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Romanian Words of English Origin

by
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New words influence the lexis of a language to a larger or a greater extent. These lexemes with a neological origin contribute, depending on the linguistic requirements, to the enriching and acquiring of "luxury" structures in a language or "necessary" structures to a language. We will discuss this case in relation to the Romanian language.

Key-words: *Anglicisms, Romanian words, adaptation, assimilation, morphological framing.*

The assimilation of Anglicisms[1] depends, on the one hand, on more factors of a *socio-cultural and pragmatic nature*, and, on the other hand, on *linguistic factors* which can raise difficulties in the process of assimilation due to the belongingness of the English language to another family of languages than the Romanian language (graphic, phonetic issues or problems connected to declination and semantic assimilation) or *pragmatic factors* (which involve the sender, the receiver, the linguistic situation of the communication). Under a *pragmatic aspect*, unspecialized Anglicisms are assimilated more rapidly and more easily, as they enter the large scale usage, being employed even by the non-anglophone speakers: *blugi* (*blue jeans*), *bişniţă* (*business*), *ciungă* (*chewing gum*), *şprai* (*spray*), *bodiguard* (*bodyguard*). Their assimilation is stopped in the case of the educated speakers (especially specialists), because they require precision in communication and those terms have an international circulation. The process of Romanization is slower in the case of very recent terms and in the case of the words with a narrow circulation (i.e. *outfit*, *curling*).

From a *pragmatic point of view*, we can discern a functional distinction between the so called necessary Anglicisms, motivated objectively and the luxury ones (motivated subjectively and having Romanian equivalents). The subjective motivation includes the journalists' desire to display an original and expressive manner of expressing, but also snobbery or an imitative spirit from some magazines addressed to young people, as in domains where the term is used for its remarkable meanings: i. e. commerce, advertisement, cosmetics. We remark the fact that certain Anglicisms are used in our non-literary language and were adapted to the Romanian language in an autochthonous, endemic form.

[1] According to **DKIOD**, the meaning of the word *Anglicism* is: **1.** "a peculiarly English word or custom". **2.** "Englishness". **3.** "preference for what is English".

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In this paper, our attention will focus on some Romanian words frequently used in communication and which have and English etymology namely: *ciungă* (*chewing gum*), *blugi* (*blue jeans*), *dangarezi* (*dungarees*), *budincă* (*pudding*), *bişniţă* (*business*) and *marketizare* (*marketization*).

The first lexeme which we include in the analysis is ***ciunga*** < Engl. ***chewing gum*** (**Rm** [=E] N [U] 1950s (o) *ciungă/a chewing gum*; rend *gumă de mestecat*, cf. **DEA**[2], s.v.):

I. i.e.$_1$ "[The film *The Passion of Christ*] is a movie produced by a non-director (that is Mel Gibson[3]) about Christ's suffering, presented in ***chewin-gumm*** lexis!" (EZ 3707, 2004: 1); "***Ciungă*** for the brain" (Dv 5, 2004: 18)[4].

For example, the term ***ciungă*** can be used by certain social categories (clerks, students, various speakers involved in communication) for a native denomination of chewing gum. We select, in this respect, several specifications of the term ***ciungă*** from www.123urban.ro:

i.e.$_2$ "From the previously mentioned blog about ***ciunga*** (excuse me, chewing gum), we have observed it even more clearly at the metro exits, stuck to the escalator…"

"Chewing auditorily some chewing gum, he was moving the respective object of gustatory delight to the opposite tooth and was spitting the words:

'Not this kind.'

'But which kind?'"

i.e.$_3$ "Democracy brought Gucci and Armani in Calea Victoriei with their latest collections, Bush with the rainbow altogether, MJ and Madonna, the latest models from Rolls Royce and Ferrari, but it didn't bring a good ***chewing gum***! One thing is clear. I get it that chewing gum is today monopolized by world corporations which invest billions of dollars to discover the perfect gum and that new models of gum should appear every year, but it seems to me that they never reach us. *C**iunga***, as it is popularly called, after so many years of freedom, still seems not be like the one from abroad.

It may be a country of my childhood, a prejudice fuelled by years of having chewed Chinese chewing gums with a taste of perfumed erasers which the minute we put in our mouths became as hard as a rock? By the way, Chinese gum has recently been declared as anti-ecological and carcinogen!!! It was unchewable and yet we bought it because we had no alternative.

Even now I find myself making a small stock of chewing gum for back home when I return from Italy, America or Asia. I thought that only I and the

[2] Görlach Manfred, *A Dictionary of European Anglicisms* (**DEA**), Great Britain, Oxford University Press, 2005.

[3] The braketted explanation belongs to us.

[4] See Ioana-Cristina Pîrvu's article: *Neologisme jurnalistice* published in "Philologica Jassyensia": www.philologica-jassyensia.ro/upload/V_2_Pirvu.pdf.

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ones from the generations of post-decrees[5] had this obsession with the chewing gum, but my little girl also prefers foreign gum to the ones sold locally.

