ENGLISH LOAN-WORDS IN ROMANIAN TELEVISION USAGE

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Abstract*: Although the problem of English borrowings has been an top issue for lexicographers for more than a half of century, it has not been completely worn out. In Romanian language the presence of English borrowings has been controversed in what linguists call their adaptation at the level of phonetical, morphological and semantic levels. Such borrowings were at the beginning specific to certain fields of activity and to specialists. But one of the present days concens of Romanian language specialists is the incresing tendency of average speakers to use unadapted English words in their everyday life. The article deals with the rate of occurence of some unadapted English borrowings and contexts of usage as they are rendered by television operators, moderators, interviwers, leading guests or common people.*
Keywords: *feed-back relation, linguistic competence, anglicism.*

When Antoine Meillet defined the vocabulary of a language as the exponent of a civilization (Meillet, 1952) he synthetized in fact the tight connection between the evolution of the vocabulary and the evolution of the society at a diachronic level as well as at the synchronic level (Ducrot, Shaeffer, 1996:218) The vocabulary represents the totality of the words that build and enrich a language as a product of a human collectivity but at the same time it is the image of a historical epoch, a social and cultural component which points out the dominant culture within a society, the implication of a certain type of ellite in the linguistic community whether we speak about political, social, scientific or artistic representatives.

The word, both a vehicle of communication and a device of stocking information is, at the same time, the most important instrument of connection at social level. In a cultural approach, the word becomes an influential and an influenced element illustrating in a concrete manner the human evolution on the a historical axis. The word is the mirror that reflects spectacularly the transformations that took place within a social frame being as well subjected to essential influences of the social environment.

If we have to look upon vocabulary from a sociological point of view then we have to emphasize the feed-back relation between the language and culture, the language generating culture – together with beliefs, values, norms, symbols and scientific progress – but also preserving culture through various specific channels used for transmitting culture (Thompson, 1994:43) The feed-back relation between the language and society is described in terms illustrating the sources which influence the cultural change […] *There are three main sources of large-scale cultural change: alteration in the natural environment; cultural contact between groups whose norms, values and technology are different; and discovery and invention.'*

The word is the element that identifies and defines reversibly or irreversibly the interest of a people – or group of speakers to which the people belongs – about some spheres of interest and activity which are in a strong relation with the historical and cultural evolution of the respective people. We may say that the language moulds a

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culture in the same manner in which a culture moulds the language, the cultural backgroung being set against the whole social and historical drama that leads to qualitative lexical accumulations. But culture is at the same time a product of social behaviour and historical circumstances and the richness of a language becomes an essential element in rating cultures. Due to the fact that the history of words is as ancient as the hstory of mankind, we daresay that the history of a people's language begins with the moment when the respective people was settled.

Within the vocabulary of a language we can identify interferences between various kernals around which the members of a linguistic community tend to focus. Their spheres of interest overlap, cross or isolate in accordance with material and spiritual common relations or in accordance with the professional option in a lower or higher degree as to the level of understanding.

That is why the vocabulary of a language must be analyzed according to the referential system of the mass vocabulary or its components to which the speakers adhere in a formal or informal manner. Those components constitute the real or ideal norms and values of the language they accept consciously or unconsciously and which eventually they acquire.

Thus, Valeria Gutu Romanlo emphasizes the fact that ,any linguistic competence of users of a historical language is not generally reduced to only one variant. According to the individual ability, to linguistic experience at the level of education, the speaker has access – in various degrees – to one or more word stocks belonging to the respective language, being an active or passive utiliser of the language. The individual linguistic competence is built up durng communicational patterns according to which it is settled and spurs the speaker. This individual linguistic experience – denominated idiolect - aperceived as a range of technical or social linguistic options is tributary to the type of communication and conditions imposed by the individual's personal status within the social community he/she belongs to'. (Gutu-Romalo, 2005:18)

It is obvious that there is a very strong interdependence between *language* as a common, collective, social attribute and *speaking* as an individual and functional means of communication; (Wald, 1998:51) there is also an interdependence between performance as an act of transmitting information and competence regarding the individual linguistic knowledge which becomes a condition for the level of performance of the language.

