# NAMES OF CAKES

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**Abstract**

The proper names analyzed in this paper provide additional information on the appearance, shape, content of the product associated with a trade name. As related to the current reality, trade names have become key elements of the marketing strategy, with a strong influence on language. In the case of confectionery and pastry products, the intention of the sender (the supplier) is to raise the interest of the receiver by simple, concise, clearly expressed words, showing the quality, the basic ingredients and the origin of the food. These elements determine the success of the product on the market and its recognition by means of the advertising discourse.

**Key-words:** *anthroponyms, toponyms, trade name, culinary names, vocabulary*

**Résumé**

Les noms propres analysés dans ce travail apportent des informations supplémentaires sur l'aspect, la forme et le contenu du produit associé à un nom commercial. Rapportés à la réalité contemporaine, les noms commerciaux sont devenus des éléments-clés de la stratégie de marketing, ayant une grande influence sur le langage. Dans le cas des produits de confiserie et de pâtisserie, l'intention de l'émetteur (le fournisseur) est de susciter l'intérêt du récepteur par des mots simples, concis, clairement exprimés, qui présentent la qualité, les ingrédients de base et l'origine des aliments. Ces éléments déterminent le succès du produit sur le marché et sa consécration à travers le discours publicitaire.

**Mots-clés:** *anthroponymes*, *toponymes*, *nom commercial, noms culinaires, lexique*

## 1. Introduction

Over the years, society has faced certain unprecedented transformations which, in one way or another, have affected or changed our perception of the world. This is the outcome of the globalization process that became more intense in the 20$^{th}$ century, while also bringing about changes in various fields, such as the social, political, economic, educational one, etc. However, in the linguistic and cultural spheres, all these transformations have been strongly felt and have facilitated communication between different ethnolinguistic communities. The information has been rapidly spreading, crossing the borders, and the peoples began to develop through various alliances and economic exchanges, by expanding international relations. Under these circumstances, language interaction resulted in the interference, the mutual influence of languages, under certain conditions and with certain degrees of intensity, being the result of extralinguistic phenomena: population mixing, (long-term or short-term) cohabitation on the same territory, cultural relations, etc.



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## 2. Trade names

Public onomastics is a well-developed linguistic segment at the beginning of the 21st century. Proper names depend, to a great extent, on a pragmatic context in which they are used, and at the semantic level, the relationship between their significance and the first, original referent is determined by the recursive nature of the name, its frequency and variety in usage. Whenever a proper name is attributed to a referent, the latter belongs to a particular (sub)class of entities which defines denominative types. Thus, according to the designated entity, there are names of persons (male/female), country names, city names, river names, institution names, and so forth, each such branch highlighting the diversity of the onomastic system of a language and of the manifestations of the naming act in that language.

"The study of trade names is a relatively recent aspect of onomastics, as these denominations started to diversify substantially with the development of market economy and marketing strategies, when they became a subtle instrument for manipulating the population."[1]. This may be noticed, in particular, in the case of trade names.

Relating to everyday reality, trade names occupy an important place in contemporary society. They represent that onomastic category which includes company names, product names, service names, store names, etc. An essential feature of a good, well-chosen name is its ability to adapt to the theme a company hopes to set. A strong name reflects the needs and understanding of customers. Trade names have an influence on language and establish the relationship between the sender (supplier) and the receiver (customer), becoming a key element of marketing strategy. Their presence in various advertising materials illustrates the bond between a product and its potential customers. The message is simple, concise, authentic, addressed to a large, heterogeneous audience so that it can be easily understood and assimilated.

According to some researchers, it has been argued that products which bear names easily associated with different images are much more popular and successful on the market. Simple vocabulary matches consumer products.

As far as marks are concerned, they become means of communication and refer, as a rule, to the institutional name (of the company) or the manufacturer. The more they are integrated into a larger network, the more the success of the product on the market is ensured. The trade name and the mark coexist, they mutually support each other so as to achieve an individualization of the trader. In Romanian, when we talk about trade names, we consider brand and mark.

The term *brand* is of Norwegian origin, where *brandr* means "to burn". The term began to be used in English as an element that signifies "property" (the cattle were marked with the owner's mark). So far, no significant difference between the meanings of *brand/mark* (just that *branding* meant "*red hot iron marking*") has been noted. The notion was taken over at the end of the 19th century to name the products on the shelf. *Branded products* were those products that had the mark of the manufacturer and represented more than an identifier – it was a proof of quality, of guaranteed experience. The meaning of the term has evolved and at present the brand is a set of associations defined on rational and emotional bases between an organization or a product and its public[2].

