TERMS OF LATIN ORIGIN IN THE FIELD OF COMMUNICATION SCIENCES

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Abstract

Communication is a process that has characterized the history of human existence. Ancient Rome was an example of power acquired by means of communication applied in the material, spiritual and social life of the European world. The Romanian language is open to borrowings. Most of these borrowings are used in the field of communication and are mainly promoted by mass-media.

Key words: *communication, terms, Latin, network, mass-media*

Résumé

La communication est un processus qui a accompagné l'histoire de la civilisation humaine. La Rome Antique a été un exemple de pouvoir par de la communication, exercée dans la vie matérielle, spirituelle et sociale du monde européen. Le roumain est sensible aux emprunts. Selon la langue d'où ils viennent, certains emprunts peuvent s'adapter au système du roumain, d'autres ne réussissent pas à le faire. La majorité des emprunts appartiennent aux sciences de la communication, promues, notamment par les médias.

Mots-clés: *communication, termes, latin, réseau, médias*

Ancient Rome was the "citadel" that built a large, extremely effective and modern communication network. Therefore, it is not an accident that many of the linguistic terms used in the field of communication sciences are of Latin origin. Thus, Ancient Rome managed to communicate with all its provinces of the three continents.

The present article makes a selection of the most common terms of Latin origin included in the common and specialised vocabularies and aims to prove that the terminology used in the field of communication sciences is related to both.

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The common vocabulary includes terms[1] such as: *comentariu* (*commentary*) 1. “explanation, (critical) appreciation of an issue, event, situation, etc. < analysis < a piece of text including such explanations or appreciations” 2. “ensemble of explanations, notes, critical opinions and appreciations related to a literary, historical or artistic work” 3. “opinion, observation, remark about something or somebody”; *consens* (*consensus*) “total agreement”; accord, unity of opinion”; *cultura* (*culture*) 1. “the amount of knowledge in different domains that somebody has acquired through study and experience; somebody’s intellectual development” 2. “the amount of knowledge in a specific field” 3. “a complex of social, political and economic institutions, of artistic activities, of spiritual and religious manifestations that characterize the life of a specific society at a given moment in time”; *efect* (*effect*) “what necessarily results from a certain cause and is directly related to it; the result, consequence of an action or phenomenon on something or somebody”; *a elabora* (Engl. *to elaborate*) “to realize something thoroughly, carefully and painstakingly by giving it a final shape, based on background information, documentation, gathered data, etc. and on more or less complex calculation: to inform, to present largely”; *enunț* (Engl. *statement*) “slightly rigorous verbal or written expression of an idea, concept, stage of a process; a formula by means of which something is expressed”; *imagine* (Engl. *image*) “the reflection of an object as sensations, perceptions or representations”; *imitatie* (Engl. *imitation*) “the act of imitating; something copied from a model; reproduction, copy”; *informatie* (Engl. *information*) 1. “the act of communicating, of announcing, of letting someone know about a situation or event” 2. “piece of news, information about somebody or something”; *notiune* (Engl. *notion*) 1. “logical form of human thinking reflecting general, essential and necessary characteristics of a class of objects or of natural phenomena, which is made up of content and semantic area and is verbally expressed; concept” 2. “general knowledge of a specific thing that belongs to real life; idea, conception about something”; *opinie* (Engl. *opinion*) “subjective judgment, based on more or less thorough knowledge of reality,

[1] The terms and their definitions have been selected from DEXI.

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which reflects the way in which a person's or a group's state of mind or attitude towards a value, issue, judgment etc is perceived; opinion, idea"; *publicitate* (Engl. *publicity*/*advertising*) "the characteristic of what is public, not kept secret; the fact of making oneself known or becoming known in wider circles; spreading out information"; *sens* (Engl. *meaning*) "meaning, content of a word, of a grammatical form or structure; what a statement, a fact means or represents; significance, acceptation"; *a transmite* (Engl. *to transmit*) 1. "to make something pass from one place or person to another" 2. "to communicate something through somebody or by means of a letter"; *verbal* (Engl. *verbal*) 1. "what is transmitted orally; what characterizes spoken language, speech; oral" 2. "what is related to words as means of expression of an idea or of a creation".

