

## AN APPROACH TO ROMANIAN LANGUAGE ANGLICISMS

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**Abstract:** English language is spoken all over the world, and today, anglicisms represent a linguistic unit from the point of view of the expression, meaning or grammatical construction in Romanian, as well as the spelling and pronunciation from British or American English. The present paper aims at studying Romanian language anglicisms and at establishing whether they are necessary or luxury loanwords. Nonetheless, the paper studies the presence of these terms in the sectors they appear most often, starting from various articles published in *Capital* newspaper.

**Keywords:** anglicism, necessary loanword, luxury loanword, economic sector, financial sector, IT and technology, job titles.

### 1. Introduction

It is not a secret anymore that English is spoken all over the world, much beyond its borders. English language dominates the other languages, becoming a language of globalization and international trade. In a paper published in New York Times, suggestively called *Across Cultures, English Is the Word*, Seth Mydans states that “riding the crest of globalization and technology, English dominates the world as no language ever has, and some linguists are now saying it may never be dethroned as the king of languages” (Mydans 2007).

It seems that in the new millennium, every fourth inhabitant of the planet can manage in English to a certain extent. The vast expansion of English is due to the internet lately, where 80% of the information is stored in English. Just as with other languages and peoples, Romanian could not escape the influence of English origin words which grew more and more accustomed in everyday usage, many of them being registered in dictionaries. This rapid penetration is due to the increasing growth in science and technique, and the desire to adjust to surrounding realities.

### 2. A general view on anglicisms

In this paper, we shall focus on anglicisms, words recognized as English through spelling, pronunciation and morphology. A major Romanian dictionary, DEX, considers an anglicism “a specific English expression; a borrowed English word, without being necessary, in another language and not integrated into it” (DEX 2009, 43). By this statement, we understand that anglicisms are those words which are only unnecessary borrowings, but they are necessary where the input of English words is so quick that the Romanian language cannot face the new realities of specific fields.

Mioara Avram’s definition of *anglicism* or *englezism* is a “linguistic unit (not only a word, but also a formant, phraseological expression, meaning or grammatical construction) and even a type of pronunciation or/and of writing (including the punctuation) of English origin, regardless of the territorial variant of the English language,

so including the American English as well, not only the British one” (Avram 1997, 11). Michael Picone (1996, 3) classifies neologisms as any new word, morpheme or phrase and any new meaning of the previous existing in a language. So, any borrowing from English which is a new word, morpheme or phrase is not only an anglicism, but also a neologism.

Sextil Puscariu classified anglicisms in two categories: necessary anglicisms (*anglicisme necesare*) and luxury anglicisms (*anglicisme de lux*) (1976, 371). *Necessary anglicisms* are those words or phraseological units that do not have a Romanian equivalent, or which offer certain advantages compared to the native term; they are precise, short but eloquent, or have international circulation. In general, necessary loanwords from English can be either denotative or stylistic.

Denotative loanwords refer to specialized terms that do not have Romanian equivalents because they are relatively recent. We could mention here *mass media* instead of *mijloace de comunicare în masă*, borrowed due to the simplicity of the structure and its preciseness, *sponsor* instead of *susținător financiar*, *hobby* instead of *activitate preferată de petrecere a timpului liber*, etc. Stylistic loanwords represent a wider area than the former one. Stoichițoiu-Ichim agrees that their distinct note is given by foreign meanings which enable them to express better in their language of origin, compared to their Romanian equivalents (Stoichițoiu-Ichim 2008, 91).

*Luxury anglicisms* are considered useless loanwords which relate to the subjective tendency of certain social categories to become noticeable. The presence of luxury anglicisms is not motivated, or has negative motivations, represented by snobbery, insufficient knowledge of mother tongue resources, haste or comfort. (Stoichițoiu-Ichim 2008, 94-5). Just as necessary loanwords, these ones also belong to various professional areas, such as economic and financial field, communications, education, arts, sports, etc. (*advertising, agreement, briefing, training, workshop, band, evergreen, performance, pole-position*).

Mioara Avram does not operate the current classification of anglicisms in necessary or luxury loanwords (Avram 1997, 13), considering this labelling as risky. Avram considers that „what matters is not the necessity of anglicisms in a language, but the necessity of their presence in a certain text... Abuse can be qualitative as well if the presence of an anglicism endangers the understanding or reception of a text” (Avram 1997, 13).