The fact that the language is deeply involved in social mechanisms of communication makes it a dynamic and evolutive system (Coseriu, 236) with its own structure, with a social integrating fundament and with the extrinsic relation it has with the speaking individual.

The language is a system open to influences which motivates its dynamics and evolution. Its evolution is not equally assigned and it does not have the same intensity. Once a language performed all intrinsic stages for stabilization and created the norms which ensures the permanent and deep features facilitating communication, its exposure to external feats moulds its shape in time. The old and new characteristics intermingle and prevail one over the other according to specific external conditions and its internal dynamics but the language remains stable on the whole.

The evolution of some segments of the language is not the same all the time as it relies on the interference between the stable and unstable parts of the segments this

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movement creating an alteration of the borders of the language. This means that some words which at a certain time were perceived as new borrowings in a language may become, as time goes by, parts of the basic word stock imposed by the current usage of the respective word. (Hasan, 1972:131-133)

The problem of borrowings is very important in a language. Romanian proved very receptive and adaptable facing many waves of borrowings ranging from Slavish, Hungarian, Turkish, German, Greek, Italian, French and more recently, English influence; thus, Romanian is known as a hospitable language (Avram, 1997:9) The new borrowings undergo a process of phonetic, semantic an grammatical adaptation, and they become integrated in the general vocabulary through usage. Some of such borrowings remain unadapted in the language and they are used with the spelling, pronunciation and sometimes the meaning they have in the language they come from. Many of the nowadays English borrowings are used unadapted as the increasing usage of worldwide globalizing English becomes manifest in Romanian too.

In Romanian the term ***anglicism*** (Stoichitoiu/Ichim, 2001:83***)*** refers to recent borrowings from British or American Emglish incompletely adapted or unadpted and as a connsequence uttered in Romanian in a very similar manner or even identically as in English. The motivation and the purpose of such borrowings may be understood if we consider the reasons for which these borrowings were made (Puscariu, 1979:371): necessary loan-words for linguistic circumstances which do not involve a Romanian word covering a certain notion or meaning and exquisite or luxury loan-words which are useless and sometimes even damaging for a language. (Stoichitoiu. 2001:85,94)

Many of present days English borrowings were transmitted through newspapers and they were recorded in the daily usage although some of them were not recorded by dictionaries or their meaning was no longer actual. But a social and cultural aspect of such loan-words , no matter if we refer to necessary or unnecessary words, is that the current tendency is no longer to let such words be employed only by educated people such as writers or newspapermen or specialists of various fields of activity but also bu common people. The fact is due to an intensive promotion of such words through television programmes, as they register the highest rate of attendance on behalf of the public.

The present study deals with the so called foreign loan-words as they were recorded in usage on a two-week period (15-30 March 2008) during various television broadcasts : Antena 1, Antena 3, Realitatea, Pro T.V., B1, National, TVR1, Prima TV, OTV, The Money Channel, Romantica, ProCinema, TVR Cultural etc. As the recording of such terms used in television is very difficult due to time-costs the period of recordings is rendered as per days and when possible hours which can be checked with the respective television recordings.

The research about this issue involves the usage of English borrowings at several levels of direct communication through television:

a. the names of television programmes or additional information about such programmes entirely or partially used in English: Un **show** pacatos (Antena 1);**Happy Hour** (PROtv); **All inclusive** (Realitatea); Teo **live** (Prima), Taxi **Driver** (National): **Look who is winning** – live (national; Cinema **Dreaming** (TVR Cultural); Nasul-**talk-show** (B1); **By** Monica Columbeanu, **reality-show** (B1); **Business** Magazin (Pro tv), **Home video** (Prima); **High Life** (B1); Taboo (B1); **Star Style** – **Shopping** de cinci stele (B1); **Green report** (TVR 1); Imobiliare **Blitz** (Prima); **Pet zone** (National); **Fit** &

