DISTINCTIVE PREFIXES FOR THE E-TRADING'S TERMINOLOGY

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Abstract

In this paper we present the combining elements used in the word formation of professional terms, that are significant to the ways of expressing e-commerce terminology while also emphasizing the dynamics of this word formation means in the case of e-commerce terms. Taking into account the fact that this terminology is a professional and utilitarian one on the global market and it is currently designating more and more new concepts, we noticed that the Romanian language syncronizes with the international linguistic pattern of e-commerce terminology. Romanian e-commerce terms that have in their structure the prefixes *e-* and *cyber-* are loan translations. These prefixes are indispensable to e-commerce terminology, because they specify the meaning of e-commerce.

Key words: *prefix, terminology, e-commerce, loan translation, professional language*

Résumé

Dans cet article nous présentons les éléments de composition savante qui sont représentatifs pour les modalités d'expression de la terminologie du commerce électronique et nous voulons aussi souligner la dynamique de ce procédé de formation des termes de commerce électronique. Vu que cette terminologie est professionnelle et utilitaire sur le marché global et qu'au niveau terminologique, elle est en cours de formation, nous avons remarqué le fait que le roumain est synchronisé au modèle linguistique international de la terminologie du commerce électronique. Les termes de commerce électronique du roumain qui ont dans leur structure les préfixes *e-* et *cyber-* sont calqués sur l'anglais. Pour l'expression de la terminologie du commerce électronique, ces préfixes sont indispensables, parce qu'ils précisent le sens du commerce électronique.

Mots-clés: *préfixe, terminologie, commerce électronique, calque, langage professionnel*

Prefixes – general issues and their importance in the Romanian e-commerce terminology

The "label" of simple terms, unlike the compound terms, includes an increasing number of terms, as a consequence of their derivation with prefixes or suffixes. This type of derivation is very productive and dynamic

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in the Romanian language. Furthermore, derivation by prefixation in e-commerce terminology leads not only to the profusion of words in a certain language, but it also renders vitality to the discourse: a basic word can be extended or reduced in order to emphasize the idea we want to express. Prefixes are more independent than the suffixes, because quite frequently they derive from adverbs or prepositions, having an autonomous status. They do not change the grammatical category of the basic word.

On the other hand, the term *prefixoid* was firstly introduced in Romanian linguistics by the professor and linguist Iorgu Iordan (1947: 192-194; 215-216), in order to thoroughly present his opinion about the semantic, formal and functional characteristics of prefixes in comparison to suffixes. The term was adopted by other Romanian linguists being defined in DȘL (401-402) as follows: "a word formation element, similar to recent prefixes, which is placed before a free morpheme or before the root, giving birth to new words by changing their lexical meaning (…). Having a scientific and learned character, most of them characterize standard language, be it more or less specialized" (Stoichițoiu-Ichim, 2006: 115).

"...through the ephemeral characteristic of certain recent constructions of this type, we should not ignore their remarkable function to diagnose when we intend to determine the tendencies that occur in the evolution of word-formation. And among these tendencies, one of the most relevant is the wide use of prefixes" (Dimitrescu, 1995: 172).

Taking into consideration the word-formation in the e-commerce terminology, we can say that the frequency of the prefix ***e-*** tends to enter the common use, thanks to the information technology. For this reason, we believe it is a lexical form that will resist in time, this aspect being another important characteristic of the e-commerce terminology. E-commerce is a vector of the new economy, as it could meet the needs of all the consumers worldwide and if we make reference to the terminology of this field in Romanian, we can mention that the Romanian languge syncronizes with the English linguistic pattern. Being a professional terminolology, loan translations involve a tight collaboration among various experts (programmers, economists, marketers, etc): *e-tourism*, *e-auction*, *e-money*, *e-purchase*, *e-money*, *e-payment*, *cybercash*, *cybercriptography*, *cybershopper*, *cyberclient*, *cybermarket*, *microcommerce, microsite e-turism, e-licitație, e-achiziție, bani electronici*, *plată electronică*, *criptografie*, *cumpărător electronic, piață electronică*, *microcomerț*, *microsit.*

