

MAJOR DOMAINS “INVADED” BY ENGLISH LOAN-WORDS

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Abstract: *This paper aims to present the issue of English loan-words which migrate from specialized domains towards the standard language and vice-versa, from the standard to the specialized languages. It also illustrates the fact that words of English origin are nowadays prevalent in many fields, this fact being obvious from the simple reading of any ordinary Romanian newspaper. It appears that the scientific and the sport-related fields are among the most comprehensive domains dominated by English loan-words. The problem related to the borrowing and assimilation of the words of English origin is not a complete novelty, but a topic which will never cease to be discussed and debated.*

Keywords: *loan-words, English, field.*

The theme

The theme of the paper is not an absolute novelty, since the problem of loan-words (especially of English origin), of their increasingly high number and different approaches of the phenomenon of “Anglicization” have been and remain a delicate subject, a prevailing one and presumably one of general interest.

Premises

Starting from the idea that language is seen as a symbol of national and cultural identity (ELR, 2001: 200-201) and not merely as a means of communication, along with the political (D L, 2005: 210) and economic advantages granted by the phenomenon of “Anglicization”, loanwords are no longer perceived as a cultural and linguistic threat, but rather as a beneficial and prolific necessity.

Anglicisms and the phenomenon of “Anglicization”

In the present paper, by **Anglicism** we will refer to any lexical unit specific to British or American English, irrespective of its degree of assimilation in the target language, which is Romanian¹.

Since there have always been antagonistic opinions regarding the advantages and disadvantages of borrowing English loan-words, it is rather impossible not to refer to “Anglicization” as either as an “invasive” or a natural imminent phenomenon. It is rather simple to associate the two types of different attitudes with the categories of speakers and users of the English language. Therefore, the purists and the defenders of their mother tongue will always refer to any other language that might interfere with theirs as to an “intruder” or an “invader”, comparing it to weeds surrounding and eventually ruining the beauty of a flower. They are the non-specialists, whose attitude is

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¹ Idea starting from the writings of the linguist Mioara Avram.

referred to as “useless and repetitive lamentations” (Zafiu, 2002). This opinion is seen as an extreme attitude by those who have understood the fact that one cannot impede languages from coming into contact and therefore borrow words from one another. Thus, the latter idea, according to which word borrowing is a natural and imminent process, belongs to linguists, youngsters and sometimes to ordinary people – a more open and realistic attitude, perceived as a tolerant one by the purists. Linguists tend to explain and formulate norms for loan-words and phrases, thus preventing their wrong understanding and use in the recipient language, stating that it is easier to blame and ban the use of Anglicisms than to consider their considerable value when it is the case (Zafiu, 2002).

Leading causes of the phenomenon of “Anglicization”

Some of the reasons which make one borrow and use words of English origin might be classified as both **linguistic** and **extra-linguistic**. Amongst the first there are: the precision of English loan-words which might help in case linguistic economy is required. This is, of course, very likely for the editors of newspapers, along with the need for expressivity. In the second category there might be included the following factors: the prestige of English associated with positive cultural connotations (Furiassi, 2010: 13; Rosati, 2004: 18), the progress made in the social life and last but not least the snobbism of some speakers who might want to impress through the words chosen in their speech.

English loan-words “invading” different fields of activity

The “invasion” of words of English origin is obvious in many fields, while in others they have a rather occasional occurrence. Among the major domains which facilitated the process of borrowing there are: technical and scientific fields, economic and political ones, entertainment, sports and games, fashion and clothing, food, transportation, and words predominantly used by young people (teenagers’ and youngsters’ slang).

1. TECHNICAL-SCIENTIFIC FIELDS

In domains like computer science or medicine, more and more prevalent in everyone’s life since people have started being aware of their own health and well-being and also because the internet and computers are now part of our daily life. Some of the most frequent examples in the two fields mentioned are: *computer, conexiune, desktop, display, e-mail, folder, gadget, hacker, hardware, input, internet, IT, laptop, mouse or maus, offline or off-line, online or on-line, PC, screensaver, site, slash, smart phone, software, touchpad, touch screen, wireless (computer science) and bypass or by-pass or bai-pas, pacemaker, stent (medicine)*.