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Chic (Nayional); La limita-autoshow (B1); Club **Zone** (b1); Briefing (B1); Divertis **Mall** (Antena 1); **Flavours**-3bucatari (Prima); Trazniti in **NATO** (Prima); **Snooker** – **Open**ul Chinei (Eurosport); **Wrestling Smack**(Sport Pro); **Entertainment News** (PRO Cinema); **Zoom** in zece (PRO Cinema); Ultra **News** (TVR 1); **Money Express** (Realitatea); **Cool**tura (Realitatea); **Real Estate** TV (Antena 3); Jay Leno **Show** (Antena 3); Auto**drive** (N24); **American** Cinema (N24); **Shoppingul,** pasiunea mea (Euforia), Tele**shopping** (toate programele).

b. the names of news titles or sequences within television programmes:

Un **show** de milioane (Realitatea, Saturday, 15 March, 14.00 News); **VIP** Harlem (Realitatea, Saturday 15 March, 15.00 News); **Business Quiz** (Realitatea, Saturday 15 March, show title); Ceahlaul infrunta l**eaderul** (Antena 3, Saturday 15 March , 21.00 Sports News title); **Design made** in China (PRO Tv, Sunday 16 March, News); **News Alert** (Realitatea, Sunday 16 March, 10.00 News); Lux **Planet** (OTV, Sunday 16 March, Show title); O productie **Red Spike** (PRO Tv, Sunday 16 March, name of a production house); **Kombat show** (PRO Tv, Monday 17 March, 7.00 News); **Big Brother** se extinde (PRO Tv, Monday 17 March, 9.00 News); **PR Manager** la Fiat Romania (National, Monday 17 March, 14.00 Automobile Awards, presentation); **Newsroom** (The Money Channel, Monday 17 March, 14. 00 News-title); **Closing** (The Money Channel, Monday, 17 March, News title); **Inside** (The Money Channel, Monday, 17 March, News tile); **News** (The Money Channel, Monday, 17 March, News tile); **CEO** la Triogranit ((The Money Channel, Monday, 17 March, News tile);
Boom Sport One (The Money Channel, Monday, 17 March, tile);Razboi impotriva **hypermarketurilor** (Realitatea, Tuesday, 18 March, 6.00 News); **The Money Show** (The Money Channel, Tuesday, 18 March, title); **Business class** (The Money Channel, Tuesday, 18 March, 6.00 News title); Inchis de **summit** (Realitatea, Wednesday 19 March, 16.00 News title); Genul programului: **life-style** (Euforia, Friday, 21 March, show title); Sprint spre **Champions League** (PRO Tv, Saturday 22 March, 8.00 News-title); Targ de **job**uri (Realitatea, Saturday 22 March, 18 news – title); Conduri de **VIP**-uri (PRO Tv, Sunday 23 March, 12.00 show title); **Shopping addict** (B1, Sunday 23 March, title); **Opening bell, closing bell** (The Money Channel, Monday 17 March, title).

c. English words occuring in commercials or spots advertising products or services (Dabu, 2007, 245) which interfere with tv programmes:

products: Nivea **Diamond Gloss**, **Mr. Muscle**, Beres **drops** plus, **Max-factor** – **make-up** artistii stiu; tehnologie **beyond-lenght**; **Head & Shoulders** max zinc; Nissan, **X-trail**; Estee Lauder- noul idealist **research pore minimizer**; **Lady Speed Stick Invisible**; Nutri**day**; , Skoda-**Simply clever**, Megan Sedan Manager; Olynth **Aromatherapy**; Nokia 6500 **Slide**; Chevrolet cu **airbag** fata-spate vine cu o oferta; Lenor tropical **Fresh**; Toshiba **leading inovation**; ‚Am creat gama **Clear Men'**; Frut**mania**; **Anew Clinical** (Avon); Colgate **Herbal with Mineral Salts**, **Duck** Anitra, **Casting Creme Gloss** de la l'Oreal; ‚**It's hard to be a woman** (Pepsi); **Max your life'** (Pesi Max); Ford-**Feel the difference**; 7 **Days Bake It**!; Totul trebuie să fie perfect în salonul meu de **spa.(**Ariel)

services: Vorbiti afacereza? - Prima emisiune de cultura de **business;** Cumpara **Clever Travel; Blue Air, your destination our way**; Jack Welch, **Managerul** secolului; trupa Juke**box** (Cronica carcotasilor); **Perfect tour** –prentru pretentiosi; ‚**Turnover** ;i **income report**? **Market share** si **SWAT**? (Vorbiti afacereza); **Story,** partener media la