The word-formation specific to the e-commerce field respects the same formation patterns as general language, regarding the use of prefixes, the syntagmatic formation patterns; the language of e-commerce displays the characteristics of a professional language, preferring the method of

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word-formation **Noun + adjective**. E-commerce terms that contain professional word-formation elements are English borrowings or loan translations, their basis being a specialized term. From the semantic point of view, these terms display the characteristics of the terms belonging to the specialized languages: monoreferentiality and semantic univocity, meaning stability, independence from the situational and verbal context, whereas from the pragmatic point of view, e-commerce terms usually appear in electronic texts on specialized topics (related to economy, marketing, informatics, internet security) or vulgarized articles (Epayment blog). Nevertheless, the receiver has or should have the ability to communicate, allowing the proper decoding of the message. For this reason, some authors of articles, dealing with the e-commerce field (Link2eCommerce, Underclick) make use of certain linguistic elements related to vulgarization, because some consumers do not have computer abilities to order products from online stores.

We could also add an observation related to the spelling of the e-commerce terms prefixed with ***e***: thus, the e-commerce terms can be written either in a word or we can use the hyphen after the prefix ***e-***. The presence or the absence of the hyphen after the prefix, outlines the impact of the English language upon the online business environment and, for this reason, the evolution of the Romanian e-commerce terminology has been remarkable lately.

Therefore, we want to present the specific elements to this professional word-formation for e-commerce terms, by using the prefixes ***e-*** and ***cyber***, that are significant and relevant to express the e-commerce terminology, also by showing the dynamics of this word-formation procedure. The prefixes used by the Romanian language are similar to the English ones. So, the Romanian language proves to be passive and makes use of the English prefixes in order for the terms to express e-commerce concepts. We would like to mention that we do not consider this aspect to be inappropriate or negative, because it is an important characteristic of the e-commerce terminology.

The prefix *e-* is the most relevant to the e-commerce terminology; it is frequently used worldwide and it is the one and only prefix that sets the label to the *new type of commerce/e-commerc*e, making the distinction between *traditional commerce* and *e-commerce*.

From the etymological point of view, this prefix is a neological loan, as it is internationally used. Furthermore, the form of expressing the e-commerce terminology according to the pattern **electronic + Noun** was reduced to the patern ***e-* + Noun**. The latter form is used in Romanian because of its international feature. Most of the times, the prefix is followed

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a hyphen and a noun (*e-commerce*, *e-tailing*, *e-procurement*, *e-signature*, *e-business*, *e-tranzaction*, *e-library*, *e-signature*), but we would like to mention that if we miss the prefix ***e-***, we cannot specify an e-commerce concept. Last but not least, the e-commerce terminology cannot exist or do without this prefix, it becomes indispensable to e-commerce terms, because it gives the e-commerce meaning, ensuring the stability of the e-commerce terminology.

From the morphological point of view, the prefixe ***e-*** is autonomous and it can be used as an adjective. It has a fixed place, being always in front of economic nouns and it also means "achieved, made through the Internet" from the semantic point of view. Therefore, the terms containing this prefix are loan translations from English and they have morphological characteristics similar to the English terms (the prefixed e-commerce terms are masculine and feminine nouns); their notional fields are identical to the English ones, designating important e-commerce concepts. At the same time, the prefix ***e*** can be replaced by its equivalent (**electronic**), the resulted terms are collocations, respecting the pattern **e- + Noun** which becomes in Romanian **Noun + electronic**: *e-commerce – electronic commerce*, *e-shop – electronic shop*, *e-money – electronic money*, *e-catalogue – electronic catalogue*, *e-invoicing – electronic invoicing*, *e-payment – electronic payment*, *e-wallet – electronic wallet*, *e-business – electronic business*; *comerț electronic*, *afaceri electronice*, *bancnotă electronică*, *catalog electronic*, *facturare electronică*, *magazin electronic*, *plată electronică*, *portofel electronic*.

