

ASPECTS OF ANGLICISMS IN THE ROMANIAN ECONOMIC LANGUAGE

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Abstract

In the present article we are going to present several approaches of the term “anglicism” belonging to both Romanian and foreign linguists. Our approach to this term is a broad one. First, we will focus on the three main assimilation degrees of anglicisms in the Romanian language system. Further on, we will focus on another aspect directly linked to the assimilation phenomenon and that is the frequency of anglicisms in the Romanian economic language. The final part of our article makes a brief analysis of the presence of anglicisms in both general and specialized dictionaries. Although dictionaries should clarify even partially the meaning and the contextual behaviour of at least the most frequent economic anglicisms in Romanian, there are some examples that prove the contrary.

The theoretical part of our article is supported by a wide range of illustrations from the Romanian written and spoken press, especially examples belonging to the Romanian economic language. Our collection of quotes was initiated in 2007 and has continued until 2013.

Keywords: anglicisms, linguistic assimilation, Romanian economic language

Meanings of anglicisms

First, we consider it necessary to review the various meanings of the term *anglicism*. DEA includes 3650 anglicisms of which 1455 are mentioned as being used in varying degrees in Romanian as well (Ștefănescu 2001: 285). In this lexicographic paper the term *anglicism* refers to words recognized as English (through their spelling, pronunciation, morphology) in at least one of the 16 European tested languages (DEA 2001: XVIII). Including one anglicism or another in the DEA list is to some extent subjective (for example, anglicisms which are not known to the general public), many of them belonging to terminologies such as the economic one, were intentionally omitted without any clear motivation (DEA 2001: XIX).

According to DEX₂ 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” (2009: 43). By this we understand that anglicisms are

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limited to unnecessary borrowings from English, but we have to add the fact that anglicisms may be necessary (especially those belonging to terminologies, including the economic one). A proof of the need for economic anglicisms which refer to new realities or which do not have a Romanian equivalent is the fact that they are used quite often in the mass media and in various economic contexts.

By *anglicism* or *englezism* Mioara Avram meant “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” (1997: 11).

The same approach is shared by Michael Picone (1996: 3) who defines a neologism as any new word, morpheme or phrase and any new meaning of a word, morpheme or phrase already existing in a language. Therefore, any borrowing from English which is a new word, a morpheme or phrase is not only an anglicism, but also a neologism. Also, any semantic extension (following the contact of a certain language with the English language) of a word, a morpheme or phrase is not only a semantic anglicism, but also a neologism. However, according to the same author, not all anglicisms may simply be called neologisms as well. For example, the neologism Rom. *preplătit* (< Engl. *pre-paid*) is an anglicism, but only at the structural level, *preplătit* being a structural calque from English.

Adriana Stoichițoiu Ichim narrows the meaning proposed by Mioara Avram including 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” (2006₂: 398), thus distinguishing them from *completely assimilated borrowings*, but also from *xenisms / foreignisms / peregrinisms*. In favour of this approach is Florin Marcu who defines the anglicism as “the word, the expression belonging to English; the word entered in another language and still not integrated into it” (2006: 65).

A multilinguistic approach to anglicisms defines this term as “every word taken from the English language with reference to a thing or a concept that belongs to the English civilization; such a word should not be of English origin, but has to be adopted by the English language and integrated into the English vocabulary” (Filipović 1991: 17 *apud* Ciobanu 1996: 4). This latter intendment is now recognized internationally.

In the present study, the term anglicism has a broader meaning (which includes the internationally recognized one), referring both to the words of English or American origin which are in the process of assimilation and those which are not yet adapted to the Romanian language rules (*xenisms / foreignisms / peregrinisms*) precisely because one cannot draw a clear dividing line between the two categories of words.

Degrees of assimilation

The reasons for which anglicisms have been adapted in different degrees are various. Gruică Gligor (1974: 52) points out some of these: their recent entry in use (as in the case of *provider*, *agreement*), the difficulties that their adaptation entails (e.g. *over-the-counter*), the small number of users (especially anglicisms belonging to some terminologies (*screening* (in the medical field), *backing vocals* (in the artistic field), *swap*, *blue-chip*, *futures*, *bearish* (in the economic field)). According to their degree of assimilation in Romanian, anglicisms can be classified as follows:

