Anglicisms in the Romanian business and technology vocabulary

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Abstract. Multinational companies in Romania have imposed the use of the predominant language, in most cases - English, in professional communication. In contexts related to workplace communication, the main motivation for foreign borrowings is the need to denote concepts and activities. The article focuses on the English language as a wide source for a great number of innovations both at the lexical and the morphological level in the Romanian vocabulary related to business and technology. The aim of the paper is to demonstrate that Romanian language displays a natural disposition towards adopting and adapting foreign words, especially borrowed English terms, in the field of computer science and business without endangering its identity.

1. Introduction
Nowadays communication happens faster and faster, therefore language analysis as an approach turns into a reflection of one’s mobility and flexibility within and between contexts of use. The discussion should consider linguistic aspects determined by the transcultural [1], intercultural and cross-cultural elements of language contact, as a result of the general issue of globalisation. In nowadays Romanian there are many English words that are used in communication. Our paper highlights the importance of these borrowing and renders different norms, orthographic or morphologic, of the adaptation of English terms into Romanian language.

The term anglicism was first used in the 17th century and refers to an expression from English used in another language [2]. Though the word anglicism is connected to the word England etymologically; it is generally not only used for anglicisms from England, but also for English loans from all varieties of the English language. According to DEX, an anglicism is “a specific English expression; a borrowed English word, without being necessary, in another language and not integrated into it; from Fr. anglicisme” [3]. By anglicism, Avram defines “a linguistic unit (not only a word, but also a phraseological expression, meaning or grammatical construction) and even an English origin type of pronunciation and/or writing (including punctuation), regardless of the English territorial variant, therefore including American English, not only British English” [4]. Furthermore, Stoichiţoiu Ichim includes in the category of anglicisms only “the lexical and phraseological borrowings from British and American English, which are still adapting to the Romanian language system” [5], thus distinguishing them from completely assimilated borrowings, but also from foreignisms or peregrinisms. Marcu is in favour of this approach, defining anglicism as “the word, the expression belonging to English; the word entered in another language and still not integrated into it” [6].
In the present paper, the term anglicism has a broader meaning which includes the internationally recognized significance; therefore the concept defines both words of English origin which are in the process of assimilation and those which are not yet adapted to the Romanian language rules.

2. English as a lingua franca of international communication and anglicisms

The post-imperial establishment of English as a language of globalisation pervades the contemporary Romanian public space. The description of the process of communication nowadays must take into consideration the concept of globalisation “shorthand for the intensified flows of capital, goods, people, images and discourse around the globe, driven by technological innovations mainly in the field of media and information and communication technology and resulting in new patterns of global activity, community organisation and culture” [1]. However, the phenomenon has occurred before. What Latin underwent during the Middle Ages and French throughout the 17th and 18th centuries, English undergoes today as a lingua franca, a universal language [7], the language of international communication, diplomacy, commerce, foreign affairs, the media etc. Nowadays English has become the primary donor language, moreover “in nearly all fields of human knowledge there is a very free and versatile linguistic borrowing of English words by other languages” [8]. As a consequence, English is “so widely established that it can no longer be thought of as ‘owned’ by any single nation” [7].

While anglicisms in news language and in the language of advertisements have been extensively studied for several decades, other specialized discourses have gained in importance in European research since the 1990s, for instance the language of computer technology, business or medicine. The use of English as a lingua franca and as a learner language implies a growing familiarity with the English language; therefore it has a positive effect on the spread and the assimilation of English words into the receiver language [9]. Borrowings from foreign languages facilitate and enrich communication. Consequently, foreign words that stay in a receiver language will be integrated into the existing language structures to such an extent that they will not be recognized as foreign any more. Much of the English professional communication that takes place all over the world occurs between non-native speakers. For instance, English technical words such as android, digital, internet, smartphone, viral, virtual or wireless are frequently used in everyday or professional communication and they have been adapted to Romanian as such.