- (1) Complexitatea lui Stuxnet – care poate rescrie software-ul unui **computer** (“Adev. rul de sear ”, 27.09.2010, p. 11)
- (2) Kindle DK are avantajul c , prin **conexiunea** 3G, se poate intra pe Wikipedia i pe Google (www.adevarul.ro, 18.04.2010)
- (3) Eu i so ul meu am cump rat pe firm un aparat de aer condi ionat i am înlocuit un **display** i tastatura de laptop, înregistrate la vremea respectiv ca obiecte de inventar (www.evz.ro, 19.04.2010)

- (4) *Candidații selectați vor fi anunțați prin e-mail* (“Adev rul de sear ”, 15.01.2010, p. 7)
- (5) *Doctorul este pasionat de gadgeturi, geografie i istorie* (“Adev rul de sear ”, 18.01.2010, p. 16)
- (6) *Hackerii au furat documente despre modul în care trupele sud-coreene i cele americane ar colabora în cazul unui r zboi* (“Adev rul de sear ”, 18.12.2009, p. 11)
- (7) *Cum în Târgovi te nu exist agen ie de baby-sitter, oamenii i-au publicat cererile pe internet i ziare* (“Adev rul”, 19.12.2009, p. 9)
- (8) *F r achizi ii publice, IT-ul se poate pr bu i* (www.adevarul.ro, 10.06.2010)
- (9) *Eu i so ul meu am cump rat pe firm un aparat de aer condi ionat i am înlocuit un display i tastatura de laptop, înregistrate la vremea respectiv ca obiecte de inventar*, (www.evz.ro, 19.04.2010)
- (10) *Biletele se g sesc în magazinele Vodafone, Orange, Germanos, precum i on-line pe www.eventim.ro* (“Adev rul de sear ”, 29.09.2010, p. 6)
- (11) *În Indonezia, 10.000 de PC-uri au c zut prad virusului* (“Adev rul de sear ”, 27.09.2010, p. 11)
- (12) *Posibila poveste de dragoste dintre cei doi prinde contur dup ce edilul ilfovean a confirmat într-un comunicat remis site-ului evz.ro c a cerut-o în c s torie pe Firea* (www.libertatea.ro, 6.09.2010)
- (13) *Fotografiaz cu smart-phone-ul t u codul al turat* (“Adev rul de sear ”, 29.09.2010, p. 1)
- (14) *Nu acela i lucru se întâmpl cu Sony Daily Edition, ce se poate conecta la wireless doar în America* (www.adevarul.ro, 18.04.2010)
- (15) *Mafia stenturilor se îmbog e te pe spatele bolnavilor dispera i* (www.evz.ro, 21.04.2014)

2. ECONOMIC-POLITICAL FIELDS

A large number of words from domains like **economy, accounting and business** have started to be used more and more frequently. Therefore, especially people employed in such fields use on a daily basis words like: *adviser, banking, brand, business, cec* < (engl., fr. check), *job, management, manager, sponsor*.

- (16) *Industrie în care funcționează aceleași legi de business i management ca în orice sector al economiei capitaliste* (“Adev rul de sear ”, 11.01.2010, p. 2)
- (17) *El a mai spus c joburile vor fi afișate la avizierul secției* (“Adev rul de sear ”, 29.09.2010, p. 3)
- (18) *Managementul de proiect a ajuns la 5262€* (“Adev rul”, 22.11.2009, p. 9)

In every day usage, some of these words indicating selective and more prestigious jobs appear in phrases or compounds: *account executive, beauty advisor, brand manager, business class, manager de proiect, trip advisor* etc.