Even now I have friends who, when asked what I should bring them when I go somewhere, answer: some ***ciunga***, please! And if it is from America then the deal is safe! There gum comes directly from the paradise of sweets and is produced by Pixar" [6].

Therefore, we remark the fact the Romanized term ***ciungă*** is used mainly in the argotic language.

II. Another term used in the non-literary language is ***bişniţă*** < Engl. ***business*** (Rm [biznis] N, 1960s, 1(1 coll); *bişniţă* [biʃnitsə] F, 1970s, 1(3 sla); → *bişniţar/businessman* M, cf. **DEA**, s.v.).

We observe that the lexeme ***bişniţar*** (***businessman***) is derived with the suffix ***-ar*** which indicates the name of the agent that performs the action.

i.e.$_1$ "***Bişniţarii/the businessmen*** have found a work place: at the mall. People complain that they are aggressive."[7]

i.e.$_2$ "***Bişniţa/the business*** order tickets at vehicle registrations…"[8].

III. Another Romanianized word is ***pulover(e)/ pullover(s)*** < Engl. ***pullover*** (**Rm** *pulover* [pulovər], cf. **DEA**, s.v.).

d.e. "Perfumes, sneakers, ***pullovers***, T-shirts, sunglasses, telephones or even products for car maintenance, usually, counterfeit, but which resemble the originals very well, are offered at very low process in the parks from Polus Center or Iulius Mall."[9]

IV. *Blugi/blue jeans* is another lexem used in the non-literary language. It is borrowed from the Engl. ***blue-jeans*** (Rm *blugi [blud͡ʒ]* M, pl., 1970s (2 coll); *blue jeans* [=E] M, pl., 1970s (I rare) > *jeans*, cf. **DEA**, s.v.).

d.e.$_1$ "***Blugii/blue jeans*** have always been, are still and will forever be in fashion. We can choose from numerous models, qualities. We can find tight, large ***blugi***, ***blugi*** with stresses, male or female ***blugi***, conic long ***blugi*** or three-quarter length ***blugi***, etc. Each year there are new models appearing, new collections from different designers, etc. That is precisely why we can choose from cheaper or more expensive ***blugi*** (for example Gucci). The ***blugi*** can be worn at any type of completing outfit, they can be in any colour, on everybody's taste."[10]

i.e.$_2$ "Annually, 450 million pairs of ***jeans*** are sold everywhere around the world"[11].

[5] Post-decrees – the forced children of Ceauşecu's regime, born after 1967, the year of the decree that forbade abortions.

[6] http://www.loredana.ro/blog/de-la-ciunga-la-alta.

[7] www.time4news.ro.

[8] www.time4news.ro.

[9] www.time4news.ro.

[10] http://blugiconici.blogspot.com/.

[11] www.gandul.info/magazin/istoria-neromantata-a-jeansilor-de-la-mr-levi-strauss.

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i.e.$_3$ "One of the strongest American symbols has its origin, actually, on the old continent of Europe. In the 16th century, the sailors from Genoa used to wear clothes made from ***"jean"***, a very durable fabric. Later borrowed by the Americans it transformed into ***'jeans"***"[12].

d.e.$_4$ "… Romanian ***blugi*** were called ***dangarezi*** …"[13].

The Romanized term ***dangarezi*** has as a correspondent in the English language – the English word ***dungaree*** [**Rm** *dangarizi* [dangarizj] M, pl., mid20c, +4a (i coll, obs), cf. **DEA**, s.v."].

We also introduce in our analysis the fact that the analyzed lexeme – ***jeans*** – is used, in various contexts, either with the enclitic definite article ***l*** ("Jeans-u***l*** is clearly a universal uniform…'[14]), or articulated with the enclitic definite article ***-i*** ("Year 1886 accessorized Stauss's ***jeanş***'/ ***jeans*** with a small leather label, on which there was drawn a pair of trousers pulled by two horses in two opposite directions…[15]"), or, in certain contexts, the lexeme, has the flexional form for dative/ genitive, being articulated with the enclitic definite article ***lor*** ("…the unromanced history of jeans/ jeanşi***lor***…").

V. The lexeme marketization is also subjected to the process of Romanization. It is registered in *Marele dicţionar de neologisme*[16] (**MDN**), by Florin Marcu as a noun:"n. process of edification and broadening of the market (< *market/ing/ + -iza*)", not being recorded in **DOOM$_2$**[17].

i.e. "Starting from the history of the concept of 'international competitivity' (used from economic sciences to philosophical approaches), PhD prof. Vasiel Işan postulated the thesis according to which universities are today, at global level, tributary to a functionalist vision through which the university, as an institution, has become a follower of the state policies, practising policies of massification and ***marketizare/ marketization*** of higher education"[18]. (***marketizare*** = expansion, enlargement, etc.)