1. *completely assimilated anglicisms* (from the morphological, graphic, phonetic, syntactic and semantic point of view) which are not numerous and among which we remind the well-known examples: *bişniţă* (< Engl. *business*) and its derivatives with a pejorative shade: *bişniţar*, *bişniţăreală*, *bişniţăr(ai)e*; *interuman* (< Engl. *interhuman*); *internet* (< Engl. *internet*); *lider* (< Engl. *leader*); *poster* (< Engl. *poster*); *smocking* (< Engl. *smocking*); *trend* (< Engl. *trend*); *cliring* (< Engl. *clearing*); *draft* (< Engl. *draft*); *advertorial* (< Engl. *advertorial*): „un impact bugetar negativ în trend ascendent” (ZF, 31.03.2013, *Finanţele...*)², „ca urmare a acordului de *cliring* româno-german” (SF. 17.05.2010, *O soluţie...*), „Banierii au mers ieri la discuţii cu *drafturi* de produse de creditare” (ZF. 29.05.2009, „Prima casa”...), „prin prezentarea de produse în stil *advertorial*” (ZF., 05.09.2008, *Wall Street Journal lansează...*); *volei* (by means of ellipsis from the English compound word *volley-ball*); *aut* (< Engl. *out*); *gol* (< Engl. *goal*); *henţ* (< Engl. *hands*); *ofsaïd* (< Engl. *offside*); *presing* (< Engl. *pressing*); *dribling* (< Engl. *dribbling*) etc. As one can see from the examples cited above, many anglicisms that have been adapted phonetically and graphically belong to the sports field. The full adaptation of anglicisms to Romanian is conditioned by several factors: the age and frequency of the lexical unit, the phonetic and morphological adaptation, the phonetic writing, the graphic pronunciation (Constantinescu; Popovici; Ştefănescu 2002: 189).

2. The number of *anglicisms retaining the English form* is continuously rising, and they occur mainly in specialized languages (informatics, economics). In this category there are: 1. English words such as: *online*, *offline*, *squash*, *stylish*, *bearish*, *bullish*, *prime*, *subprime*, *overnight*, *forward*, *futures*, *bear*: „birouri clasa «prime»” (SF. 28.09.2010, *Angajaţii...*), „Majoritatea investitorilor instituţionali sunt *bearish*” (ZF. 12.12.2011, *Bursa...*), „Piaţa creditării *subprime* va creşte cu 11%” (ZF. 25.06.2009, *Înăsprind condiţiile...*), „contractele *forward* protejează investitorul” (SF. 23.04.2010, *În ce mai investesc...*), „autoritatea de reglementare a pieţelor de mărfuri şi de contracte *futures*” (ZF. 09.11.2012, *Un fost trader...*); 2. English phrases taken in the form of “quotes” and some may receive only determiners in the male / neutral singular form (Stoichiţoiu Ichim 2006₁: 37): *politically correct*, *more or less*, *take it or leave it*, *time is money*, *melting pot*,

² In the present article each quote from written or spoken Romanian media is followed by the exact media source (the acronym of a newspaper, a public / private TV channel, a radio channel), the date, and the beginning of the title (for articles or reports) and all these source details appear between brackets.

hands on, hands free, environmentally friendly, over the counter, big business, high-class, prime-time, entry-level, cash-and-carry, pay-back, buy-back, off-set, business ethics, private-equity, leveraged management buyout, unit-linked, return on investment, business architecture design, pay as you go: (in examples such as: „ați făcut așa *more or less* o inventariere?” (A3. 23.07.2010); „un Banat ca un *melting pot*” (A2. 09.03.2008), „am lucrat în administrație *hands on*, cum spun americanii” (ReTV. 22.04.2008), „medicamentele așa-zise *over the counter*, fără prescripție” (ReTV. 18.04.2008), „sâmbătă la ora 8 în *prime-time*” (A2. 25.05.2007), „e pe sistemul *rent a bike*” (TVR1. 16.07.2007), „uite ce scria Homer *a long time ago*” (A2. 25.05.2007), „*Most wanted*: Vodafone” (BM. 20.02.2007, Most wanted...), „Pe timp de criză sunt lucruri «*nice to have*» (ex. petrecerile)” (WS. 29.01.2009, Shaine, URBB: Criza...), „Zicala-emblemă în lumea business-ului este «*Time is money!*»” (A. 01.02.2010, Măia de kilometri...), „prima producție de *soap opera*” (R. 27.04.2009), „este *big business* și se câștigă enorm” (ReTV. 20.10.2007), „ești angajat pe un *entry-level* (operator de ghișeu)” (A3. 09.06.2008), „trebuie să depășești costurile *over-run*, adică cele care nu se justifică” (TMC. 20.03.2008), „investițiile fondurilor de *private-equity*” (ZF. 14.03.2010, Fondurile...), „pentru a finaliza procedura de *Leveraged Management Buy-Out* (MBO) a acestui furnizor” (Smf. 08.12.2007, Innova Capital...), „Alfa este asigurare de tip *unit-linked*” (G. 29.07.2007, Cum alegi...), „bugetele sunt mult mai atent monitorizate și analizate vizavi de ideea *return on investment*” (ZF. 24.06.2010, Radu Miu...), „Nu există strategii corporatiste, nu există un «*business architecture design*»” (ZF. 02 11.2008, Ce rol...), „Fondul de pensii din România funcționează pe sistemul *pay as you go*, adică pensionarii actuali primesc banii plătiți de angajații actuali.”, RL, 30.06.2010 Vom mai avea...); 3. abbreviations in English: *BTL, FOB, CIF* (e.g.: „proiecte tactice *BTL*” (SF, 10.11.2006, Publicitarii...), „Deficitul comercial *FOB-CIF*” (ZF. 11.01.2010, Scăderea importurilor...).