- (19) *Adina Necula - stilist i beauty advisor: „Frumuse ea nu este un moft, ci o datorie a femeii adev rate”* (www.romanialibera.ro, 19.02.2012)
- (20) *El a cerut bilete la un business class inexistent, singura diferen de restul lumii fiind c statea în primul rând, lâng pilo i* (www.libertatea.ro, 10.06.2010)
- (21) *Mahmud Jafari, manager de proiect la Bushehr* (“Adev rul de sear ”, 27.09.2010, p. 11)

Two other fields in which we notice a considerable number of frequently used words of English origin are **politics and administration**: *boss, briefing, lider or leader, lobby, miting or meeting, outsider, spici* (rarely) or *speech, staff, summit* and nonetheless **commerce/ trading**: *brand, discount, mall, management, market, marketing, stoc* < (fr., engl. stock), *supermarket*.

- (22) *Strategie de evitare a implicării brandului "Adevrul" în orice situație care ar putea fi interpretată ca partizanat sau simpatie politică* ("Adevrul", 22.11.2009, p. 4)
- (23) *Pe 15 aprilie, majoritatea magazinelor vor face discounturi între 30% și 70%; weekendul acesta se anunță aglomerat în toate mallurile* ("Adevrul de seară", 15.01.2010, p. 1)
- (24) *"Îmi voi lua materia primă de la supermarket, dar prăjiturile le fac în casă [...]"* ("Adevrul", 19.12.2009, p. 4)

3. ENTERTAINMENT

Due to the presence of television and internet in our daily life, Romanian has started borrowing words from English to facilitate and more easily render one's thoughts and feelings. Therefore, in the field of **advertising and television** we find simple or compound words like: *advertisement, clip, copywriter, show, showbiz* or *show-business, talk-show, news* (most frequent in compounds such as *breaking news*).

- (25) *Designerul Cătălin Botezatu va participa alături de alte 25 de femei la un reality-show* (www.cancan.ro, 11.06.2010)
- (26) *Când a abandonat universitatea, în 2005, Stefani Germanotta nu era deloc o "pizipoancă" (ca să folosim termenul local) hotărâtă să se reuească în showbiz cu orice pre* (www.evz.ro, 17.04.2010)

More and more people listen to music and enjoy a modern life style, which makes them use words of English origin to make themselves more easily understood. Anglicisms in fields like **music, entertainment and modern life style** designate genres of music and words indicating such a lifestyle: *blues, box office, CD, cocktail* or *cocteil, country, cover, DJ (DJ-i), freestyle, high-life, jazz, mall, shopping, show, slow, street-dance, striptease* or *striptis, tabloid*.

- (27) *Regizorul a reușit să ocupe și a doua poziție a box office-ului mondial* ("Adevrul de seară", 18.01.2010, p. 15)
- (28) *CD-urile merg bine iarna* ("Adevrul", 19.12.2009, p. 14)
- (29) *Urmează să apară pe un album de coveruri* ("Adevrul de seară", 29.09.2010, p. 15)
- (30) *Sexy DJ-i a Vika Jigulina este nominalizat în cadrul "Balkan Music Awards"* (www.libertatea.ro, 19.04.2010)
- (31) *Sunt provocați la o întrecere de free-style* ("Adevrul de seară", 15.01.2010, p. 13)
- (32) *Amenzile se plătesc și la mall* ("Adevrul", 22.11.2009, p. 9)
- (33) *Show-ul englezului are loc la Zone Arena* ("Adevrul de seară", 29.09.2010, p. 6)
- (34) *Cel mai mare concurs de street dance din București se va desfășura în perioada 16-30 ianuarie la City Mall* ("Adevrul de seară", 15.01.2010, p. 13)
- (35) *Fergie s-a îmbrăcat ca o gladiatoare și a atras atenția tabloidelor din întreaga lume* (www.click.ro, 11.06.2010)

- (36) În acest **weekend** li se pot promite locuri de munc stabile (“Adev rul”, 19.12.2009, p. 16)