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Megastar; **Timingul** este un **must'**(The Money Channel); ‚A inceput Euro**derby**'; **Card**-ul este protejat si aduce 100 de **I-pod**-uri (reclama ING); **ING credit card**, Muzica ne apropie; apasă **play** (Nokia); Cu serviciile de la Vodafone ai servicii internet fie că ai **laptop** fie că ai **desktop** (Vodafone); Antena 2 – televiziunea de **talk-show;** telefon cu bluetooth;

We have to point out that in the above examples most of the English words preserve their English spelling and pronunciation except those that may be similarly uttered in Romanian; for example the pronunciation of the words ‚card', ‚herbal', ‚mineral', ‚drops', ‚derby', ‚factor', ‚aromatherapy', ‚slide', ‚gloss', ‚manager' etc. is almost the same in both English and Romanian. Other words preserve the English spelling and have an almost Romanian pronunciation (I shall provide in between parantheses the Romanian approximative pronunciation and not the English phonetic transciption of the words, therefore no English phonetic symbols will be used).: timing [taiming], must [mast], money [mani], I-pod [aipod], play [plei], muscle [masl], duck [dac], clever [clevar], minimizer [minimaizar], make-up [meikap], etc.

d. English words used in various clause-contexts:

Saturday 15 March:

Realitatea, News (2 p.m.) ;Harlem Globetrotters sunt în **top**-ul **brand**urilor din lume';. ‚Este **landmarkul** lor.';.‚Au făcut **show**-uri în toate locațiile din lume.';‚Sunt un **brand** universal.';‚Ei sunt esența **entertainmentului**.';‚Au îndemânare pentru anumite **dribling**uri.';‚Celebrele **slamdunk**uri care i-au făcut cunoscuți.';

Realitatea, 3xStelian Tănase: ‚Cine organizează **mitinguri** anti-maghiare.(Tănase).';‚Respectivul **leader** politic trebuie sa aducă probe.(Pruteanu).';

Proiectul de autonomie este accesibil pe **site**-ul camerei deputaților.(Bălan), Paul de România merge la **talk-show**-uri şi este activ.(Tănase)';‚Prințul Charles este un mare **leader**.(AR.R. Duda)';‚Bucureştiul are nevoie de **know-how**-ul lor. (Videanu)

Prima, News (18.00) , În perimetrul acestora vor putea intra numai persoane care dețin **bedge**-uri.[begiuri]'; ***Mondenii*** ‚A căzut **net**-ul';.

Antena 3, News, Sports (21.00) ‚Expoziție de motociclete, **ATV**-uri';. ‚De la roți la **design** totul se poate modifica';.‚Pasionații de **tuning** au făcut demonstrații la Romexpo.';.‚Unele universități oferă şi programe **MBA.';** ‚Ceahlăul înfruntă **leaderul.';**

PRO Tv, Ce se întâmplă, doctore?(16.00) ‚O idee pentru un colț din **living**.';.‚Ai fost undeva în America în **L.A**.?';

Sunday 16 March

Realitatea News (8.00, 10.00) ‚Botez de **VIP**; există acest **star-sistem**.';‚Magicienii Harlem au fost cazați în 30 de camere **single.';** ‚Anunță agenția de presă **News-In';**.‚Placajele se pun la **livinguri**.';

PRO Tv News (9.00) ‚Lovituri devastatoare la gala **local-kombat**.';**‚Challenge cup** cu bieloruşii de la Minsk.';**‚Fani**i celor două echipe s-au luat la bătaie.';