The prefix *cyber-*

The prefix ***cyber-*** derives from the French term *cybernetique*. Also, it is part of the terms *cyberculture*, *cybercafe*, *cyberspace*, *cyberwar*, having meanings related to the networks of information technology. It is not registered in Romanian dictionaries and it does not have a significant frequency in the e-commerce terminology. However, it is part of several e-commerce terms that are loan translations: *cyberbookstore*, *cyberclient*, *cyberconsumer*, *cybercustomer*, *cybercriptography*, *cybermall*, *cybermarket*, *cybershop*, *cyberstore*, *cyberpublicity*, *cyberwallet*, *cybermerchant*, *cybershopper*, *cybermarket*.

The equivalent terms for the e-commerce terms above can be expressed syntagmatically (in this case the equivalent term of the prefix ***cyber*** is ***electronic*** or ***virtual***): *consumator electronic*, *consum electronic*, *portofel electronic*, *publicitate electronică*, *magazin electronic*, *piață electronică*.

Furthermore, the notional fields of the prefixed terms are similar to the English ones, because they belong to the Internet and the terms containing

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these word-formation elements specific to professional language belong to the e-commerce field, considered a subdomain of the Internet. The impact of the English language is remarkable and obvious, because the e-commerce terminology takes concepts from other fields: economics, marketing, information technology, data security, etc. Thus, the access to this terminology can be limited, because non specialists do not have much knowledge related to the information technology, marketing, econonomics, etc.

In conclusion, we can say that the use of the prefixes ***e-***, ***cyber-*** has been adopted worldwide. This explicit formal procedure is a must for the e-commerce terminology, because it brings the new component of meaning, specific to the e-commerce field. The interlingual correspondences give an additional validity to the e-commerce terminology, justify loan translations and emphasize the utilitarian role of this new form of commerce on the Romanian online market.

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BASIC CHARACTERISTICS OF THE LEXICAL LEVEL OF MATEIU I. CARAGIALE'S PROSE AND POETRY

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Abstract

The present paper aims to outline the impressive lexical diversity and complexity which are typical for Mateiu I. Caragiale's prose and poetry. Intensely doubted about, the author's literary creation is almost unanimously considered as unique and unparalleled in the use it made of language: a harmonious and masterful combination of popular elements, archaisms, neologisms, slang words and phrases, a combination which essors through remarkable style effects.

Key words: *diversity, archaisms, popular terms, neologisms, slang terms*

Résumé

Le présent article se propose de surprendre la diversité et la complexité du lexique de l'œuvre de Mateiu I. Caragiale. Vivement contestée par les représentants de la critique littéraire contemporaine et postérieure, la création littéraire de l'auteur est presque unanimement saisie comme inégalable du point de vue de l'usage fait de la langue – un agencement harmonieux d'éléments populaires, archaïques, néologiques et de termes argotiques, chaque secteur du vocabulaire étant une source de remarquables effets de style.

Mots-clés: *diversité, éléments archaïques, éléments populaires, néologismes, termes argotiques*

A minute analysis of Mateiu I. Caragiale's prose and poetry from the perspective of vocabulary usage reveals its impressive diversity and high complexity, features which prove the author's undeniable ability to juggle with popular elements, archaisms, neologisms and slang words and phrases in order to obtain remarkable stylistic effects.

Though vehemently criticising the author's depiction of an abominable social decay, E. Lovinescu highly praises his unparalleled talent as well as the quality of his sumptuous, lyrical, picturesque style, the decadent phosphorescence of the world in the mixture of poetic images, archaic words, dignified and attentively sought phrases[1].

[1] Lovinescu, 1937, IV, p. 273-274

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Making few references to the author's poetry, T. Vianu eulogises his prose, a genuine masterpiece of the Romanian language[2]. The close analysis of the author's fundamental literary work, the novel *Craii de Curtea-Veche*, reveals a lot of content and form gaps which are masterfully closed by the unequalled style, by those sublime combinations of words thanks to which the narration secretfully lights up, giving off bizarre perfumes[3].

A high proportion of the author's vocabulary is represented by popular terms: *maramă* (84), *mătăsariu* (65), indruşaim = *indrişaim* (84), *becisnic* (109), *cârtire* (113), *cioclovină* (75), *fercheş* (53), *găman* (85), *gâlceavă* (74), *hatâr* (62), *născare* (108), *pescheş* (100), *răboj* (51, 107), *rubedenie* (79), *siniliu* (176), *a ticlui* (78), *vinaț* (77), *a zăbovi* (91) .