4. SPORTS AND GAMES

One of the most common professions is that of a sportsman, which makes it even more necessary to attempt to internationalize some of the names of sports and games. Some examples of sports and games of English origin used in Romanian are: *base-ball* or *baseball*, *bowling*, *bridge*, *derby* or *derbi*, *fault*, *fotbal* (< engl., fr. *football*), *gol* (< engl. *goal*), *handbal* (< germ., fr., engl. *handball*), *jogging*, *poker* or *pocher*, *skateboard*, *soccer*, *sprint*, *surf*, *surfing* (words from the same lexical family: *surfist*, *surfer*), *tenis* (< engl., fr. *tennis*). Few of the examples above have even been assimilated to the Romanian linguistic system in terms of spelling and pronunciation: *fotbal*, *handbal*, *gol*, *tenis*, while more recently introduced ones (*jogging*) or those non-specific to our country (*soccer*) have remained unchanged.

- (37) *Un club de biliard i bowling, un casino i o teras exterioar* (“Adev rul de sear ”, 14.01.2010, p. 4)
 (38) *Jocurile de noroc, foarte r spândite în cafenele, cluburi, magazine i benzin rii în Polonia* (“Adev rul”, 22.11.2009, p. 12)
 (39) [...] *reu înd s c tige cu un scor de neprezentare, 3-0, în derby-ul etapei a 19-a din Seria A* (“Adev rul de sear ”, 11.01.2010, p. 9)
 (40) *Una dintre ele, “Le Yoga de ma vie”, pe care a lansat- o în 2006, a fost bestseller, creându-i, în acela i timp, un nume în industria fitnessului* (www.evz.ro, 6.09.2010)
 (41) *Dup ce a dat patru goluri în trei meciuri, fotbalistul a fost l udat de antrenorul Fiorentinei* (“Adev rul de sear ”, 15.01.2010, p. 1)

5. FASHION AND CLOTHING

A controversial field in which more and more words of English origin have been included refers to fashion and fashion items. Besides the already implemented words and phrases like *bikini*, *blazer*, *blugi* or *blue-jeans* or *jeans* or *jean i*, *designer*, *dress*, *fashion*, *fa ionabil* (rar) or *fashionable*, *hair stylist*, *leggings*, *make-up*, *top*, this world of fashion also comprises newly-introduced lexical units such as: *bootcut*, *label*, *pants*, *sneakers*, *sweat*.

- (42) *M d lina Dr ghici las balt modellingul i vine la Acas* (www.evz.ro, 17.04.2010)
 (43) *Are grij ca toate „outfit-urile” sale s fie marca Hanna Montana* (“Adev rul de sear ”, 27.09.2010, p. 16)
 (44) *Sunt partenerul ideal de shopping al colegelor mele* (“Adev rul de sear ”, 11.01.2010, p. 16)

6. FOODS AND BEVERAGES

The phenomenon known as *Globalization* refers to things becoming global or international by means of English which has come to be seen as a “language of globalization” or “a lingua franca”¹, while the so-called *McDonalldization*¹ might

¹ Crystal (2002) *apud* Stoichi oiu Ichim (2002: 259).

indicate the spread of words designating food and beverages on an international level. Restaurant chains such as McDonald's, KFC, Spring Time and so on have contributed a great deal to the internationalization of foods and beverages. Consequently, words like *burger*, *cheeseburger*, *cocktail*, *fast-food*, *fresh*, *hamburger*, *junk food*, *pop-corn* or *popcorn*, *punch* or *punci*, *rosbif* or *roast-beef*, *whisky* are no longer a novelty.

- (45) *Pe lângă faptul că vor profita de discounturi, clienții se vor destinde savurând cocktail-uri gratuite și muzică bună* ("Adevărul de seară", 18.12.2009, p. 12)
- (46) *La etaj sunt spații pentru restaurante, fast-food-uri și cafenele* ("Adevărul de seară", 11.01.2010, p. 6)
- (47) *Aceștia au dezvoltat rapid obiceiul de a se supraalimenta în mod compulsiv, consumând mai mult hrană bogată în grăsimi și cu conținut caloric ridicat (junk food) până au devenit obezi* (www.libertatea.ro, 29.03.2010)

7. TRANSPORTATION

The words used with reference to the means of transportation or to exotic destinations are not very recent and their number is not that considerable compared to other domains. Due to the progress in the field of tourism and hotels, words like *all inclusive*, *ultra all inclusive* and so on are now familiar to most people. Among the older borrowings we ought to mention *feribot* (< fr., engl. *ferry-boat*), *tichet* (< fr., engl. *ticket*), *tramvai* (< fr., engl. *tramway*), *dispecer* (< engl., fr. *dispatcher*), *voucher*.