The opinions of linguists as concerning the influence of English and anglicisms are divided. Most of the linguists do not relate to it as being a negative phenomenon (M Avram, A Stoichițoiu-Ichim, etc), but as an influence that was exercised on Romanian language and gained a place due to its hospitality. On the contrary, George Pruteanu disagrees with the new edition of *Dicționar ortografic, ortoepic și morfologic* (DOOM) that „it officially legitimates Romnglish/Romgleza, that it recommends the English spelling of some words felt as Romanian, thus without putting a brake, recent anglicisms adjust easier to Romanian...” (Pruteanu 2007).

### 3. Anglicisms in *Capital* newspaper

In order to exemplify anglicisms and their way of adjusting to Romanian, we take as starting point *Capital*, (hereinafter abbreviated as *C*) a newspaper addressed to the economic and business sector. The paper comes out weekly in 65,000 copies. The economic, financial, trade and IT terminology is full of anglicisms. Due to the large

number of borrowed terms, in the present paper, we shall divide them in four categories: economic and financial, IT and technology, job titles and usual words that do not belong to the business sphere.

For this paper, we consulted several recent Romanian dictionaries: *Dicționarul ortografic, ortoepic și morfologic al limbii române*, second revised edition, published by the Romanian Academy „Iorgu Iordan- Al. Rosetti” Linguistics Institute (2005), abbreviated as DOOM, *Marele Dicționar de Neologisme*, edited by Florin Marcu, Saeculum I.O. Publishing House (2000) abbreviated as MDN, and *Dicționar de Cuvinte Recente*, third edition, coordinated by Florica Dumitrescu in collaboration with Alexandru Ciolan and Coman Lupu, Logos Publishing House, Bucuresti, abbreviated as DCR (2013). In addition, we used two specialised dictionaries: *Dicționar englez-român, român-englez cu termeni și expresii utilizate în media digitală* (Dejica 2013) and *Dicționar de comunicare și relații publice, englez-român* (Dejica, Cernicova 2014).

### 3.1. Economic and financial terms

1. *Retailer* – the term does not appear in MDN or DOOM, but is registered in DCR (DCR, 2013: 456) meaning “companie care activează în domeniul comerțului cu amănuntul”. This word can be seen as a necessary anglicism because of its specialized economic meaning which does not allow its replacement with adequate Romanian synonyms: “Marii retaileri fură clienții magazinelor sătești.” (C 26, 1)
2. *Discount/discont* – is part of the series of etymological doublets. Mioara Avram states that the presence of doublets is unjustified, as long as there is a term with Romanian spelling and pronunciation. The etymological twins can also be found in the dictionaries studied. In MDN we have the Romanian spelling, while in DCR and DOOM we have only the English version of the term with the explanation “reducere de preț pentru un cumpărător anumit, în anumite condiții de achiziționare a mărfii” (DCR 2013, 198). The economic meaning of the term can also be understood from the sentence: “Foarte interesant este că garantarea unui anumit număr de acțiuni [...] a fost mai puțin atractivă pentru investitori decât tranșa cu discount.” (C 26, 4)
3. *Hedging* – is an economic-financial term which only appears in DCR and is explained by “operațiune bursieră la termen realizată pentru a conserva valoarea activelor și a oferi protecție împotriva eventualelor pierderi de valoare” (DCR 2013, 277). The financial term supposes thorough knowledge of the area. It is also a necessary term, since the expansion in the economic area is so fast that Romanian cannot find a short and precise equivalent: “94% dintre cumpărători sunt fonduri cu investiții pe termen lung și doar 6% este reprezentat de fonduri de hedging, investiții speculative care urmăresc să închidă cât mai repede pozițiile deschise” (C 26, 4).
4. *Lider/leader* – term certified in all the dictionaries studied for this paper, but we have again the double spelling, despite the Romanian one. Stoichitoiu-Ichim considers the usage of etymological spelling as a linguistic snob form (97). In *Capital* however, the spelling of the term conforms the Romanian norms of language: “Firma chineză a reușit să depășească Samsung, care a fost lider în China timp de doi ani” (C 26, 14).
5. *Headquarters* – is a term which does not appear in any of the dictionaries mentioned and is considered useless, since in Romanian we have *sediu central*, an already existing term, perfectly matching the English form. The original spelling is rather difficult for the non-English speakers: “[...] iar ceea ce se întâmplă în Brașov se replică la ESD-ROM în headquarters” (C 32, 5). The whole discourse is so specialized that without thorough IT knowledge, a usual reader has difficulty in getting to the core of the information.
6. *Rating* – a term with various meanings in Romanian, which keeps the English pronunciation. The most familiar meaning is the one of percentage that indicates the

