THE TERMINOLOGY OF COSMETICS IN THE ROMANIAN LANGUAGE – THE ASSIMILATION OF ANGLICISMS

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Abstract

The social, political, economic and cultural realities cause an unprecedented increase of the lexical loans from English, especially through the mass media. The terminology of cosmetics (TC) is one of the areas that benefit most from this avalanche of Anglicisms. Alongside other terminologies, TC puts the Romanian specialized vocabulary in direct relationship with the common vocabulary and highlights the ability of Romanian to get richer through lexical loans or by stimulating creativity and the valorization of the lexical uptake of Anglicisms.

The present paper is based on the finding that the English terminology of cosmetics has not been studied systematically in Romanian linguistics. The presentation is limited to a category of TC terms with a lower degree of specialization or of general use, most of them representing euphuisms or "fancy" loans.

Key words: *vocabulary, lexical loans, Anglicisms, terminology of cosmetics, dictionary*

Résumé

L'emprunt de bon nombre de mots de l'anglais, surtout à travers les médias, est un phénomène engendré par les réalités actuelles, concernant la société, la politique, l'économie ou bien la culture. L'un parmi les domaines qui «jouissent» de cette avalanche d'anglicismes est la terminologie des produits cosmétiques (TC). Aux côtés des terminologies de bien d'autres domaines, la TC permet au contenu lexical spécialisé d'entrer en contact direct d'avec le corpus lexical du fonds commun et met en évidence la capacité du roumain actuel de s'enrichir, soit par des emprunts, soit par la stimulation de sa créativité lexicale – c'est-à-dire en assimilant ou en valorisant les anglicismes qui lui sont tout neufs. La présente étude a pour noyau le constat que la linguistique roumaine n'a pas encore octroyé à la terminologie d'origine anglaise qu'emploie l'industrie des produits cosmétiques suffisamment d'attention pour lui vouer une étude systématique. Notre présentation est sciemment limitée à une catégorie de termes appartenant à la TC qui ont un moindre niveau de spécialisation, voire même qui sont d'usage général, la plupart parmi eux représentant des *créations savantes* ou des emprunts «de luxe».

Mots-clés: *vocabulaire, emprunts lexicaux, anglicismes, terminologie des produits cosmétiques, dictionnaire*

According to a widely accepted definition, Anglicisms represent loans from British and American English, going through a process of adaptation to the Romanian

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language. This feature distinguishes them from fully assimilated loans and those that have retained their full foreign nature (the so-called *xenisms* or foreignisms[1]).

The impetus underlying the present paper is the limited attention given to Anglicisms in the terminology of cosmetics in the Romanian literature devoted to the influence of English[2]. With the exception of DCR[3], the Romanian lexicographic literature (DEX, MDN, DOOM[2]) fails to capture the true impact of the English language on the language of cosmetics which constitutes a genuine terminology, the main features being the *heterogeneity* (specialized terms alongside general words), *mobility* (due to the dynamics of the domain of cosmetics) and great *responsiveness* towards international lexical loans.

The terminology of cosmetics (TC) in current Romanian has become more and more captivating due to the increased importance that the field has been gaining in the Romanian society of the past decades. The mass media favour the expansion of specialized terms beyond the realm of specialists and register their use with increased frequency in the common language. Alongside other terminologies, TC is still an area which puts the specialized vocabulary in direct relationship with the common vocabulary and highlights the ability of current Romanian to enrich through loans, but also by stimulating the assimilation and development of lexical creativity – the assimilation and usage of Frenchisms, Italianisms and especially Anglicisms.

Particularly in the last two decades, numerous borrowings from American or British English have been added to the existing French neologisms or Italian equivalents of TC that had been assimilated over the last two centuries. The former have totally or partly retained their foreign characteristics, justifying the TC's qualification as a jargon[3].