[1] Bugheşiu, 2011: 30.
[2] Iacob, 2008.



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We will consider the *brand*, in a broad sense, as the motivated sign that simultaneously circumscribes a product, its manufacturer (the company), and the social reference (collective memory) that defines the meaning/ meanings of the brand[3] .

A brand name creates the premises of communication and follows the specifics of a business and its public. Specialists say the strongest brand names tend to reverse some associations in the mind of the consumer. A good name means good branding. The best branding occurs when merging an image, a system, and a name into a whole.

The Romanian *marcă* (E. 'mark') <Ngr. *márka*, Fr. *marque*, cf. Germ. *Marke* "distinct sign applied on an object, on a product, on an animal, etc. to distinguish them from others, to recognize them, etc. Type, model, inscription (indicating the source) of manufacture; (old) coat of arms, emblem."[4].

The mark is a sign that is susceptible of graphic representation, serving to distinguish the products or services of a person from those of another person. "The mark has a subjective character in the transmission of information and aims to respond to public aspirations, to promote consumer values. The product tries to satisfy one of his actual desires, often induced by the mark."[5]

Mark names, brands can originate from: toponyms, anthroponyms, common names.

The studies in the field of commercial onomastics, namely proper names, are becoming increasingly diverse. Mihaela Munteanu Siserman presents a wide range of terms based on an anthroponym or a toponym. Alina Hoţu's research refers to the typology of the denomination of current gastronomic products, taking into account the traditional or modern Romanian cuisine. Marius Sala speaks about the evolution of some foreign words, Radu Muşat illustrates the terms originating from anthroponyms or toponyms. Alina Bugheşiu, Daiana and Oliviu Felecan discuss the "Onomastics in the current Romanian public space".

If one refers to the literature in the field, one should mention the works of foreign authors such as: *Larousse Gastronomique, The Physiology of Taste, A Culinary Art Dictionary, Encyclopedia of Food and Culture* and *Cupboard love: a dictionary of culinary curiosities.*

### 3. Cakes

In general, the cuisine of all European countries has developed over the centuries through the import of recipes as well, with various gastronomic influences, all naturalized and reinterpreted. "Gastronomy reflects, by both the terminological inventory and onomastics, the close connection that the culture and civilization of a society have with its language, in other words, in the terms of Coşeriu, how an ethnolinguistic community assumes the extraverbal by its own knowledge experience."[6]

As far as the Romanian cuisine is concerned, it is diverse and characterized by a variety of tastes, flavours, shapes, and colours, a delicious mix of dishes. The cuisine of the Romanian people has been marked, throughout its history, by certain ethnic and cultural phenomena, coming from all directions, but especially from the Oriental and

[3] Felecan, 2015: 20.
[4] DEX, 681.
[5] Cepraga, 2011.
[6] Siserman, 2015: 87.



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Eastern European space. So, by intersecting cultures, Romanian gastronomy has been strongly influenced by the Balkan, German, Italian, Turkish, Hungarian, Serbian, French cuisine. All these languages have left their mark on the Romanian vocabulary.

**3.1. Generic name**

A category of product names are cakes or desserts. The Romanian word *desert* (E. 'dessert') comes from the French *dessert* and is defined as "a dish, usually sweets, fruits, cheeses, etc.", which is served at the end of the meal." (DEX, 2016, p. 324).

The dessert includes the cake in its semantic sphere. The word *prăjitură/* 'cake' comes from the verb *a prăji* ('to fry') < *Sl. pražiti,* to which the suffix *-tură* was added. It is defined as "a pastry product made from flour, sugar, fats, eggs and ingredients, that one usually has as dessert." (DEX, 2016, p. 950)

**3.2. Historical background**

Historically, the first cake of mankind was the *pie*. But the food used was flour, oil and honey.

The pie "*cake with various fillings"* is eaten both at Christmas and the New Year. The origin of the name of this food is interesting for various linguistic reasons. At its basis lies the Latin word *placenta* "flat cake" borrowed from Greek. Romanian is the only Romance language that preserves this Latin word; the other Romance languages inherited derivatives from pop. Latin *focacia* > Fr. *fouace* or borrowed and adapted the Germanic term wastil "food" > Fr. gâteau "cake".[7] Pop. Lat. *wastellum* < Frankish *wastil* "food" (see Saxon *wist*, see Germ. *wastel*). In Fr. *wastel* > *gastel* > *gâteau*.[8]

In many prehistoric civilizations, there was a tradition of offering the best food to divinities in ritual ceremonies.

