AVATARS OF WRITING AND SPEAKING IN THE JOURNALISTIC STYLE[1]

***Abstract**: From the general perspective of the communication process, the language facts showed in this article impose the consideration of some aspects of epistemological and methodological interest. The object of the observations was a language which represents the capacity of reflecting manifestations of all the other languages of the respective speech. It is about the journalistic language reflected in politics, economy, administration, culture etc.*
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About the bad use of the Romanian language in the world of today, either it is about news of all kinds, or it is the daily exercise of communication. The damage of the language does not talk about the simple grammatical inadvertence, the semantic slippage, the invasion of the barbarisms, the bad use of the accents etc. At stake it is something deeper and more dangerous: the crisis of language which indicates intimate tissue of a community crisis. Between the energy of a nation and its language health it is a close relationship, whose disruption should worry. Obviously, it may not be imposed by a decree the cleaning of the daily speech. But some institutions, schools and media should feel highly responsible, more attentive, and more active. But they are not. Television, for example, should create small linguistic supervision departments, through which some experts to ensure "the quality control" of the language used in current programs. They would start by sampling unhealthy probation and would slowly do the education of "the patients".

Some diseases could be treated at a national level. Two such diseases are: the first is the replacing of the word "normal", enshrined, semantically abundant by precious words, symptoms of a particular cultural upstartism. To say "a privi" instead of "a vedea", or "a lectura" instead of "a citi" is unnecessary damage. Do not say anything more. [...] Just say that one takes the lexical ceremony as intelligence, or find chic to talk pursuing your lips. "A privi un spectacol", "a citi o carte sau un articol" are not jobs for a nice man. A nice man sees and reads. And because he sees and reads well, never says that: he "a privit" and "a citit".

Another general delirium is the common use of "ca şi" instead of "ca". It was created the habit that, in some cases, to avoid a brutal cacophony because of its substitution. In order not to say "ca casa vecinului", you say "ca şi casa vecinului". Instead of "ca condiţie" you say "ca şi condiţie". Personally, I consider that, on one hand, the cacophony phobia is a little neurotic and it shows a semidoctism species, and on the other hand, that, in order to avoid some cases, the Romanian language offers elegant and natural solutions.

You can say "asemenea casei vecinului", or "drept condiţie". Amazing is something else: the helping "şi" is used even if it is nothing to be saved. What cacophony do you avoide when you say "ca şi soluţie", instead of "ca soluţie"? Or "ca şi profesor", instead of "ca profesor"? Or, this anomaly spread galloping, so seldom it is heard the normal version in such cases: "*Deocamdată, tot ce pot spune e că de cîte ori vizionez emisiuni în care se vorbeşte despre ce lecturează unii şi alţii, mă simt, ca şi scriitor, destul de iritat…*" (Andrei Pleşu, *Telecomanda lui Pleşu*, http://www.adevarul.ro/articole/telecomanda-lui-plesu-3.html)

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Regarding the cacophony, it is recommended to avoid situations where a word ends with "*the so-called cacophonic syllables -ca, -că, -câ, -cu, ce, -ci*", and the last word begins with one of these syllables.

> Cacofonia nu este o virtute stilistică, iar încercările de restrângere a manifestărilor ei sunt firești. Sensibilizarea excesivă a românilor pentru acest aspect al limbii nu pare a fi însă cea mai bună soluție. Ea poate institui la unii vorbitori o adevărată teroare anticacofonică, deturnând autocontrolul lingvistic spre o problemă minoră, în detrimentul celor importante. (G. Gruiță, 2006: 231)

Inevitable cacophonies are: "*biserica catolică; Ion Luca Caragiale; Banca Comercilaă Română*"; And other annoying repetitions of sounds are considered cacophonies, for eg.: "vizita *sa s-a so*ldat cu *su*cces; *lalelele*"…etc.

There is a strong reaction against the excessive borrowing language from within. For example, "a downloada" is a barbarism used very much at the beginning, and after that many people started to say "a descărca", without being imposed this. We can trust that the language will select the better solutions. Sometimes the anglicism remains and we no longer feel it like a foreign body.

We say "calculator" more than "computer".

Another example is the word: "dedicat". We meet it everywhere: "public dedicat", "ascultători dedicați", "studenți dedicați". It has many meanings, taking into consideration the context: "dăruit", but also "specializat", "restrâns la un anumit domeniu" etc. There are confusions regarding its use: "consacrat", "destinat". Extending meaning in this case seems unnecessary. Similarly, for the word "determined" which is met in all sorts of presentations, "he is a determined, active, communicative person"; in such cases, it's just fashion and snobbery.

The first place in this hierarchy is occupied by the word "provocare". In the business language, the publicity language and even in the current conversation, everything is a provocation: "Dacă mă chemați duminica la serviciu, pentru mine va fi o provocare", "Am căzut la examen, ceea ce constituie o adevărată provocare". It is a clisee which covers everything you don't want to characterize as negative.

Today, someone who hopes to receive a job uses the magic formulas: "doresc noi oportunități pentru a progresa în carieră", or "prefer un mediu de lucru provocator", or "sunt complet flexibil". There are clichés which don't sound good into Romanian and give the impression that people don't communicate and pronounce them without thinking. Maybe the society wants to function on the principle that: "Eu ştiu că el ştie ce trebuie să spună" but I think it is good to function on the principle that: "Vreau să văd că omul acesta gândeşte". Nobody followed this prescription and now we officially came back to the old form "cocker". It is clear the fact that the present tendency is not to adapt, but this fact puts us in difficulty. The Romanian language has a flexion and alternances which modifies the English language. When you form the plural of "bodyguard", how do you write? "Bodyguarzi"? Or from "boss"? There are very big problems, which bring to a hybrid character, of transition and of graphic adaptation. The linguistics propose solutions for every word, solutions which will be validated or not. There are cases of words which cannot adapt, foe example, the word "computer". There are very few those who should write "compiuter". We write and pronounce it as into English, as for a long time.

There are no ideal solutions, even if some people imagine that it is very simple that the Academy to have a rule which says that from tomorrow all the words are written in a given way.

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