The openness of the rapidly-enlarging lexical inventory in the context of the linguistic globalisation process[4] constitutes sufficient justification for our increased interest for the TC Anglicisms. Secondly, once spreading onto common use, mainly through the media, they are subjected to an accelerated process of "laicization" (vulgarization).

The present paper is limited to a category of TC terms featuring a lower degree of specialization or even general use, which do not exclude the polysemy or synonymy in the context of interference with the common lexis. Most of them are 'luxury' *loans*[5], devoid of any objective motivations and sometimes even lacking semantic precision, but "cosmeticized" by the prestigious connotations associated with the foreign term. In the media they double and tend to exclude from use Romanian synonyms or even neologisms of Latin/Romance origin[6].

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[1] The three categories of terms appear in the preface of DCR, 2013, and in Stoichițoiu-Ichim, 2001b, p. 83-84.

[2] For a comprehensive bibliography of the English influence on Romanian, see Constantinescu, Popovici, Ștefănescu, 2002, and Stoichițoiu-Ichim, 2006.

[3] "A jargon is interpreted as a distorted language, with many foreign elements, used by speakers of a social group in order to differentiate from others" (DSL, p. 282).

("In a fairly current interpretation, a jargon is any technical language, with specialized terminology").

[4] Bidu-Vrănceanu, 2000, p. 27.

[5] Guțu Romalo, 2005, p. 47.

[6] Stoichițoiu-Ichim, 2006a, p. 581.

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Our approach is mainly descriptive and tackles the semantics of TC terms with respect to the meanings of their English etymon (as recorded in the Oxford Advanced Learner's Dictionary). The corpus of terms under investigation is taken from popular beauty catalogues and glossy magazines: *Avon*, *Bravo Girl*, *Cool Girl*, *Cosmopolitan*, *Glamour*, *The One*, *Unica* and *Viva*. The semantic novelty status of each new term was checked by reference to the dictionaries of neologisms of the Romanian language (MDN, DCR[3]).

1. The category of "absolute" novelties, not very large, includes Anglicisms still unrecorded in Romanian dictionaries, but whose use is certified by the current discourse of cosmetics and body care techniques. Although those terms are usually polysemantic, they were adopted into Romanian as monosemantic, by means of borrowing a unique sense of the term. The semantic restriction is thus associated with *functional specialization*.

We are presenting several examples of nouns and adjectives in this category.

The term *blush* – borrowed from English with its secondary meaning ("cream or powder used for making your cheeks look red or pink" DEA: 186) – is not listed in the Romanian dictionaries of neologisms, though it represents a serious competitor for the Rom. *fard de obraz*, both in the specialized language and in the media.

In some contexts, the terms *blush* and *fard de obraz* alternate: "Kim Kardashian, într-o rochie bizară în Paris, seamănă cu o pasăre de foc (...) *fardul de obraz* extrem de aprins a fost însă cel care a atras toate privirile, frumoasa optând în majoritatea ocaziilor pentru *blush*-uri excentrice... (C, 1/2013: 26)

The frequency of the Anglicism is impressive in publications or specialized contexts: "*blush* duo 24K Gold" (A, 12/2012: 50); "Iulia Vântur are o piele perfectă, ...vedeta poartă un *blush* Coral Reef de la Revlon..." (G, 7/2012: 8).

The Engl. *body milk* is recorded in the DEA: 193 with the meaning of "lotion for the whole body", being thus borrowed with its second meaning from English. The phrase is not listed in Romanian dictionaries of neologisms, though it is frequently used instead of the Rom. *lapte de corp* (cf. Fr. *lait de corps*), both in the specialized language and in the media: "Nivea *Body Milk* pentru o piele ca de bebeluş..." (V, 3/2012: 12); "Skin So Soft – *body milk* cu efect de încetinire a creşterii părului corporal" (A, 8/2012: 151); ..."poartă o piele de invidiat, folosind un *body milk* hrănitor şi uşor parfumat din gama Forever Young Rimmel" (TO, 12/2012: 24).