The English influence on the Romanian language began after World War II. The first English loans occurred in Romanian through French in the second half of the nineteenth century [5]. Before 1989, English loans in the Romanian lexicon were restricted to music, sports, cinema, science and technology [5]. English has become the most widely taught foreign language in Romania since the 1990’s; it is acknowledged as the language of progress [7], the key to the American dream. During the past decades, the Romanian vocabulary has been subjected to a massive invasion of English linguistic loans; adapted and/or adopted in the standard language or considered a threat to the long-term evolution of the Romanian language [10]. Romanian language has borrowed a lot of words from different domains: business, technology such as computer science, electronics, music, fashion, entertainment and even in the argotic part of the language. Nowadays, English words can be found in all Romanian newspapers and journals, can be heard on any Romanian TV channel, and are frequently used as shop or business names [11]. As a consequence, the language related to economy, technology, music, fashion or cinema has gradually illustrated the substitution of Romanian terms with the English ones, due to the supposed prestige of the English words [5]: account manager, art director, assistant manager, IT sales/marketing manager, PR public relations, sales representative, WEB developer etc. Words as: advertising, agreement manager, credit card, design, roaming, show-room, staff, teleshopping, training, trend, or abbreviations such as ATM, CEO, PIN, PC, RAM, HR (Human Resources), PR (Public Relations), Wi-Fi etc. have entered the Romanian every day vocabulary. Therefore, linguistic globalisation is seen as a consequence of modern economic worldwide interdependency; the choice of English language to fulfill this role is the result of a combination of historical circumstances.
3. English Borrowings in the Romanian Technical and Business Vocabulary

Romanian workplace communication is now defined not only by an increased use of worldwide spoken languages in everyday talk, instead of plain Romanian as it used to be, but also by the implementation of Western European and American communicative practices. A large number of linguistic innovations have been adapted and adopted by the Romanian language both at the structural and discourse level. Thus, new communicative patterns have developed in the discourse of professional communication in Romanian. Multinational companies have imposed the use of the predominant language, in most cases, English, in almost all communication that goes beyond the departmental level. This constraint has had numerous influences upon the cultural, social, and professional identity of the Romanian professional setting. Romanian is a very hospitable language that freely accepts loanwords, even from languages that are not genealogically related to it, as it is the case of English, a Germanic language, while Romanian is a Romance one. The vocabulary of a language has many ways of multiplying its own words: derivation, compositions, lexical family and borrowing from other languages. A loanword (or loan word) is a word directly taken into one language from another with little or no translation. The use of loanwords is rather metaphorical, because, as Crystal points out, the language that imports foreign words does not also return them: “When one language takes lexemes from another, the new items are usually called loanwords or borrowings - though neither term is really appropriate, as the receiving language does not give them back” [12].

Anglicisation as a linguistic influence phenomenon proves a clear tendency of internationalisation. Researchers measured the degree of a loan word’s integration into the language by: frequency of use; native synonymy replacement (i.e. existing words in the L1 will be replaced by the new loan words with similar meanings); morphophonemic/syntactic integration (adapting to the sound and grammar systems of the L1), and speaker acceptability.

Our approach in the present paper is mainly descriptive and tackles the semantics of business and technology related terms with respect to the meanings of their English etymons. The corpus of words under investigation is selected from Romanian online technology and business websites. Engineering, especially computer science, belongs to a very dynamic field where new words appear on a daily basis. Consequently, engineering experts are the first to come into contact with professional literature in English. Since they need to label new concepts, English words are frequently used, which, during a brief period of time, enter everyday communication. Technical borrowings mostly refer to new realities in different areas of activity such as: technology, computing, economy, politics or education. Majority of computers run operating systems written in English; in most of the cases the only working language of the computing field is English. As a consequence, the number of anglicisms retaining the English form in specialized languages, especially in Informatics or Economics, is continuously rising. English terms are chosen for their conciseness and/or conceptual accuracy. For example, we could take into consideration words related to computer sciences such as: android, computer, driver, e-mail, floppy disk, mouse, hard disk, hardware, laptop, online, offline, site, server, scanner, software, standby etc. or words belonging to economics or finance: advertising, banner, banking, broker, brand, business, cash, catering, charter, deadline, discount, exchange, know-how, joint venture, leasing, logo, management, manager, marketing, voucher etc. Thus, they display a referential/informative function [5], including a transfer of terminology and also of knowledge. Furthermore, by their universal usage and by their common purpose of communication among professionals, stylistic (connotative) anglicisms preserve their original spelling due to their power of suggestion and to their expressive force [5].

