-specificity of thought and behavior. *English Franca* innovative linguistic forms are able to promote cognitive flexibility and knowledge development.

The educational needs are more and more catered online which is convenient for a wide range of students of all ages to update their knowledge and language skill level. The access to professional information through language competence makes online education handy in achieving growth as professionals, as long as students can also pursue an online degree and work and earn their living at the same time. Nowadays, professionals are obliged to follow mandatory lifelong learning to keep pace with the research and developments in their field. They need to update themselves on the new developments in their profession, to learn new techniques of practice, improve old ones, or they need to re-train to change their job.

The acquisition of language skills can promote workforce achievement and preparation for global competitiveness and education equity (Lee; Fraad: 1998) by fostering economic and social excellence through the equal access to information and effective professional and human communication. In today's world, language education has become a sine-qua non condition to the continuous strives for economic and social development of any nation.

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Anglicization Side Effects Reaction

The natural tendency of the non-English words to undergo the process of anglicizing[1] corresponds to the wide spread of English as English *Franca*. They can change pronunciation and even their Latin alphabet spelling to make them more familiar to native and non native English speakers. The process is nowadays so strong that even the computer language programs are set to make corrections to those words which have been already anglicized.

The phenomenon is considered to belong to the socio-linguistic science. Lachman Khubchandani developed his own vision on the global extension of developed languages that we reconsider for the global extension of English as Franca. (1984) The following table makes the linguistic phenomenon frame the English native speakers tendency to make their pronunciation more appropriate to their own linguistic environment and the non-native speakers accept and even encourage it, as it makes them feel closer to the strength of the English speaking nations, as members of their family.

Dimension	*Developed languages*	*Under-developed/ developing languages*
Ecological utilization	Wider communication/ dominant world languages	Languages limited to a region (national, local languages)
Economic/social development legitimization	Standard languages	Standard/non standard varieties, limited area culture
Projectional Graphization	suitable for communication	Colloquial 'bazaar' languages
Literature Medium of education	technology /science	Languages not extended for
Technologization	development	technological tasks

Historical names of personalities have been subject to anglicization process since Renaissance times. The widespread cultural movement brought in the taste for Greek and Latin classics research and study. Some of them were brought to life by English translations that made them subject to anglicization linguistic process. The transliteration and the anglicized pronunciation made the Greek Aristoteles turn into Aristotle and the Roman emperor Hadrianus turned into Hadrian. European royal personal names were also adapted to the English language specificity. Royal names like Carlos, Carol, Karoly, Karl turned into Charles, and Friedrich; Fredrik into Friedrich; Fredrik, or Jacob into James.

The linguistic phenomenon attached to the immigration first wave in the newly discovered America is manifest in the competition among the French, Dutch and German colonists. Their names given the places they occupied were gradually transformed into anglicized ones, La Nouvelle Orleans into New Orleans, and New Amsterdam into New York.

The Anglicization process went on in the time of the industrial revolution and the British Empire worldwide development. The linguistic phenomenon was favored by the occupation of the colonial territories and also by immigration of the English speaking people in the 18th, 19th and early 20th century. The phenomenon was also encouraged by the boat liners development comfort capabilities which made the English speakers travel easily in remote places like America and Asia. Milano turned into Milan, or København into Copenhagen, Den Haag into The Hague.

The linguistic phenomenon applies easily to the languages using the Latin alphabet, as in: Bucureşti which turned into Bucharest, or simply Bucarest.

[1] To make English or similar to English in form, idiom, style or character http://www.thefreedictionary.com/Anglicizing retrieved on January the 23th 2017

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As for the languages using non Latin alphabets, transliteration is often used which adapts the name of the cities to the Latin standards and British pronunciation. Specific signs are normally added to encourage native language pronunciation.

Original towns names	Anglicized towns names
القاهرة Al-Qāhira	Cairo
重慶, 重庆	Chóngqìng
石家莊, 石家庄	Shíjiāzhuāng
京都	Kyōto
Αθήνα	Athens
Санкт-Петербург	Sankt-Petersburg
Москва	Moskva
Београд	Beograd, Belgrade
Lisboa	Lisbon

After the WWII some of the British former colonies became independent. Despite their joining the commonwealth organization, they took the pride of their own native origin and adopted a de-anglicization linguistic policy.

The Irish people were among the first to take this step through the National literary Society in 1892, in Dublin. But the effectiveness of the long British rule has produced long lasting linguistic effects. Despite its official status, Irish has been gradually replaced by English which is actually used by the Irish citizens on a large scale.

But in case of India, after having been liberated, it recovered some of the original official names of their places, although they are still acknowledged by their English form using the Latin alphabet spelling.

British names transcription	Original Indian pronunciation
Bombay	Mumbai
Calcutta	Kolkata
Madras	Chennai

A similar situation is witnessed by some Chinese town names. The use of Latin spelling (transliteration) is obviously necessary to the effectiveness of worldwide communication, but the original names pronunciations of the places were lately given back to their traces.

British towns names transcription	**Original Chinese writing**
Canton; Guangzou	(廣州, 广州)
Peking; Beijing	(北京),

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The major immigration movement from Europe to the English speaking new found lands that started in the 17th facilitated the extension of the linguistic phenomenon. It was also brought the option of the people coming from other areas of the world to naturalize their names. The late years have witnessed another immigration wave coming from the recently liberated communist countries in the Central and eastern side of Europe going to English speaking territories of US, Canada, Australia, New Zealand which encourage and makes the anglicization phenomenon go on.

But the linguistic process is not limited to the social and political issues. Globalization of English speaking culture through media and technology made other languages adopt specific Anglicist terminology that did not exist previously. They bring in the non-English origin languages the vocabulary attached to the newly developed technologies, such as *computer*, *internet*, *soft*, *chip*, etc.
Names of companies, shops, newly developed in these countries, demonstrate the impact of the direct or indirect impact of the contact with English and theior striving to make room for themselves by the phonemic and graphemic adaptation process in the reception languages. Galstyan, (2010:149-69)

Conclusion

Applied linguistics studies have traditionally cared about the developing lexical influences of languages since the 19th century when historical comparative research developed. Anglicisms exploration and their cultural, social and technologic impact has been associated by sociological research on attitudesand official language policies which cannot ignore the global context. It is worth mentioning that western countries, like Denmark, Sweeden, Norway, Nethelands have accepted the phenomena for decades, as natural, but France, or Eastern countries, like Poland, Romania, Bulgaria Czech Republic, after the dissolution or USSR, when Russian ceased to be their imposed lingua franca, have sometimes developed nationalistic feelings as a form of self-esteem. (ibidem)

We focused on the positive effects of English Franca as a technical language (Fischer, 1998) which contributes to the spread and integration of applied vocabulary into the receiver languages. (Fischer, 2008:1-14)

English has become the main foreign language taught in schools in all these countries and became the instrument of their intercultural communication, transfer of technology, and development at large. Revolution of applied sciences including the recent satellite broadcasting communication, the internet, have reinforced the pre-eminece of English Franca and make us aknowledge that the more English the world becomes, the desirable the knowledge of English. (Gonzales, 2010: 1-27)

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