VI. In the category of Romanianisms, we also include the term ***budincă*** (***pudding***) which is rather frequently uttered and used in practice by persons that

[12] http://cursuri.flexform.ro/courses/L2/document/Cluj-Napoca/grupa1/Apahidean_Mircea/site/istoric.html.

[13] http://www.gandul.info/magazin/istoria-neromantata-a-jeansilor-de-la-mr-levi-strauss.

[14] http://www.gandul.info/magazin/istoria-neromantata-a-jeansilor-de-la-mr-levi-strauss.

[15] http://www.gandul.info/magazin/istoria-neromantata-a-jeansilor-de-la-mr-levi-strauss.

[16] Florin Marcu, *Marele dicţionar de neologisme* (/*The Great Dictionary of Neologisms*) (**MDN**), "Saeculum Vizual" Publishing House, Bucharest, 2008.

[17] Romanian Academy, "Iorgu Iordan – Al. Rosetti" Linguistics Institute, *Dicţionarul ortografic, ortoepic şi morfologic al limbii române (/The Orthograhic, Orthoepic and Morphological Dictionary of Romanian Language)* (**DOOM$_2$**), "Univers Enciclopedic" Publishing House, Bucharest, 2005.

[18] http://www.unibuc.ro/ro/reuniunea_consoriului_8220universitaria8221.

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are fond of the culinary art. The word ***budincă/pudding***[19] has an English origin: Rom. *budinca* < Engl. *pudding*, cf. **DEA**, s.v., **Rm** budinca [budi̯nkə].

i.e. "Semolina ***budinca*/*pudding***? Let me tell you how to make semolina budincă/pudding for I see you have no idea… Well, you who say that have lived for so long in the country, let us see you"[20].

Referring to these Romanianized lexemes, Mioara Avram[21] enunciated the following assertions:

"The criticized and marginalized words/ variants, generally limited to non-literary genres, of the type *bişniţă* (< Engl. *business*), *blugi* (< Engl. *blue jeans*), *ciungă* (< Engl. *chewing-gum*), *dangarezi* (< Engl. *dangarees*), *gref* (< Engl. *grapefruit*), *hodog* (< Engl. *hot dog*), demonstrate that without the stopping control of normative studies and of the speakers of the English language, recent Anglicisms would adapt to the Romanian language as easily as the loan-words from other etymological strata and as the older Anglicisms of the type *bovindou* (< *bow window*), *budincă* (< *pudding*), *clovn* (< *clown*), *docar* (< *dog-cart*), *fotbal* (< *football*), *henţ* (< *hands*), *lastic* (< *lasting*) sau *trening* (< *training*)".

Together with these lexems we have presented, we also add that specialists have also identified other lexical units with an English etymology, for example: *clovn* (< Engl. *clown*), *docar* (< Engl. *dog-cart*), *bovindou* (< Engl. *bow-window*), *fotbal* (< Engl. *football*), *henţ* (< Engl. *hands*), *trening* (< Engl. *training*), *mixer* (< Engl. *mixer*), *seif* (< Engl. *safe*), *club* (< Engl. *club*), *lider* (< Engl. *leader*), *miting* (< Engl. *meeting*), *ofsaid* (< Engl. *offside*), *geacă* (< Engl. *jacket*) *folclor* (< Engl. *folklore*), *jocheu* (< Engl. *jockey*), *sandvici/sandviş* (< Engl. *sandwich*), *meci* (< Engl. *match*), *a dribla* (< Engl. *dribble*), *a faulta* (< Engl. *fault*), *suporter* (< Engl. *supporter*), *cowboy* (< Engl. *cow-boy*), *western* (< Engl. *western*), *nailon* (< Engl. *nylon*), *shop* (< Engl. *shop*), *living* (< Engl. *living-room*), *grep* (< Engl. *grape-fruit*), *hailaif* (< Engl. *high-life*), *voucher* (< Engl. *voucher*), *bikini* (< Engl. *bikini*), *duty-free* (< Engl. *duty-free*), *trenci*(*cot*) (< Engl. *trenchcoat*), *knock-out* (< Engl. *knock-out*), etc.

We motivate that the lexical units which have been inventoried and analyzed are useful to the lexis of a language, as they are circumscribed either to the fundamental vocabulary of Romanian language, or to the vocabulary mass, according to their frequency in communication, but also according to their linguistic necessity within the inner organization of the Romanian language.

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[19] For detailed aspects of the lexeme ***budincă/ pudding*** see Mihaela Buzatu Hriban, *Abordări lexematice engleze în limba română/English Lexematic Approaches in the Romanian Language*, Iaşi, Editura "PIM", 2011.

[20] Nicolae Steinhardt, *Jurnalul fericirii/The Happiness Diary*, Cluj-Napoca, "Dacia" Publishing House, 1991, p. 63.

[21] Mioara Avram, *Anglicismele în limba română actuală/Anglicisms in Contemporary Romanian Language*, Bucharest, Romanian Academy Publishing House, 1997, pp. 10-11.

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