B1, Totul despre casa mea (12.00) – Luana Ibaka ‚Aveți un **life-style** deosebit. Casa ta e **home and deco.';**.‚Aveți o poveste cu **happy-end';**.‚Aici e zona de **barbecue.';**‚Veți acoperi toate **target**-urle.';. ‚Se intră printr-un singur **lobby.';**.‚Fiecare turn va avea un **project manager.';**.‚Trebuie să păstrăm un **trend** al pieței.';

PRO Tv. Business Magazin (12.00) – Olivia Ster ‚Primul **business** dezvoltat a ajuns **leader** de piață.'; ‚Are un **brand** recunoscut. (Ioana Solomon)

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A învățat puțin **marketing';.,Retail**-ul este o afacere rentabilă.';,Păți dintr-un **puzzle** care este satisfacția clientului.';

Apropo Tv (14.00) – Andi Moisescu **,Piercing**, remodelare facială …. Apropo TV.'; ,Era preocupat de **cover**-ul după Frank Sinatra.'; ,Stilul e **funk** şi **soul.';,Brand**ul a venit odată cu el.'; ,Nu degeaba se plimbă prin **showbiz**-ul de la noi.'; **,Lobby-lobby** dar nu-l poți face de unul singur (Cristi Exarhu); **,Cheeky-girls** au venit în țară.'; ,Îți dai copii la **fitness.';** ,Aveam câte-un **casting** la vremea aceea. (N. Luciu); **,Sex-appeal** al celor mai de succes candidate (A. moisescu); ,Pune **branduri** pe ea. (Arsenie); **,Reality-show**-uri aducătoare de voturi (A. Moisescu); (despre E. Udrea) Are şi **blog** (Grețcu); (despre E. Băsescu) Adevăratul triumf al **modelingului** în politică.'; ,Meseria de **entertainer** nu e aşa o floare rară. (A. Moisescu);

Romantica, Jurnal Public (18.00) **,Merchandisingul** este foarte bun.'; ,În fiecare an **show**-ul celor de la Harlem aduce peste 85 mil.dolari.';

PRO Tv. Ştiri (19.00) ,Trebuie să schimbi **plate**-urile (la role) de două ori pe lună.'; ,E un sport care îți dă un **feeling** frumos.';,Aceste biciclete sunt foarte bune pentru **raider**i.'; ,A condus din poll-**position** (formula I).'; ,Bătaie în **derby**-ul dintre Cluj şi Sibiu.'; **,Penalty**-ul s-a ratat..';

Monday 17 March

B1, 7/10 ,Apartament dotat cu sală de **fitness**.'; ,Portalul **my space** a fost închis.';

Revista presei financiare: ,Nici băncile nu se comportă **O.K.';** ,Sunt mulți **broker**i de credite.'; ,Poate angaja **manageri** de proiect.';'De ce?Sunt **developeri** care au interes.';

Național, Gala premiilor AutoMobile (14.00) ,Invit să ia premiul din partea **GM** România.'; ,Este **PR Manager** la Fiat România.'; ,Indiferent că maşina este un **SUV** (sport utility vehicle) sau o maşină micuță.';

The Money Channel, (14.00) ,Primul concurs de cultură de **business** a fost aseară.'; ,Acțiuni, **real estate**, bani, noi avem miros pentru ei.'; ,Rata de **discount** a fost coborâtă în SUA.'; ,**Bucharest Stock Exchange**.- numele bursei de la Bucureşti';.,Te poți bucura de piste de **snowboard**.'; ,Poți încerca un sport nou şi popular **airboard**.(Inside).; ,Acesta este MIPIM, târg imobiliar **business to business**.'; ,**It's about time** este **sloganul** primăriei generale a capitalei.'; ,Segmentul **outlet** a avut o pondere de 187 de companii.'; ,Indicele **Dow Jones** scade pe **futures** cu 200 de puncte.'; ,Cei prezenți au un **know-how** puternic.';

Antena 3, (19.00) ,Mc Donalds oferă numai **job**-uri pe termen lung.'; ,Concursul Hijos de Babel a început în urma unui **casting**.';

Tuesday 18 March

Realitatea, Realitatea zilei (20.00) ,Mâine în **Business Standard** va apare cifra de afaceri.'; ,Un **retailer** care practică o politică de **cash.';**