The Anglicism is used very often in publications or specialized contexts: ("body milk – gama Skin So Soft", "Avon Naturals body milk", "body milk - Beautiful Hydration", "body milk – Solutions Hydra Beyond", "Indulgence body milk" A, 1-12/2012) – its use in the company of exclusively English phrases thus facilitating the usage of *body milk* to the detriment of the Romanian *lapte de corp*.

An interesting case of functional specialization is the English noun *concealer* which appears as a specialized term in TC in order to designate the cosmetic product used to conceal or reduce the black eye circles or face skin imperfections. The term is borrowed with its secondary English meaning ("a skin-coloured cream or powder used to cover spots or marks on the skin or dark circles under the eyes - DEA: 272) and it is not listed in Romanian dictionaries of neologisms, though it represents a serious competitor for the Rom. *anti-cearcăn*, both in the specialized language and the mass-media: "*concealer* cu efectul garantat al unei măşti nutritive de noapte pentru ochi obosiţi (V, 3/2012: 15); "... maschează cearcănele sau petele de soare nedorite cu un

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concealer pe bază de lapte de migdale de la L'Oréal" (TO); "*concealer Clearskin* – ascunde imperfecțiunile şi se adaptează perfect oricărei nuanțe de ten" (A, 12/2012: 81).

The Engl. *gloss* is borrowed with its secondary meaning ("a lipstick that gives a glossy finish"- DEA: 369) and it is not listed in Romanian dictionaries of neologisms, though it is very much used, alongside the Rom. *luciu de buze* back formation from the verb *a luci* – DEX: 583), (in specialized language and teenagers' jargon).

However, in glossy magazines, the term *gloss* is preferred to the Romanian *luciu de buze*: "Shine Sensational *gloss* cu efect de mărire a buzelor de la Maybelline New York" (TO, 12/2012: 36). "În 1930, lip *gloss*-ul a fost folosit pentru prima dată în machiajul de televiziune... primul *luciu de buze* cu aromă a apărut în anii 70..." (www.unica.ro/detalii-articole/articole/totul-despre-gloss-18417.html).

In the case of the English word *peeling*, used in TC only as a noun, Romanian has only borrowed its secondary meaning ("to remove a layer, covering, etc. from the surface of something" DEA: 310): "...*peeling*-ul chimic poate fi utilizat pe toată fața sau în regiuni specifice, cum ar fi fruntea sau aria din jurul gurii" (TO, 12/2012: 17); "*peeling* gel pentru corp cu ulei de măsline şi minerale din Marea Moartă" (A, 12/2012: 48); "înainte de a aplica orice tip de peeling pe ten, trebuie să..." (G, 7/2012: 19); "peeling-ul cu fenol este folosit pentru a trata riduri faciale fine, pete ale pielii cauzate de sarcină, anticoncepționale, boli virale, expunerea la soare." (U, 04/2011: 26).

The English phrase *smokey eyes* is used in Romanian with the meaning of specific eye make-up, being borrowed with its secondary English meaning ("make up having the appearance of smoke around the eyelids DEA: 426). Examples are abundant in the media, certifying the wide spreading of this Anglicism: "în această vară machiajul *smokey eyes* prinde culoare! Descoperă combinații inedite!" (A, 16.08.2012 – 05.09.2012: 37); "noul *smokey eyes* presupune mult mai puțină culoare intensă, mai puțină mascara şi nuanțe complementare în colțurile ochilor pentru a da impresia ..." (G, 7/2012: 41); "Mirela V., Make-Up Artist Rimmel London, te învață cum să-ți faci un machiaj *smokey eyes* perfect." (TO, 12/2012: 21); "Machiajul *smokey eyes* este machiajul preferat de toate vedetele, fiind de ceva vreme pe catwalk-uri şi în revistele de modă" (www.divahair.ro/frumusete/make_up/obtine_un_machiaj_smokey_eyes _perfect!).