number of listeners or viewers of a TV or radio programme. On the other hand, rating agencies, or credit rating agencies, evaluate the creditworthiness of organisations that issue debt in public markets. This includes the debts of corporations, non-profit organisations, and governments, as well as “securitised assets” – which are assets that are bundled together and sold as a security to investors, states the Financial Times lexicon. The meaning that appears in *Capital* as well is the economic one: “Reprezentanții stângii doreau, de asemenea, să intervină în sectorul financiar, prin plafonarea bonusurilor bancherilor, separarea băncilor comerciale de cele de investiții, implementarea unei uniuni bancare robuste și a unei agenții de rating europene independente” (C 22, 8).

7. *Management* – economic term denoting the science of organizing and leading companies, appears in all three dictionaries mentioned. It is a well-rooted loan word in Romanian: “O din ce în ce mai bună înțelegere a particularităților pieței ...și un management performant reprezintă aspecte esențiale care fac diferența pe o piață concurențială” (C 29, 5).
8. *Bancassurance* – this economic term is absent from all the dictionaries studied, and refers to the bank insurance area: “Polița este subscrisă de către Eurolife ERB Asigurări de Viață, companie de bancassurance” (C 29, 22).
9. *Unit-linked* – the term does not appear in any dictionary, a unit-linked insurance is first of all a life insurance, which means that it covers the death risk of the person insured: “Suma asigurată pentru componenta de protecție a poliței de asigurare unit-linked este egală cu prima de asigurare achitată de către client” (C 29, 3).
10. *Offshore* – anglicism that appears only in DCR with two meanings. From an economic point of view, offshore refers to a company having the headquarters in other countries with different tax rules that cost less money, and technically, offshore refers to something located at a distance from the shore: “exploatarea hidrocarburilor din zona de mica adâncime a Mării Negre și vom continua să investim în dezvoltarea segmentului offshore” (C 29, 3).

### 3.2. IT and technology field

1. *Smartphone* – an anglicism recently entered in Romanian and certified by DCR as a mobile phone with PC functions (DCR 2013, 485). It appeared due to the tremendous technological evolution and is very often heard in Romanian with the English version although it can be translated by *telefon inteligent*: “Giganții Samsung și Apple se pregătesc să lanseze în această toamnă, noi smartphone-uri de vârf” (C 26, 14).
2. *Hardware* and *software* – are two terms from cybernetics registered in DCR. The hardware means the wiring, machines and physical components that form a computer, while the software is represented by computer programmes. The two words exist under shortened form *hard* and *soft*, and Romanian uses them both as nouns and adjectives: “Aceste beneficii nu sunt valabile doar pentru hardware, ci și pentru licențele software” (C 32, 5).
3. *Environment* – is a recent term that is not mentioned by any dictionary, which developed as a result for ecology preoccupation, which is also difficult from the pronunciation’s point of view: “Am ales o nouă versiune a environment-ului virtual VCE implementată de Romtelecom” (C 32, 5), where the English term refers to virtual environment.
4. *Cloud* – is not registered in any dictionary, but is more and more frequently met in IT. IT cloud computing refers to a rental service of hardware and software virtual resources: “Câte afaceri, atâtea avantaje în soluțiile cloud” (C 32, 5).
5. *Laptop* – is a frequently used term registered in DCR meaning personal mobile computer, the size of a bag at its origin. The term is a denotative anglicism, due to the fact that it lacks a Romanian equivalent, and it is also relatively recent. The pronunciation is taken

from English: "...ai acces permanent la datele companiei tale, de oriunde și de pe orice smartphone, tableta sau laptop" (C 32, 5).