According to Avram and Sala [13], Romanian displays a natural disposition towards adopting foreign words, without endangering its identity. The changes in the professional environment have also brought about a reorganisation at the linguistic level. The native vocabulary has been strongly influenced by English, leading to loans, calques and hybrid forms made of native and foreign elements. The dynamics of the vocabulary has had an influence on the dynamics of the morphological system. The lexical system of Romanian has great power of adaptation, so a new term may easily be adopted and its lexical root may even become productive by means of internal derivational and
inflectional affixes. Considering Avram’s opinion [4], experts from various fields felt to use more accurate terms to render the very meaning of some notion or some extra linguistic realities that needed unequivocal terms, especially technical ones that require precision to be designated. For example, basic IT words such as: software, hardware, mouse, e-mail, computer, wireless etc. entered the Romanian linguistic area because, in the field of computer science, the accurate translation could not be achieved through a Romanian equivalent. The relationships that different Romanian economic, financial and commercial entities have developed and maintained with foreign partners or peers required the use of a common, international, professional language made up of short, simple-structured, international words that have no Romanian synonyms and fall into the category of specialized terms, such as: audit, broker, brokerage, buy-back, cash& carry, clearing, credit, dealer, design, designer, dumping, duty-free, electronic banking, grant, holding, hypermarket, leasing, management, marketing, non-profit, offshore, outlet, rating, retail banking, supermarket, trust, voucher etc.

In a professional context, the main motivation for foreign borrowings is the need to denote concepts and activities. As a consequence, nouns and verbs are more frequently borrowed than other parts of speech. English words, such as link, modem or pixel are adopted as free morphemes so there is no need for morphological adaptation. Morphological adaptation of gender, number and case is performed by adding the Romanian suffixes to the English loan words. From a formal point of view, borrowed names of human agents ending in a consonant or a semivowel may become either masculine or neuter in Romanian and the difference becomes obvious only in the plural forms; from a semantic point of view, however, such nouns usually become masculine while the neuter is reserved for nouns with non-animate referents. Therefore, the theory of masculine tendency supports the idea according to which most anglicisms are assigned the masculine gender when assimilated into the receptor language.

Many borrowed nouns for humans are used with a plural non-articulated masculine ending, a non-syllabic -i, which palatalizes the final consonant: brokeri, bikeri, rockeri, web designeri etc. There are nouns whose singular-plural opposition is marked not only by the palatalization of the final consonant, but also by final consonant alternations. The most frequent alternations are -t-ts in Romanian are also found in Romanian anglicisms: internaut - internați. Some anglicisms are derived with the suffixes – ist: analist, economist, softist etc. The -ist noun-forming suffix is borrowed from French (< Latin, < Greek) and is found in English and Romanian, and as well in other languages [11].

For example, on a Romanian site [14], one could read definitions provided for different jobs related to IT, translated to Romanian: administrator, programatori C++, administratorul bazelor de date etc.; borrowed from English with no changes in orthography or morphology: web developer, webmaster or structures which combine Romanian and English words, such as programatori Visual Basic. The morphological adaptation of foreign borrowings clearly shows that Romanian is a highly tolerant language. According to Ciobanu [15], the process of morphological adaptation of English loans is generally achieved before phonologic and graphemic assimilation. Integration of nominal Anglicisms to the rich Romanian inflectional system entails the use of nominal classifiers like enclitic determiners: tunerul, printerul, software-ul (soft-ul), proclitic determiners: un / niște ploter(e), folder(e), inflectional affixes, i.e. plural morphemes like –e or -uri: servere, foldere, audituri, laptopuri, display-uri, smartphone-uri, holdinguri, trenduri, or case markers: holdingului, a unui manager.