The Money Channel (20.00) , **Medlife** preferă **greenfield**.'; ,Metro cel mai mare **retailer**.'; ,Vodafone nu dorește serviciul **4 play**.';

Romantica, Pe contre (21.00) ,O relație care va rezista **forever**.';

Happy Hour, (16.00) ,Când auzi că e un **casting,** mergi. (S. Nicolaescu); ,Colegii noştri de la **MTV**, vor difuza videoclip-ul.';

The Money Channel (16.00) ,Cum putem să ajungem parteneri **Western Union.**';,Sunt reglementări privind **split**-ul sumelor.';

Zodia fluturelui (16.00) ,Care este oferta de **job**-uri în străinătate.'; ,Programul se cheamă **Work and Travel**.'; ,În general lucrează ca **cage cashier**.'; ,Trebuie să avem un **look** de vedetă.'; ,Tu ai şi un **business** (D. Gorfy)'; ,Să ai un **make-up artist** şi un

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PR.'; ‚Contează **target**-ul.'; ‚Pentru un **shooting** trebuie multe.'; ‚Un **top-model** se spune…'; ‚Mai contează **trend**-ul?'; ‚O revistă care se lansează este 100% **Fashion**.'; ‚Un **top** al celor mai bine îmbrăcate vedete.'; ‚Ai un adevărat **training** de făcut.'; ‚**PR**-ii îi învață pe artiști..'; ‚Iată o rochie foarte **cool.**'; ‚Îți spun totul despre **hair-styling**.';

Wednesday 19 March

Realitatea (16.00): ‚Melania este în **blockstarturi.**'; ‚Traseul zero închis de **summit**.';

Prima, Cronica Cârcotaşilor (20.00) ‚Cum e să fii **biker?';** ‚Tu zici de **robocop**.'; ‚Mergem să facem un **recording** pentru un nou **single**'; ‚OTV face **rating**.';

B1, Naşu (22.00) ‚Era circ în **talk-show** urile de atunci. (R. Moraru)';

Realitatea, 100% (22.00) ‚Dorin Marian era **chief of staff**.' (E. Constantinescu);

Hallmark, (23.00) ‚Centrul era un **think-tank** internațional.';

Friday 21 March

Romantica, Pe contre (22.00) ‚Banii au fost **O.K**.?'; ‚Cică mi-au făcut ăştia un **face-lift.';**

Saturday 22 March

Pro Motor (10.00) ‚A atacat audiența cu două **concept-car**-uri.'; ‚**Spoiler**-ul face diferența.'; ‚A devenit **un hit** în ierarhie.'; ‚Italienii lucrează la un **face-lift** pentru maşina lor.';

Prima, O altă viață (14.00) ‚Cu acest program veți face **English course**s.'; ‚Vă trimit la un **cluster-specialist**.'; ‚Trebuie să vă îmbunătățiți **resume**-ul ca să fiți un **winner**.';

TVR 1,Garantat 100% (17.00) ‚Sălile de cinema s-au transformat în **sexy-club**-uri.'; ‚Nu e **O.K**. să fie aşa.'; ‚Să se construiască multiplexurile.'

Realitatea (18.00) – târg de job-uri ‚Mă interesează **audit,** consultant.'; ‚Companiile **IT** sunt interesante.'; ‚Le oferim programe de **training**.'; ‚Jocurile **slot-machine** vor plăti o taxă.'; ‚Piticii s-au suit în **board**-ul administrativ. ‚**Sloganul** lor se verifică.';

Romantica, Stil şi personalitate – Catinca Roman ‚**Business woman** este tipul actual al femeii de carieră.'; ‚Este tipul **office.** ‚Vreau să-mi construiesc un nou **look**.'; ‚**Business style** nu înseamnă să renunți la tine..'; ‚Începem cu părul şi **make-up**-ul.'; ‚Lumea **business** are reguli stricte de vestimentație.'; ‚**Trenci**-ul este foarte **in** din sezonul trecut.';