Legal terminology includes terms such as: *act* (Engl. *document*) "document issued by an authority, stating a fact, an obligation, a right, a deal, someone's identity, etc; a decision of an authority mentioned in this document"; *acta* (Engl. *acta*) 1. "collection of documents, records, etc., concerning a specific institution, person or issue" 2. "(title of) periodicals or anthologies of scientific works published by a society or institution"; *calomnie* (Engl. *slander*) "false and malicious statement which aims at discrediting someone's honour or reputation; gossip, defamation, abuse"; *contract* (Engl. *contract*) "convention, (written) deal between two or more parties to state, establish or cease a legal relation, which stipulates the rights and obligations of each party"; *convenție* (Engl. *convention*) "understanding between two parties which states correlative (political, economic, legal, military, etc.) rights and obligations; *discriminare* (Engl. *discrimination*) "differentiation, distinction made between two or more objects, ideas, etc. according to their distinct specificities"; *mutual* (Engl. *mutual*) "something reciprocally and simultaneously done; something done reciprocally and without using words".

Economic terminology includes terms such as: *corporatie* (Engl. *corporation*) 1. "professional organization; (Engl. *legally established*) community of persons with the same profession" 2. "large enterprise" 3. "(in the Middle Ages) specific form of organization of the economic activity of tradesmen"; *globalizare* (Engl. *globalisation*) "the phenomenon of the

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transformation of the world in one single unit, manifested globally through specific means"; *mondializare* (Engl. *mondialisation*) "the process which highlights the fact that activities carried out by some companies become the expression (synthesis) of economic activities carried out at a global scale, in terms of both production and commercialization".

Generally, in Romanian, these terms come from Latin or are borrowed from Romance languages. For example, *consens* < Lat. *consensus*, *-us*, cf. *SENSUS* (DEHF: 702); *elabora* < *elaborer*, Lat. *elaborare*, cf. *LABOR*, *-ORIS* (DEHF: 246); *publicitate* < Fr. *publicite*, cf. Lat. *PUBLICUS*, *-A*, *-UM* (DEHF: 628); *a transmite* < Lat. *TRANSMITTERE* (DEHF: 777), Fr. *transmettre*; *enunț* < It. *enunziare*, *enunciare*, Lat. *enuntiare*, cf. *NUNTIARE* (DEHF: 256), Fr. *enoncer*; *imagine* < It. *imagine*, Lat. *IMAGO*, *-INIS* (DEHF: 383); *imitație* < Fr. *imitation*, Lat. *IMITATIO*, *-ONIS* (DEHF: 384), It. *imitazione*; *noțiune* < Fr. *notion*, Lat. *notio*, *-onis*, cf. Lat. *NOSCERE* (DEHF: 511); *opinie* < Fr. *opinion*, Lat. *OPINIO*, *-ONIS* (DEHF: 525); *sens* < Fr. *sens*, Lat. *sensus*, *-us*, cf. *SENTIRE* (DEHF: 702); *verbal* < Fr. *verbal*. Lat. *verbalis*, cf. *VERBUM* (DEHF: 804); *calomnie* < Fr. *calomnie*, Lat. *CALUMNIA*, *-AE* (DEHF: 116); *convenție* < Fr. *convention*, Lat. *CONVENTIO*, *-ONIS* (DEHF: 183); *discriminare* < Fr. *discriminer*, It. d*iscriminare*, Lat. *discriminare*, cf. *CRIMEN* (DEHF: 226); *corporație* < Fr. *corporation*, cf. Lat. *CORPORARI* (DEHF: 187).

Etymons show that Latin is the source language for the terminology of communication; in Romanian, French has had a major influence. The fact that terms from other languages (Italian, German, English) have entered our vocabulary proves that, as a segment of culture, the field of communication is open and prone to innovation.

The notion of culture includes in its semantic sphere the idea of totality. In retrospect, we can say that, besides communication institutions and traditions, techniques and practices, Rome has given European civilization the basis of a terminology specific to communication sciences. The semantic domain of these terms relates to a wide range of techniques of cultural, religious, political, organizational, institutional, diplomatic, etc. communication.

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