2. The 'relative' novelties category is more interesting for the understanding of the meaning dynamics in the functioning of the language itself. Within the concept of meaning neology, the signifier of a neologism listed in Romanian dictionaries gets enriched with a meaning pertaining to the specialized cosmetic field, so that the Anglicisms already assimilated into Romanian borrow other meanings of the polysemantic English etymon.

Make-up is listed in the MDN: 529 with the meaning of 'face make-up' (from the Engl. *make-up*), keeping its original graphical form (cf. DOOM^2: 462). In current use, the Anglicism is attested as having a double significance, just like its English etymon: (1) make-up, cosmetic products, corresponding to the first meaning of the English word *make-up* "substance used especially by women to make their faces look more attractive" – DEA: 461) "... şi câştigă o şedință de *make-up*!" (U, 4/2012: 52); "pentru un plus de prospețime şi un look tineresc, foloseşte makeup-ul cu moderație şi concentrează-te pe atitudine,"(C, 10/2012: 10); "cel mai cool-make-up à la Lady Gaga"

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(V, 5/2012: 17); "trusă de make-up" (A, 2/2012: 35) "şedinţe de make-up şi hair-styling profesionist" (TO, 12/2012: 24).

With its second meaning, the Anglicism appears in the phrase *make-up artist*, already popular in TC to refer to a specialist in the field of make-up, with a view to beautify[7]: "10 sfaturi pentru a fi *make-up* artist la tine acasă!" (V, 5/2012, p. 31); "a învăţat meserie la Paris şi Milano, "furând meserie"de la make-up artişti internaţionali" (G, 1/2012: 30), "Mihaela H. – make-up artist" (TO, 10/2012: 3).

The two meanings appear together in a word pun that forms the ad of a notorious make-up company "Max Factor – the *Make-Up* of *Make Up* Artists".

Conclusion

This brief presentation of a limited number of TC Anglicisms highlights the fact that, in this area, the Romanian language's hospitality[8] towards loans is gaining more ground than its capability of innovation expressed through various ways of assimilation.

The "cutting edge" character of the majority of the linguistic facts discussed above makes it considerably more difficult to formulate solidly documented conclusions or predictions. Nevertheless, we consider that the monitoring of the TC Anglicisms proves rewarding both for lexicology and semantics as well as for terminography and lexicography through highlighting the new terms or the new meanings, already recorded in the current use of the Romanian language.

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[7] Stoichiţoiu-Ichim, 2006a, p. 588.
[8] Stoichiţoiu-Ichim, 2006a, p. 594.

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ACRONYMS

A = "Avon".
C = "Cosmopolitan".
DCR[3] = Florica Dimitrescu (coord.), Alexandru Ciolan, Coman Lupu, *Dicționar de cuvinte recente*, Bucureşti, Editura Logos, 2013.
DEA = M. Görlach (ed.), *A Dictionary of European Anglicisms*, Oxford, Oxford University Press, 2005.
DEX = Academia Română, Institutul de Lingvistică „Iorgu Iordan – Al. Rosetti", *Dicționarul explicativ al limbii române*, Bucureşti, Univers Enciclopedic, 1996.
DOOM[2] = Academia Română, Institutul de Lingvistică „Iorgu Iordan – Al. Rosetti", *Dicționarul ortografic, ortoepic şi morfologic al limbii române*, Bucureşti, Univers Enciclopedic, 2005.
DSL = Angela Bidu-Vrănceanu, Cristina Călăraşu, Liliana Ionescu-Ruxăndoiu, Mihaela Mancaş, Gabriela Pană Dindelegan, *Dicționar de ştiințe ale limbii* Bucureşti, Nemira, 2001.
G = „Glamour".
OALD = A. S. Hornby, *Oxford Advanced Learner's Dictionary*, 7th edition, Oxford, Oxford University Press, 2005.
MDN = Florin Marcu, *Marele dicționar de neologisme*, Bucureşti, Editura Saeculum, I.O., 2002.
TO = "The One", U – "Unica"; V – "Viva".

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