Antena 1, Ştiri (19.00) ‚Localul lui Mutu pentru **target**-ul care este., este **O.K:**'; ‚Astăzi intrarea a fost **free**.'; ‚Muzica a fost asigurată de 3 **DJ** din Spania.'; ‚Doi **grafferi** descriu pasiunea lor pentru cultura suburbană.'; ‚Iată cum trebuie aplicat **blush**-ul.';

Sunday 23 March

Prima, Sport şi o vedetă (8.00) ‚Este eficient în cursul **joggingulu**i să folosim astfel de ghete.'; ‚Iată reprezentanta României la **Miss Qeen of the World**.'; ‚Mă gândeam la un **peeling**.';

B1, Totul despre casa mea (12.00) ‚Este un concept care urmărește **print**-ul.'; ‚Acest **poster** are prezentarea jos';

PRO Tv, Business magazin (12.00) ‚Domeniul **IT** este tot un tangou.'; ‚Pentru a înțelege trebuie să te strecori pe piața **software**.'; ‚Cel mai mare parc **high-tech** din zona Pipera.'; ‚**Bitdefender** cea mai utilizată marcă pe **internet**.'; ‚**It takes two to tango..**'; ‚Fuge la următorul **meeting.**'; ‚Mihai Albu a ajuns producătorul unui **brand** românesc.';

Apropo Tv, (14.00) Rubrica **luxury** abracadabra. ‚**Urban Kiss** spectacol care merită să fie văzut.'; ‚Spectacolele de underground sunt foarte elitiste.' (E.Stancu);

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B1, Star-style, cultura unui shopping de 5 stele.(12.00) ‚Am vrea să ştim care este **target**-ul unui asemenea **event.';** ‚Pot face comparații vis-a-vis de **branduri**.'; ‚Mi-a plăcut muzica **life.';**
Prima, Megastar (19.00) ,Megastarul inseamna si **showman.';**
Monday 24 March
Prima, Ştiri (8.00) **,**Va avea loc un **briefing** de presă'; ‚Urmăreşte **Champions league.**';
Tuesday 25 March
TVR 1, Campania Pepsi ‚Tu regizezi **show**-ul. ,;
Realitatea, Ştiri (8.00) ‚Ei au avut **bannere** antiglobalizare.'; ‚Într-un interviu acordat ziarului **Financial Times**.'; **‚Pub**-urile şi barurile din Bucureşti sunt deschise până la ora 1.00.'; ‚Pe **site**-ul oficial este menționat…'; ‚Îşi petrec timpul … pentru a se juca **on-line**.';
Antena 3, Bizbazar (19.00) – Moise Guran ‚Sony a făcut un **joint-venture**.';
Wednesday 26 March
Prima, Cronica Cârcotaşilor (20.00) ‚Marian Iancu, **boss**-ul Timişoarei…'; ‚O să te săturăm de **party**-uri';
Friday 28 March
PRO Tv, Dansez pentru tine (20.00) ‚Ai făcut un foarte bun **walk**.';
Saturday 29 March
PRO Tv, Ce se întâmplă, Doctore? (16.00) ‚La hotel era mai comod să aveți **room-service**.'; ‚Anca Parghel and **The Band**.';
Prima, Ştiri (18.00) ‚Hotelurile oferă servicii **all-inclusive**.'; ‚Pe perioada **summit**-ului s-au deschis hotelurile la mare.'; ‚Ambele (țări) trebuie să intre pe harta **membership plan**. (Cioroianu)'; **‚Sex-appeal**-ul este una din calitățile reprezentantei la **Miss Top Model of the World**.'

Analyzing the above examples we can count the two main categories of borrowings: necessary and unnecessary English borrowings.