- (48) *V-ați face vacanță "all-inclusive" în România? Ce oferte aveți și ce prețuri și de banii pe care îi dați* (www.evz.ro, 29.05.2012)

8. YOUNGSTERS' SLANG

Teenagers prefer to borrow and use words from English which make them look spectacular and striking in the eyes of their interlocutor. Therefore, words like *cool*, *look*, *punk*, *trendy*, *uau* or *wow* are very frequent in their vocabulary. Moreover, well-known acronyms like *OK*, *SMS* and more recent ones, most of which are used in cyber-conversations (on *Messenger*, *Facebook* etc.) are also recurrent in their speech: *DND* (do not disturb), *BRB* (be right back), *LOL* (Laugh out loud), etc.

- (49) *N-are o relație stabilă, dar îi se pare „cool”* (www.evz.ro, 17.04.2010)
- (50) *Cu un look viril de arămerie emergent, lipsit de complexul dietei, artistul a devenit cool explorând, din unghi vintage, realismul socialist* (www.evz.ro, 16.04.2010)

¹ The concept *McDonaldization* was used for the first time by a sociologist named George Ritzer who wrote a book called *The McDonaldization of society* (1993). According to the author, "the principles of the fast-food restaurant are coming to dominate more and more sectors of American society as well as of the rest of the world" (Ritzer, 1993:1 *apud* Wikipedia). Ritzer insists on the four principles of the concept he approaches: efficiency, calculability (according to which quality equals quantity), predictability regarding the products merchandized, and control.

Specialized languages vs. the standard register or the common speech

If we consider words to be “areas of meaning with uncertain borders” (Nida, 2004 *apud* Athu, 2011: 50), this idea accounts for the **interference** between the **common** and the **specialized language**, which do not exclude each other, but **facilitate** the **transition of lexical units from one register to another**.

The **frequency** of **Anglicisms** in the **standard language** is reflected by the **media**. A simple reading of any Romanian newspaper reveals a large amount of English words, whose number might differ according to the type of newspaper consulted (quality vs. tabloid).

The transition from specialized fields such as computer science to the standard language is due to the fact that computers and the internet have come to be part of most people's life. Therefore, it is more convenient for everyone to use the English words instead of attempting to translate them and be perceived by the others as not skilled in the field or even worse, not fully understood. A simple example of such possible translations would be to say “oarece” or “oricel” instead of the familiar *mouse*. Indeed, whenever the Romanian translation could render the exact meaning from English, one might alternate between “folder” or “fișier”, “computer” or “calculator”. This last choice also depends on the knowledge of English one has and also on the interlocutor and the situation that requires the use of such words.

Conclusions

1. The process of *Anglicization* has both advantages and disadvantages, but, on a large scale, it has come to be seen as an imminent phenomenon, since it is acknowledged that it is impossible to avoid the unavoidable (i.e. the process of borrowing).
2. If we admit that there is also another way of referring to English than as a World Language or “language or globalization”, this perception will unwittingly bring about many controversies and contradictions which are very likely to last as long as English will have such a reference.
3. English is sometimes considered a „link language” between different nations. Knowledge of English has eventually proven more than a simple and trivial advantage in life, but also a mark of social prestige.
4. The most important thing that is worth mentioning about Anglicisms is the fact that they do not only penetrate almost all domains of activity, but they are also frequent in every day usage, which makes us assume that their presence in the vocabulary of Romanian people is not passive, but an active one.

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