6. *Server* – appears both in DOOM and DCR, it is a word belonging to the area of information taken from English, meaning a computer that offers services, like access to database and programmes, to computers from a network: "presupune stocarea datelor pe servere virtuale în Cloud" (C 22, 11) or "Transformi cheltuielile de CAPEX în OPEX, achiziționând servicii în locul serverelor fizice" (C 22, 10).
7. *Up-grade/upgrade/upgradare* – appears as anglicism in DCR, keeping the etymology and English pronunciation, with the meaning: "raise something to a higher standard". In this case, the term is not assimilated either phonetically or morphologically by the structure of Romanian language: "Ai opțiuni, în funcție de nevoile companiei tale configurație flexibilă (spațiu de stocare atât cât e necesar) sau up-grade, oricând ai nevoie" (C 22, 10). The term is used in many other areas than IT.
8. *Online* – is already a familiar term in Romanian which appears in all three dictionaries from our studies. It is a necessary anglicism due to the preciseness of the meaning and its brief form. It is anyway important to notice that MDN defines the term as "*echipament, dispozitiv sau mod de prelucrare a datelor conectat direct la calculator*" (MDN 2000, 613), while DCR defines online as "*conectat la o rețea de computere sau la internet*" (DCR 2013, 386). "Când ai un magazine online, o asemenea inițiativă se poate transforma într-un dezastru dacă nu ai în spate infrastructura necesară" (C 22, 11)... "fermierii care vor să acceseze fonduri pot depune proiectele online" (C 22, 24).

### 3.3. Jobs

1. *Manager general* – reversed word order to the English one, the General Manager is the person who coordinates and manages a company: "Stelian Larga, manager general la AS World Cargo" (C 22, 37).
2. *Senior Manager* – according to the name, it is a leading person from a company, with several responsibilities concerning the planning and guiding a group of employees, or observing their work: "Din punct de vedere ierarhic, Senior Manager este situat între Manager și Managerul General" (C 21, 18).
3. *Legal Manager* – is the English term for the person who is in charge with the legal department from a company;
4. *Payroll accountant* – is absent from all dictionaries studied, it is the English term for the person dealing with payment policies in a company;
5. *Head of Asset Management* – the English denomination was preferred in order to refer to the person in charge with the assets of a company. It is obviously a luxury loan word.
6. *Country Manager* – refers to the manager on country level: "Luca dAgnese, fost country manager, Enel România" (C 29, 9).

### 3.4. Usual anglicisms from other fields

1. *Design* – it is an anglicism which denotes modern industrial esthetics or the discipline of esthetics. It is present in all dictionaries studied: "...un astfel de tractor fiind alcătuit din tot ce are mai bun producătorul german, atât în materie de tehnologie, cât și de design" (C 22, 19).
2. *Mall* – has the meaning of shopping centre which comprises beyond food, clothing stores, shoe stores, household appliances, jewelry, cafés, restaurants, cinemas, bowling, hairdressing salons, etc., more exactly a city under one roof. The well-known and widely used anglicism appears both in DOOM and DCR: "Iulian Dascălu a fost mulți ani cel mai mare proprietar de malluri din România cu cele patru proiecte Iulius Mall" (C 22, 20).

3. *Weekend* – was adopted after 1989, and today is used and understood by almost everyone: “Toate țările care organizează maratoane au speculat foarte bine acest detaliu, iar câștigurile orașului sunt imense pentru acel weekend” (C 22, 37).
4. *Know-how* – an anglicism which denotes expertise or skill. This is a useless term, since in Romanian we have short words (*expertiză, pricepere*) with the same meaning. Besides, there are difficulties in pronunciation: “... Poți să investești doi-trei ani, cooptând persoane competente și care dețin know-how-ul în acest domeniu” (C 22, 37).
5. *Second-hand* – is a widely spread term: “Mașina are priză la public, însă având în vedere prețul piperat, majoritatea se orientează către modelele second-hand” (C 22, 37).
6. *Blog* – appears only in DCR and is defined as a regularly updated website or web page, typically one run by an individual or small group, which is written in an informal or conversational style. The term is widely known and used in Romanian, especially among young people: “Nu cred că va trece o zi fără ca cineva să plângă, pe vreun blog sau pe vreun serviciu de socializare, de serviciile cumplite ale Poștei” (C 21, 4).
7. *Boom* – is a loan word with multiple meanings in Romanian. Dictionaries register boom as being an American loan word. MDN (MDN 2000, 133) defines boom with distinct meanings: prosperitate rapidă a activității economice, avânt, eveniment excepțional, revenire. We can find it in the texts: “Tot anul acesta se va înregistra o premieră pentru piața locativă modern din România odată ce proprietarii a patru cartiere mari își vor lichida stocurile construite în perioada de boom imobiliar” (C 26, 1).
8. *Touroperator/tour-operator* – a word which has become well-rooted in tourism with the English meaning. In Romanian, it has a partially adjusted spelling: “La hotelurile de acolo, TVA este 20% inclusive pentru servicii de masa la recepție și 10%, dacă pachetul turistic este achiziționat prin turoperatori” (C 29, 22).
9. *Early Booking* – another word belonging to tourism. It uses the English spelling and pronunciation: “Iar creșterile cele mai importante vin din programul early booking” (C 29, 22).