The nouns *simțimânt*, *coloare*, *prieteşug* rank among the most intensely used popular terms: *Lipsa grijii zilei de mâine preface creierul omenesc, amorțind simțimântul temerii de răspundere* (33), *Această coloare îi era îndeosebi dragă noului meu prieten, el o purta în însăşi făptura lui* (34), *Dacă el însă nu destăinuia nimic, apoi eu îl întrebam şi mai puțin şi presupun că tocmai asta a fost pricina că am legat prieteşug* (35), *Am rămas uluit, în prada unui simțimânt tulbure, în care şi nedomerirea şi urâtul şi teama işi aveau partea lor* (36), *Dar în nemuritoarea sa povestire e perdeaua cârmezie, în altele, scrise mai târziu şi atât de timpuriu uitate, sunt geamuri de nu mai ştiu ce colori* (38), *Se zice că frica e albastră, eu am văzut-o de toate colorile* (40).

Regionalisms form a rich sector of the author's vocabulary. Here are some examples: *fedeleş* (55), *prispă* (63), *vîlnic* (84), *şiboi* (84), *balcâz* (75), *cuine = cuhnie* (86), *dambla* (51), *dârdoră* (96), *dihonie* (97), *estimp* (58, 71, 85), *iatac* (83), *încai* (58), *a se îndruma* (67), *mehenghi* (59), *meteahnă* (70), *năvârlii* (105), *opăci* (59) *pălăvatic* (108), *praştină* = prăştină (71), *simbrie* (83), *a surchidi* (76), *teleleică* (76), *teşmeni* (75).

Archaisms are present both in the author's poetry and in his prose to such an extent that they could not pass unheeded. At every step, the writer uses words that perfectly correspond to the reality depicted in his pages. His companions' stories are scattered with words that take the reader to long-gone times. Yet, the abundance of archaisms is far from resulting in something unnatural, the author managing to come up with the perfect way to express himself in the language of the epoch evoked by him: *arman* (135), *birt* (52, 69), *borât* (78), *caftan* (88), *calpuzan* (79), *cănăvăț* (73), *chervan* (84), *chivuță* (60), *cirac* (55), *comite* (90), *contracciu* (114), *a se cotorosi* (92), *despărțenie* (110), *diată* (92), *dajdie* (113), *giolar* (55), *hatâr*

[2] Vianu, 1973, III, p. 182
[3] Oprea, 1974, p. 215

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(62), *a hărăzi* (86), *herb* (113), *ibovnic* (74), *icioglan* (76), *a se îngăima* (92), *izvod* (31), *left, lefți* (84), *lastră* (85), *malacov = malacof* (84), *marda* (59), *a meremetisi* (70), *mofluz* (97), *obidă* (85), *obidi* (105), *osârdie* (59), *osebit* (85), *plachie* (51), *prieteşug* (35), *a sastisi* (53, 74), *savantlâc* (103), *sângeap* (82), *scârnav* (77), *serasir = sarasir* (88), *soitar* (55), *suliman* (35), *topuz* (101), *toptangiu* (107), *tulumbă* (58), *ursuzluc* (108), *vistavoi* (108), *zuliar* (119).

Semantic archaisms are numerous. Thus, the verb *a dura* is used with the meaning of *a construi*, *a zidi*, which is still used in spoken language: *Îl întrebai dacă nu în nestatornicia domniilor şi în teama de năvăliri trebuie căutată pricina că nu s-a durat şi la noi măreț şi trainic ca în Apus*? (58), *beciuri adânci boltite peste cari, la începutul veacului trecut, se duraseră altele mai sărace* (172), *Pe-o culme, lângă-un iezer, durează-o mănăstire* (9). The verb *a sluji* is used with the old meaning of *a servi*: *Băiatul care ne slujise ne spuse că nu fusese mai nimic* (58). The verb *a dura* also occurs with its literary meaning: *totdeauna slujise de pildă vie de cumpătare* (54).