On one hand, there are orthographically unadapted English verbs such as to browse, to boot, to upload, upgrade, but on the other hand, on the morphological level, verbs conjugate following the Romanian rules. Verbs are often created from English verbs or nouns using Romanian verbal classifiers. Verbs are often created from English verbs or nouns using Romanian verbal classifiers, like derivative suffixes: -a: forcasta (En. forecast), targheta (En. target), printa (En. print); -iza: sponsoriza (En. sponsor), globaliza (En. globalize), computeriza (En. computerize).-ui: a brandui (En. brand), a bipui (En. the interjection bip), a chatui (En. chat), a șerui (En. share), a zipui (cf. zip) or inflectional suffixes: downloadați fișierul (En. download the file). The affix -(a)re is specialized for abstract nouns, and is used as a means of completing the lexical family of the loanword: audita re, forcastare, printare, targhetare, etc.
An important type of loan words is phonologically similar in the donor language form and the borrowing language form. The loan word is used in the borrowing language with the closest possible sound and the closest possible meaning to the original word. Therefore, the adaptation of an English model into an anglicism begins on the orthographic level. According to Filipović [16], there are different approaches to the orthography of anglicisms:

1. based on the pronunciation of the corresponding English model Ro. cip versus En. chip; Ro. lider versus En. leader, Ro. zum versus En. Zoom; or
2. it follows the orthography of the English model without any change: Ro. chat, draft, gaming, link, modem, online, pixel, printing, robot, site, trend, viral, virus etc. versus En. chat, draft, gaming, link, modem, online, pixel, printing, robot, site, trend, viral, virus etc.

Following Filipović’s theory of adaptation of anglicisms, one should notice that in terms of orthography most anglicisms display a high level of assimilation. Depending on the frequency of the word and also in relation to its graphic and phonemic aspects, the orthography and pronunciation of the new loan word is adapted or is preserved as in the donor language. For instance, the process of adaptation was accelerated for several terms by the fact that nothing in their spelling seems peculiar to Romanian speakers, thus, words like audit, barter, grant, holding, monitor, manager, management, marketing, multimedia, sponsor, plotter, etc. have been successfully adopted even by people without any knowledge of English.

The assimilation of a new word may be slowed down by objective and subjective factors [5]. Objective factors are “the dissimilarities between the two languages or the limited circulation of highly specialized REB (recent English borrowing)”. Other reasons for the preservation of the original shape of a loanword may be some subjective factors mentioned in [5] “the anglophile linguistic trend” and “speakers’ better command of English”. For many young Romanians, the terminology of professions belonging to the vocabulary of a restricted group of people have less chance of being assimilated. Economic terms taken over from English require a specialized audience constantly updated to the always changing news of this particular field. Recently borrowed English terms in the field of technology and business are not yet orthographically adapted; their pronunciation is also similar to the one in the source language: airbag, broker, cash-flow, CD (pronounced /si: di/), clip (video-clip), PR (pronounced /pi: ar/), deadline, dealer, design, display, e-mail, feedback, folder, forecast, franchiser, hard, hardware, know-how, laptop, leadership, leasing, pager, player, printer, replay, scanner, server, site, soft, software, target, template, tuner, Walkman, web, website [17] etc. Borrowed words also lend themselves to composition: nouns are created by combining one foreign and one Romanian element, which are hyphenated in writing: cyber-religie (En. cyber-religion), cyber-ritual, cyber-spăţiu (En. cyber-space) etc. However, other frequently used words have perfectly acceptable synonyms in Romanian, known as unnecessary loans. Such borrowings are usually condemned by language purists as reflecting a poor knowledge of one’s native language or as linguistic snobbery, for example: brand (marcă), business (afacere, companie); cash (numerar); job (loc de muncă), trend (tendinţă) etc.