Thus, in ancient Egypt, ordinary people, unable to sacrifice animals for the gods because of their humble condition, brought to the temples a cake-offering to which they symbolically gave the shape of an animal. In the absence of sugar, the sweet taste and flavours were given, besides honey, by dates, figs, grapes. There were also seeds of poppy and sesame.

In the 4th century, the Greeks used oil, cheese, and flour as ingredients.

In the Middle Ages, the waffles were very popular and they were made of batter, baked in specific shapes, either square or hexagonal, garnished with honey or syrup, sold directly by street vendors. On Sundays, they used to cook the waffles, in small improvised ovens, placed near the monasteries, decorating them with pious images or writings, the buyers being much delighted with these sweets. In fact, it was the only activity allowed on Sunday, along with the preparation of dishes for weddings and banquets.[9]

During the Renaissance, honey was easily replaced with sugar, obtained from sugar cane, especially on the tables of the rich, who wanted to try the most refined dishes. Until the beginning of the 19th century, sugar, a key element of the sweet product industry, was a rare and luxurious ingredient. But in the early years of the next century, with the development of industry in Europe and the extraction of sugar from sugar beet, it became an affordable product.[10]

[7] Sala, 2010:145.

[8] Dubois et coll., 1993: 332.

[9]http://adevarul.ro/locale/botosani/bunatatile-altadata-retetele-unicat-celor-mai-delicioase-preparate-culinare-antichitate-evul-mediu-1_56d97d695ab6550cb87cbbd7/index.htm.

[10] https://familist.ro/prajitura-de-a-lungul-timpului



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The Romanian confectionery does not have a long tradition. Like the Greeks and the Romans, the inhabitants of the Romanian territories used honey and flower nectar as sweeteners. It was only in the 16th century that sugar became indispensable, with the spread of Oriental influence: Turkish, Arabic, Byzantine. However, the moment of glory of the Romanian confectionery is the appearance of Casa Capşa, founded by the famous confectioner Grigore Capşa. He completed his studies in Paris and was the student of the famous Boissier. Capşa was a perfect and creative cook, making special products for special events or even for the personalities of his time. Thus he created the Joffre cake, made on the occasion of the visit of general Joffre in Romania and the "Rejeane" ice cream, in honour of the French actress with the same name, who performed in Bucharest.[11]

Cakes are the complex form of association of the entire range of pre-cooked confectionery products in well-defined systems, or according to the worker's fantasy, to achieve the values of use and the psychosensorial effects desired by the contemporary consumer. They are differentiated according to the basic pre-cooked product and its nature in: white or colourful sponge cakes (with burnt sugar or cocoa), layer cakes (roll cake, Doboş layer cake, Alcazar layer cake or Richard III layer cake), whipped cream cakes, chocolate cakes, crust cakes (Indian or meringue).[12]

From the perspective of onomastic categories, we will focus on the two major subdomains, namely: toponymy and anthroponymy.

**3.3. Names on a toponymic base**

Gastronomic terminology contains a series of toponyms: names of countries, regions, oikonyms (Prague cake, Venice cake), oronyms (Carpathians cake, Black Forest cake), hydronyms (Danube waves cake), islands (Madagascar cake, Jamaican cake).

As for the Western culinary tradition we adopted, we cannot omit the names of desserts of German and Viennese origin, many of which have reached us through the Hungarian channel.

*Linzer Torte* "is a dessert made of crumbly pastry, containing ground nuts (or hazelnuts, almonds) covered with a frosting of blackcurrant jam (raspberry or apricot jam is also used), so that everything is then covered with dough strips."[13] This recipe was discovered in 1653. The inventor of the dessert is not known, but it is supposed to have been named after the city of Linz in Austria.

The *Frankfurter Kranz* cake "is made of caramelized, then chopped nuts, hazelnuts or almonds. The cream is vanilla and the cake is necessarily flavoured with a little schnapps of sour cherries."[14] The characteristic of this cake is its round, ring shape, hence the name of *Kranz* > Ger. "wreath, crown". As the name of this dessert says, it is a German specific cake created by the pastry chefs in the city of Frankfurt.