The author's preference for old words cannot be overlooked, new words being avoided whenever possible. The writer resorts to the archaisms *prieteşug, sorginte, seminție, surghiun, pildă, vrăjmaş* in order to avoid *prietenie, origine, neam, exil, exemplu* and *duşman*.

In other words, Mateiu I. Caragiale attaches a lot of importance to popular and archaic terms, without neglecting neologisms: *barbare*: *O! tu, care-ai mânat barbare gloate* (*4*), *faimă*: *El de măriri deşerte, de faimă, nu visează* (11), *arc*: *De negrul arc ce-mbină trufaşele-i sprincene* (13), *tristețe*: *Tânjeşte, se-nfioară şi moare de tristețe* (13), *ruină*: *Sufletu-mi e-un turn de piatră care cade în ruină* (19), *sumbru*: *Ce sumbru vaier smulge stejarilor trufaşi* (22), *nobilă*: *O nobilă tristețe adânc întipărită pe chipu-i mult duios* (22), *murmur*: *La murmurul ei sumbru plutind în depărtări* (24), *fluidă*: *În fluida oglindă, alături de al meu chip* (24), *a dispreți*: *Chiar clipa cea din urmă o voi dispreți* (24).

Neologisms semantically connected with the field of art are very frequent in *Remember*: *muzeu, muzică, model, emblema, armonie*.

In *Craii de Curtea-Veche*, neologisms are mainly abundant in Pantazi's and Paşadia's speech, both characters exhibiting refined culture and education. On the contrary, Gore Pirgu, a character the writer openly abhors, displays a speech more often than not poor in neologisms, but rich in archaisms, popular terms and slang words and phrases.

Throughout the author's prose and poetry, the reader witnesses frequent situations in which the author is reluctant to neologisms. Thus, he prefers *izbânzi* to *victorii*, *taină* to *secret*, *zidită* to *construită*, *deşerte* to *inutile*, *ispită* to *tentație*, *amăgire* to *deziluzie*, *mireasmă* to *parfum*, *patimă*

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to *pasiune*, *osândit* to *condamnat*, *căință* to *remuşcare*, *destăinuire* to *confesiune*, *rămăşag* to *pariu*.

Besides the above-mentioned terms, there are innumerable other words which could have been replaced by neologisms: *a năzui – a spera*, *caznă – efort*, *prilej – ocazie*, *pricină – cauză*, *taifas – discuție*, *vrăjmaş – duşman*, *iubire – amor*, *zadarnic – inutil*, *prieten – amic*, *simțimânt – sentiment*, *meşteşug – artă*, *obârşie – origine*, *geamantan – valiză*, *izbăvire – salvare*, *veşnică – eternă*.

One can easily notice the weak presence of neologisms in descriptive passages, characterised by a high degree of lyricism: *Era o noapte de catifea şi de plumb, în care adierea molatecă a unui vânt fierbinte cerca în zadar să risipească pâcla ce închegase văzduhul. Zările scăpărau de fulgere scurte, pădurea şi grădinile posace tăceau ca amorțite de o vrajă rea*: *mirosea a taină, a păcat, a rătăcire*. *Înaintam cu greu prin întunericul ce vătuia aleile singuratice, trebuind uneori să mă opresc covârşit de slăbiciune* (36).

High expressiveness is also a feature of those words of an accentuated informal character: *huidumă* (75), *a intra mesa* (61), *paceaură* (115), *a se sinchisi* (69, 76), *sindrofie* (85), *a tărbăci* (77), *a face zâmbre* (106).

The author's prose, almost unanimously looked upon as highly original by the literary critics of his period and those of the subsequent period, displays, from the point of view of vocabulary usage, a lot of interferences with his predecessors' literary works.

The author shows preference to certain terms which remind of Eminescu's verses: *adânc, adumbrit, alb, albastru, de argint, de aur, amar, blând*.

The adjective *amar* is used by Eminescu in the poem *Mortua est*: *Un vis ce-şi înmoaie aripa-n amar*, but the epithet occurs with a much higher frequency in Octavian Goga's verses: *Purtând povestea mea amară* (*Cântece*), *Nu visul lui nemângâiet,/Amarul altora l-a frânt* (*Eu ştiu un basm...*), *Iar din amarul plâns al veşniciei* (*În muzeu*), *Mi-a dat durerea lumii moştenire/Amarul ei să-l ocrotesc pe strune* (*O rază*).