The denotative necessary loan-words are terms used in Romanan due to the lack of an equivalent having the proper meaning in a certain context. They denote realities and situations which have occured lately and for which Romanian as a language was not prepared from a semantic point of view. Such terms are necessary for the accuracy of their meaning and the international usage which make them comprehensible by the specialists .they belong to various fields of activity:

Economy: **card, joint-venture,** boss
Technology: airbag, **software/soft**, laptop, desktop, **site, ‚net**, i-pod, **service,**
Communication: banner, **video**-clip, media, CNN, Associated Press, reality-show,
Education and human resources: MBA,
Lifestyle: piercing, **fan,** stick, **top**
Sports: slamdunk, local-kombat, **derbi**,
Entertainment: **slow-fox, puzzle, OK**

Connotative loan-words are a larger category of words for which Romanian has equivalents but their expresiveness is rather preferred in some communicational circumstances. Such words are used for their higher stylistic value, for their colloquial spread or for their euphemistic cover as the usage of a Romanian word would be offending.

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Unlike the above categories, the luxury borrowings are those words which are used unjustifiedly as in Romanian we already have suggestive words to render the meanngs. Such words are used to render an emphatic and snob attitude:
Economy and politics : brand, landmark, **single**, spa, **discount**, **know-how**, meeting/**miting**, leader/**lider**, must, **timing, manager**, project manager, **summit**, **trend**, **business**, **marketing**, target, developer, **lobby**, retailer, stock exchange, **merchandising**, **broker**, real estate, **cash,** outlet, futures, hi(y)permarket, greenfield, split, board, **rating, chief** of **staff,** office, all-inclusive, room-service, membership.
Technology: high-tech, **design**, play, concept-car, **spoiler**, IT, **print, poster**,
Communication**: talk-show**, news alert, blog, , PR, **briefing**,
Education and human resources: **job**, **training**, resume, winner;
Lifestyle: gloss, make-up, life-style, **happy-end**, **home**&deco, **living, modeling**, **casting, feeling,** forever, **look**, shooting, top-model, sex-appeal, trend, fashion, **cool**, hair-styling, face-lift, blush, **pub,** party, **sho(p)ping**, in (fashion), **peeling**, graffer, **designer,**
Sports: ATV, tuning, challenge cup, **fitness,** raider, pole-position, penalti(y), airboard, snowboard, plate, biker**, jogging**, walk, bedge
Entertainment: entertainment, VIP, **story,** cover, funk&**soul**, showbiz, entertainer, MTV, **hit, sexy**-club, **recording, band, underground, showman**,
Among the above borrowings there are some which are not registered in the dictionary of neologisms (Marcu, 2004) which is very strange as the respective words were registered in other linguistic contexts as being in usage at that time. We may give the following examples:
airbag – is used as in French, 1999 (Stoichitoiu, 2001, 87); laptop – (in BBC dictionary, laptop computer) (Stoichitoiu, 2001, 88) – 1999; site – a space on internet, 1998, 1999; banner / (BBC dictionary), 1998; futures – (banking terminology), 1998, ; snowboard – (sport), 1998, ; stick – used as in French, 1998; boss – (in DCR2), 1997; board – (economic and administration terminology), 1996; pole- position – (sports), 1999; fashion – (life-style), 1999, make-up – (like-style), 1999 etc.
Some other of the loan words are absent from MDN but their compound or derived terms are registered: Thus we do not fiind:
leader, but leadership (<engl.) in exchange for leader we have lider but with a double etymology (<engl.fr.); **face-lift** but lifting (<engl.); **stock exchange** but stock-car (<engl.); **cover** but cover-girl (<engl); **sexy-club** but sexy (<engl.); **boss** but boss windjammer(<am.); **meeting** but miting (<engl.,fr.); **home** but home-computer(<engl.); **play** but play-back (<engl.) etc
Other loan-words are registered in MDN with a restrictive meaning:
Net is used with the restrictive meaning of tennis device; it has no explanation about the usage in informatics;
Miting has only one meaning that of a huge gathering of people but no reference about business encounter;
Band is rendered as ‚banda' but no reference to music equivalent to Romanian ‚trupa';
Training has only a meaning with reference to physical activity no meaning about education or further courses;
Modeling has the meaning ‚moulding – modelaj' with no reference to fashion industry;
Cool has the meaning of jazz music (used as a noun) but the alternative of adjective/adverb in the sense of ‚nice','beautiful'.

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As English loan-words are still unadapted or incompletely adapted terms the approach of their usage should also involve the approach of linguistic norms.

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