The *Black Forest* - *Schwarzwälder Kirschtorte*[15] is "a layer cake with an intense taste of cocoa, filled with vanilla cream and cherries or sour cherries, all topped

[11] http://www.gds.ro/Magazin/2006-01-31/Prajitura+de-a+lungul+secolelor/

[12] http://echitfem.ro/cp/resources/manuale/cofetar-patiser/files/basic-html/page125.html

[13] https://www.vedeteblog.com/2016/04/retete-traditionale-austriece-reteta-de.html

[14] https://www.retetecalamama.ro/retete-culinare/prajituri-torturi/tort-frankfurter-kranz.html

[15] Kirş "cherry and apricot liqueur" also appears in Sanda Marin, but it does not occur in dictionaries. The name is certainly of German origin, coming from a compound word such as Kirschbranntwein (cherry brandy) or Kirschsaft (cherry syrup, juice). Sala, 2010: 138.



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with a generous layer of whipped cream and chocolate decoration."[16] It is found under different names and translations, such as: *Gâteau Forêt Noire*, *Black Forest Cake*. It is a classic cake of German origin, whose name comes from cherry brandy (Kirschwasser, 40% alc.), which is produced in the Black Forest area of Western Germany.

*Berlin* is a "cocoa layer cake with syrup, chocolate cream, vanilla cream, decorated with ganache cream and chocolate glaze".[17] Its name comes from the capital of Germany, Berlin, which is the inspiration for foodies and the most inventive gastronomers.

The *Danube Waves* cake < Ger. *Donauwelle* "is a fine and delicate cake with two layers (black and white), with vanilla cream and butter, cherries or sour cherries, and chocolate glaze."[18] *Donauwelle* is a popular recipe in Germany and Austria, dating back to the early 60s, reaching Romania in the late 80s. In German, this cake is also known as "Snow White - Schneewittchen" due to its colours: white as snow, red as blood and black as ebony. This is how the beautiful "Snow White" was described in the fairy tale of the Grimm Brothers.

The *Carpathians* cake "is made by vertically alternating several dough layers and cocoa cream layers, but ultimately taking a rare triangular shape."[19] The *Carpathians* cake possibly takes its name from its resemblance to a mountainous shape, that of the Carpathian Mountains.

We have seen that there are several colours at the basis of the names of various cakes: red: *red velvet* cake; black: *black cake*, *tort noire*; white: *white cream*; violet: *Violet* cake; non-colours: *white black* cake; the main ingredient (for example: *Lemon* cake, *Little raspberry* cake, *Little strawberry* cake, *walnut* cake, *caramel* cake, *honey* cake, *sour cherry* cake, etc.); shape and appearance (for example: *Chess* cake, *TV* cake, *Potato* cake, *Ladybird* cake, *Little mouse* cake). The *Ladybird* cake is special, cute, colourful due to its appearance. In essence, it consists of a sponge cake sandwich, filled with chocolate cream, moistened with syrup and glazed in a bright red fondant. The wings and spots specific to this herald of spring are on top of it. The *TV* cake has a rectangular shape with a prominent layer and chocolate glaze. The *Little mouse* is made of chocolate and sugar paste with everything it involves: whiskers, nose, little ears, tail.

**3.4. Names on anthroponymic bases**

Anthroponyms are an important source in gastronomic terminology. In most cases, the names of dishes are given after the name of the inventor. This helps us to identify the area of origin of the gastronomic product, the anthroponym thus becoming an *ethnic indicator.*

*Doboş* is "a very fine and elegant cake, offered with a crisp sugar glaze. It can also be served with oblique icing and walnut-barred edge."[20] The *Doboş* cake is a traditional Hungarian product invented by the Hungarian confectionery master Jozsef Dobos in 1884. This was a real success because it was the first time that butter was used in a dessert. The cake was presented at an exhibition in Budapest and was eaten by Emperor Franz Joseph I together with Queen Elisabeth (Sissi). This recipe later spread in Banat and Transylvania.