Workplace language is the source of numerous calques (mostly semantic) that are now spread in everyday communication. A semantic calque is a semantic loan, a procedure that involves the use of an already existing word in the influenced language, but with an extended sense, which is modelled after its use in another language. Two conditions are necessary to be fulfilled in order to transfer the new sense from a foreign term: the word in the replica language should be at least bi-semantic and at least one of its meanings should correspond to the meaning of the loanword. Examples of semantic
calques in professional lexis may be found in the terminology of computer science (and some in business terminology), but it is important to point out that they are not very specialized terms and some of them are used in parallel to their foreign counterpart: a aplica (En. to apply), a descărcă un fişier (En. to download a file), a licenţia (En. to licence), a naviga (En. to surf), a opera (Engl. to operate), provocare (Engl. challenge), portofoliu de produse (Engl. product portfolio), promozi (En. promotion), virus (En. virus) etc. Stoichiţoiu-Ichim [5] shows that expressions like târg de joburi (En. jobshop) or lider de piaţă (En. market leader) are not calques, because the structure of the model is altered in translation, and is adapted to the structure of Romanian noun phrases.

Analysing Romanian texts belonging to online technical publications, one could easily notice that terms such as device/ dispozitiv; e-commerce/ comert electronic; smartphone / telefon inteligent; etc. alternate. The English influence is overwhelming especially in IT due to the technological development during the past decades. Sometimes, the frequency 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; for example, on a Romanian site such as [18], people interested in tech topics could read articles written in Romanian about how to choose a certain mobile phone according to its specifications: Telefoane rezistente şi durabile: smartphone-urile pe care le poţi da de pământ; Samsung Galaxy S7- un procesor Snapdragon 820 cu o frecvenţă de 2.3 GHz + 1.6 GHz, 4GB RAM şi 16GB memorie internă; Samsung Galaxy S7, varianta Edge, sistem de operare Android 4.4.2 KitKat, Dual Core MediaTek 6572 la 1.2 GHz, 512 MB RAM. or on a different website [19] we could find out about tehnologia cloud- un ansamblu de servicii IT – aplicaţii, posibilităţi de stocare, acces la informaţii – găzduit de mai multe servere aflate în locaţii care nu sunt cunoscute utilizatorului; utilizatorii s-au putut bucura de smartphone-ul Allview P6 Pro, dual SIM, suporta 4G , Allview P6 Pro este un device care ...; display-ul, camera principală si flash-ul, portul microUSB si jack-ul pentru căstii, platforma hardware a smartphone-ului, memoria RAM.

4. Conclusion
The analysis of Romanian online texts has been carried out being interested mainly in the English loanwords that have a similar form and meaning as in the donor language. This obviously means that there is nowadays an overwhelming tendency to use English nouns, noun phrases or verbs in the Romanian online press. Despite the fact that the issue of anglicisms has been frequently analysed for the past two decades, there is still a wide interest in anglicisms from a linguistic point of view, especially those in computer and business terminology.

This brief presentation of a limited number of technical anglicisms displays the Romanian language’s hospitality towards foreign loans. The assimilation of anglicisms illustrates an obvious process of acceptance of Romanian inflections for gender, number, case, of definite and indefinite articles. The varying degrees of assimilation of anglicisms in Romanian are conditioned by a number of factors such as: adaptation difficulties, restricted use only to specialists, as in the case of the economic or engineering terminology or for how long a certain anglicism has been used. As a consequence, the Anglo-fashion is characteristic of the contemporary Romanian public space and at the same time it affects the Romanian language as a whole [20].

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