#### 4. Conclusion

To conclude, in certain cases, we have anglicisms so well adapted to Romanian that nowadays they are part of form-based word families, being bonded by a common root word, or certain expressions, even if the terms are anglicized both from phonetic and pronunciation form: *discount* (Ro m. n.), *discounter* (Ro m. n.), *hard-discounter*, *discount store*, *rețea de discount* (*discount network*), or *manager* (Ro m. n.), *a manageria* (Ro tranz. v. meaning *to manage*), *managerial*, *a manageriza* (tranz. and refl. v.; in Engl. *to manage*), *top management*, *store manager*, *manager de audit*, *managing partner*, or *upgradá* (tranz. v.) (*to upgrade*), *upgradare* (f. n.) *an upgrade*, *upgradat* (adj *upgraded*).

Considering spelling and pronunciation, in most cases the English spelling and pronunciation are preserved, as in *design*, *retailer*, *mall*, *cloud*, *rating*, *smartphone*, *headquarters*, but we also observe English spelling for the root word with Romanian suffix, like in *upgradare* [pron *apgradáre*], instead of *upgrade*. *Early booking* for instance respects entirely the English pronunciation. *Management* and *manager* have double pronunciation, both the English one and a Romanian version. Words such as *leader/lider* and *discount/discont* have double spelling, although the norms of Romanian language would choose the Romanian version.

The names of jobs underwent a total enrichment after 1989 with job names taken from English. Thus, *secretara* (*secretary*) is now called *assistant manager*, the Romanian word *director* has become *manager*, we have *payroll accountant* today, *senior and junior trainer*, *country manager*, not to mention the abbreviations such as *CEO*,

CFO, CLO which seem irreplaceable, in multinationals especially. In certain areas and fields, Romanian job names are kept.

*Capital*, the weekly newspaper, defines itself as the number one publication from the Romanian business sector, and calls itself the newspaper of business people. Each issue contains editorials and business articles, information from the Stock Exchange, transportation, business events, law, taxes, IT news, real estate, as well as more relaxed news, such as tourism or bon vivreur.

The English influence is overwhelming especially in IT due to the technological impetus from the last decade. Sometimes, the abundance of IT or business terms is so high, that if the receiver of the message does not have a specialized job, he/she may lack the message: "Tehnic vorbind, există această infrastructură luată pentru HDC-ul din București, replicată în Brașv, iar ceea ce se întâmplă în Brașov se replică la ESD-ROM în headquarters. Adică e backup la backup. În headquarters, datele sunt replicate o dată pe zi practic, e un fel de mix între hardware și software și IaaS. Un fel de triplă redundanță." (C, 26: 5) Also, financial and economic terms taken over from English require a specialized audience constantly updated to the always changing news of the above mentioned sectors. In some cases, English pronunciation is kept out of snobbery, but there are several cases in which we have to keep the original pronunciation and meaning, because Romanian could not fill the gaps for the non-existing terms, or do not faithfully apply to technological or business realities. The dictionaries that we have studied are in agreement with this statement, as most of the terms do not appear in DOOM and MDN, while most of them are only present in DCR which appeared only in 2013.

Although the influence of English on Romanian is not new, especially after 1989, the current increase of English influence comes as the continuation of a long process, especially as the globalization process and international technological evolution. As Șimon and Suciuc point in their paper, English became a "lingua franca", and as such adopted by Romanian for professional and private communication (2014, 8). The entire mass-media is full of adopted English words, some only as meaning, others as spelling and pronunciation as well. Some words are used as a result of snobbery, others because lack of equivalents or too long explanations. To conclude, anglicisms from Romanian language have to be studied and used with understanding.

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