[16] https://savoriurbane.com/tort-padurea-neagra-reteta-originala/
[17]https://www.cofetariaalice.ro/compozitii-torturi.html
[18] https://savoriurbane.com/prajitura-valurile-dunarii-reteta-autentica/
[19] https://savoriurbane.com/retete-de-cofetarie-autentice-colectia/
[20] https://savoriurbane.com/tort-dobos-reteta-originala/



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*Savarin* is "a cake made from soft dough, soaked in syrup, with liqueur or rum, garnished with whipped cream, jam or marmalade and baked in special shapes."[21] Romanian borrowed the French word *savarin* and adapted it by classifying it in the class of feminine nouns, according to the gender of the generic term *prăjitură/* 'cake'. In France, it was first called *brillat-savarin* (attested in 1856), after the name of a magistrate, gastronomer and writer, Anthelme Brillat-Savarin, author of the book "The Physiology of Taste" (1825). The Julien brothers, famous French pastry chefs, created this cake according to a recipe received from the writer and, therefore, baptized it with his name.[22]

The *Sacher* cake is a classic of Viennese desserts. *Sacher* "moist, black, baking powder free cake, with fine apricot marmalade filling and thick chocolate glaze." The original recipe was created in 1832 by Franz Sacher (a 16-year-old apprentice) at the request of Prince von Metternich. Later, his son, Eduard Sacher, refined the recipe, calling it *Sachertorte*.[23]

A much larger number of gastronomic products have received "illustrious" proper names, those of cultural, historical, artistic personalities that have easily distinguished themselves and whose memory has remained impregnated in the memory of mankind.

The *Napoleon* cake is the Romanian version of a well-known pastry product < Fr. *mille-feuille* and/or *millefeuille* (a thousand sheets). Gastronomy specialists speak, however, of a difference in composition between the original version of the *millefeuille* cake and the *Napoleon* cake, whose origin is in Russia.[24]

The *Opera* cake is a creation of the French Cyriaque Gavillon, who, in 1955, was the head pastry chef at the famous and exclusive Parisian pastry shop, Dalloyau. His intent was to create a square cake with visible layers, a single mouthful being able to provide a complex and delicious taste. Mr Gavillon's wife was the one who named the cake, out of admiration for the first ballerina of the Paris Opera. On its surface there is an elegant and discreet "Opera" with small chocolate decorations, representing musical notes.[25]

*Charlotte* (Fr. < *charlotte*) "Cream made of milk, eggs, sugar, whipped cream and gelatin (plus fruit) and served as a dessert." (DEX, 2016, p. 1197). As mentioned in the *Oxford English Dictionary*, the earliest certification of the *charlotte* is in 1796 and, in the next decade, we find at least one apple charlotte recipe, "a pudding made of stewed fruit with a casing or covering of bread, sponge cake, biscuits, or bread crumbs.".[26]

In others' view, the dessert was named after the wife of King George III of Great Britain, Queen Charlotte (1744-1818), great apple cultivator, hence the whole library of apple, pear, peach, and other fruit recipes. The Russian version of the cake was invented in 1802 by the French chef of King George IV, Marie-Antoine Carême (1784-1833), who possibly named the dessert in honor of the only child of the king, princess Charlotte of Wales (1798-1817). In this variant, the dessert is a cream placed

[21] DEX, 1078.
[22] Sala, 2010: 136.
[23] https://savoriurbane.com/tort-sacher-reteta-originala/
[24] Siserman , 2015 :92.
[25] https://www.retetecalamama.ro/retete-culinare/prajituri-torturi/tort-opera.html
[26] https://en.oxforddictionaries.com/



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in a ladyfinger-lined mold. Others claim that the cake takes its name from Charlotte of Prussia (1798-1860), the royal empress of Russia, the wife of Tsar Nicholas I and Tsar Alexander II's mother.[27]

*Joffre* <Fr. *joffre* "cylinder-shaped cake frosted with chocolate cream"[28]. It is a creation of the famous confectioner, Grigore Capşa, in honor of the French marshal Jacques Cesaire Joffre (1852-1931).

*Battenberg* is "a yellow and pink cake covered with marzipan." Some critics argue that this two-colour pattern was created to imitate the marbling effect of many German cakes. The recipe dates from 1884, when it was first served at the wedding of Queen Victoria's granddaughter, Princess Victoria of Hesse-Darmstadt with Prince Louis of Battenberg.[29]

*Esterhazy (Eszterházy)* is a "cake with walnut meringue layers, crème anglaise mixed with butter, walnut and liqueur." Some say that the cake was only created in the 20th century by the Hungarian confectioners in Budapest, others think that it was invented by a chef from the Esterházy family's court. One thing is certain: this cake was named after Paul III Anton Esterházy of Galantha, a Hungarian diplomat and statesman in the service of the Habsburg dynasty, who lived between 1786 and 1866. As for the famous model with which this cake is decorated, it is believed to have been inspired by the pattern of a fabric that also bears the name of the Esterházy dynasty.[30]

*Lamington* is "a fine sponge cake coated in a butter and cocoa glaze and rolled in much coconut." It is considered an Australian culinary "icon" and was born by the mistake of a maid of the Queensland Governor, Lord Lamington.[31] The maid accidentally dropped the Governor's favorite sponge cake in a melted chocolate bowl. Lord Lamington then proposed that she roll the sponge in coconut so as not to get dirty on her fingers. The cake was a great success and made history.