Mateiu I. Caragiale uses the epithet almost obssessively in poetry as well as in prose: *amara destăinuire* (52), *treziri nu mai puțin amare* (68), *amintiri amare* (68), *Amara soartă care te-a prigonit cu ură* (17), *Se-oglindă peste veacuri în zâmbetu-i amar* (17), *Şi-a ei mireasmă-amară cu patimă-ai sorbit* (18).

Analysing the richness and the peculiarities of Eminescu's vocabulary, Dumitru Irimia insists upon the synonymous series *taină, mister, enigmă*, terms which share the idea of the unknown, without being

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identical as far as their semantic specialization is concerned[4]. Thus, the old Romanian noun *taină* is restricted to the meaning of "ceva ascuns, păstrat în adâncuri, nescos încă la lumină sau care nu trebuie scos la lumină"[5]. In its turn, the noun *mister* contains a religious connotation.

Returning to Mateiu I. Caragiale's prose and poetry, one cannot overlook the high frequency of the first term of the above-mentioned series: *Stă-mbălsămată taina măririi strămoşeşti* (3), *De taină-mbălsămată şi florile uitării* (14), *Va răsări iar umbra cu chip înşelător/Cu ochi a căror taină tu n-ai ştiut pătrunde* (17), *Iar când, sfioasă umbra, prin ceaţa rece-a serii/Purtându-ţi trista taină, de gânduri chinuit* (18). An impressive number of occurrences is recorded by its corresponding adjective: *Şi-n tăinuita culă, ţintind priviri viclene* (16), *Dacă-al tău nume îl săpase runa/Cea tainică pentru-a-ţi slăvi avântul* (4), but also by its corresponding adverb: *Şi tainic pe mormântu-i bătrânii ulmi şoptesc* (11), *Cu uşa zăvorâtă în dosnica chilie/În care raza zilei se cerne tainic, lin* (12).

The semantic implications of *something dark and hidden* are rendered in prose with the aid of the noun *taină* and of the adjective *tainic*: *Seara da însufleţire umbrelor, în oglinzi, tainic, treceau fiori* (31), *şi nu cred să se afle pe lume viers omenesc sau cântare meşteşugită care să mă mişte mai viu ca tainicul freamăt ce-l deşteaptă în frunzişul lor vântul serii* (32), *cei ce s-au împărtăşit cu evlavie întru taina trecutului* (32).

A synonym of the adjective *tainic*, the old Romanian adjective *ascuns* is used with the same semantic shades in *Remember*: *darea pe faţă a unei tulburări ascunse* (39), but also in poetry: *îl prind cu pâri ascunse şi-armaşu-i taie capul* (9), *De veacuri părăsite pe-ascunsele coline* (16). Yet, the adjective *ascuns* is outnumbered by *tainic*, the author showing obvious preference to the latter: *un ţel tainic în noapte* (36), *amintiri tainice* (37).

The synonymous series is completed by the occurrence of the adjective *ocult*, used in the author's prose: *întrunirea vreunui sobor ocult* (39).

The usages of the nouns *timp* and *vreme* are closely connected with the opposition *concrete – abstract*. More intensely used in spoken language, the latter noun is more concrete whereas the former, more abstract, is attached an infinite value: *aceia de cari îi despart prăpăstii de timp şi stirpe, vreo cât de îndepărtată înrudire* (32), *Mai plimbă-te în vremea asta, ne găsim, aici la pod* (37). A relation of subordination can be established between these two terms. Thus, the noun *vremea* designates a concrete reality whereas the other one refers to something that can only be imagined,

[4] Irimia, 1979, p. 256
[5] *Ibidem*

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thought up: *Că se molipsise şi dânsul de frigurile de a clădi, sădi şi împodobi ce au bântuit la puternicii timpului său* (59).

Genuinely worshipping words, Mateiu I. Caragiale is the author of a literary creation of great verbal richness, which inevitably lays its mark on the evolution of the Romanian poetic language.

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