*Pavlova* is "a dessert made of a crispy meringue on the outside and soft inside, whipped cream and sweet fruit." This cake appeared in Australia. Between 1926 and 1927, the famous Russian ballerina Ana Pavlova made a tour in Australia and New Zealand. At that time, a chef created for her, as a tribute, an aerated foam dessert inspired by the tutu of the ballerina.[32]

Mythological characters have been a source of inspiration for the most talented confectioners whose cakes have been given names such as: Artemis, Aphrodite, Hera. To attract more buyers, traders invented all sorts of desserts that were named after the characters from cartoons, movies or characters from stories and fairy tales: Disney, Mickey Mouse, Minnie Mouse, Barbie, Harry Potter, Spider-Man, Sleeping Beauty, Rapunzel. All these names represent a marketing strategy. Cakes are adored by children in particular. Products are personalized with the image of cartoon characters, vividly coloured, or chocolate figures are made. Creativity is essential in order to extend the life of the product. Packaging, appearance, decoration, taste are the main factors that attract potential customers and ensure the success of the product on the market.

Social and historical events, especially after 1989, had a strong impact on the

[27] https://www.historia.ro/sectiune/general/articol/sarlota-principesa-cremelor
[28] MDN, 553.
[29] Hoțu, 2009:6.
[30] https://savoriurbane.com/tort-esterhazy-reteta-originala/
[31] https://savoriurbane.com/prajitura-tavalita-cu-cocos-lamington/
[32] https://jamilacuisine.ro/prajitura-pavlova-reteta-video/



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mentality of Romanian society. This led to the emergence of company names, trade companies, including culinary products, reflecting the political reality of that time.

At the beginning of the 1990s, the Ion Iliescu Cake and Petre Roman Cake appeared on the market. As we know, Ion Iliescu was the President of Romania (1992-1996; 2000-2004) and Petre Roman was the Prime Minister of Romania from December 1989 until October 1991.[33] These pastry products were created in honor of the two, thus marking the political preference of the citizens in that historical context[34]. They enjoyed popularity, and traders speculated this by launching the products that were named after them.

## 4. Conclusions

Over time, culinary terminology has developed in close connection with the civilization and mentalities of different peoples. The permanent evolution of the vocabulary must be related to the changes in the progress of human society as a whole and, in particular, to the transformations that take place in the material and spiritual life of a certain linguistic community. Words have thus emerged in two fundamental ways: an external one, where one can notice the borrowings from other languages, and an internal one, by which the new lexical units resulted from the combination of elements existing in the language. The factors that influenced the recourse to borrowings were: geographical proximity, population mixing, and social, economic, as well as cultural relations. Most of the terms in the gastronomy area have become known through restaurant menus, the publishing of cookbooks, the internet, and the media.

There are different degrees of knowledge and adaptation: older terms, generally adapted to the Romanian language, used by a larger number of speakers (Carpathians, potato, black cake, TV set, etc.), others, newer, which have recently entered the language, used only by narrow categories of speakers (savarin, charlotte, etc.). There are also terms with a high degree of specialization, which only those directly involved in this field know (esterhazy, battenberg, sacher, etc.).[35]

All these lexical changes have led to the modernization of Romanian society and vocabulary, the intense process of globalization playing an important part in achieving all this.

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[33] Siserman, 2015:94.

[34] Petre Roman was adored by women and Ion Iliescu was the leader of the largest political party.

[35] Hoțu, 2015: 4.



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**ABBREVIATIONS**

DEX= Academia Română, Institutul de lingvistică „Al. Rosetti – Iorgu Iordan", *Dicţionarul explicativ al limbii române*, Bucureşti, Editura Univers Enciclopedic, 2016.

MDA= Academia Română, *Micul dicționar academic* I, II, III, IV. București, Univers Enciclopedic, 2001-2003.

MDN= Florin Marcu, *Marele dicţionar de neologisme*, Iaşi, Editura Saeculum I.O., 2008.

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