3. some of the *partially adapted anglicisms* (from the morphological, graphic and phonetic point of view) are the following: *map, team, deal, feeling, modelling, a manageria, boom, gentlemen's agreement, head-hunting, dumping, cash, crash, advertising, barter, blue-chip, core-business, branch, bond³, start-up, claim, retailer, insider, discounting, claw-back, rebound, re-pricing, business plan* etc., as well as *abbreviations* of the kind: *HR < Human Resources; OTC < over-the-counter; PR < Public Relations; P&L < Profit and Loss* etc.: „*gentlemen's agreementul* dincolo de protocol” (ReTV. 10.03.2009), „Erste Bank vinde în premieră *bonduri* în lei de 150 mil. lei” (ZF. 30.04.2008, Erste Bank...), „*dumpingul* practicat de universități” (ReTV. 22.07.2009), „putem apela la colegii noștri din alte *branch-uri*” (CN. 23.06.2010, Companiile...); „Expertul în *claimuri*” (RL. 13.04.2010, Cât plătește statul...), „*Retailerii* spun că majorează prețurile” (ZF. 22.09.2009, Conflict deschis...), „*Core business-ul* Groupama este

³ We believe that *bond* can be included in the category of partially adapted anglicisms because it is still perceived by Romanian speakers as a foreign element, English respectively.

reprezentat de asigurările navale” (SF. 20.04.2007, Groupama Transport...), „un factor principal care alimentează *discounting-ul* masiv” (Bo. 24.06.2010, Ford Europe...), „*start-up-urile* sunt cele pe care vrem să le dezvoltăm” (B1TV. 09.07.2010), „toate aceste măsuri legislative, *claw-back-ul*, coplata, creșterea prețurilor” (ZF, 21.03.2010, Acționarii A&D Pharma...), „*crash-ul* de pe Wall Street” (R22. 13.11.2008, Prăbușirea prețului...), „*reboundul* puternic al piețelor” (F. 29.03.2009, Bear market...), „clarificarea modului în care se poate face *repricingul*” (ZF. 18.11.2008, Planuri prudente...), „îți trebuie un *business plan* care este foarte detaliat” (ReTV. 10.07.2010), „băieții își fac un *business plan* cu mulți ani înainte” (B1TV. 12.04.2013), „*PR-ul* gigantului software” (DB. 01.07.2010, Publicitatea Microsoft...).

The form as well as the variants of the circulating anglicisms can show the channels through which they have entered the Romanian language, their age in the language or the fact that they were originally adapted from a phonetic point of view (Ștefănescu 2001: 287). *Slogán* is an anglicism, but its stress is actually French, showing by this its French origin. The initial phonetic adaptation can be exemplified by: Rom. *clau*n < Engl. *clow*n; Rom. *lider* < Engl. *leader*; Rom. *cliring* < Engl. *clearing* (cf. „în cadrul sistemului de *cliring* (numit și «comerț în compensație»)” (SF. 17.05.2010, O soluție...) and „sistemul de *clearing* este mult mai performant”, WS. 8.05.2008, BMFMS: Riscul?).

The frequency of economic anglicisms

The more frequent an anglicism is, the greater chances there are for it to be assimilated in the receiving language. Thus the following aspect we are going to focus on is the frequency of anglicisms which are used in different degrees in the written and spoken language, paying special attention to the anglicisms belonging to the economic language.

Some anglicisms enjoy such a high frequency in the media, that they have come to be used in the common language, as well (*background, banner, board, boom, boss, brand, business, cash, catering, deadline, deal, discount, exchange, full-time, job, leader, leasing, logo, management, marketing, money, offshore, prepaid, rating, roaming, shopping, spot, staff, supermarket, team, teleshopping, training, trend, ATM, PIN* etc.), others have restricted use in the press, being used especially in the economic press (*advertising, banking, advertiser, (anti)dumping, blue-chip, branding, broker, business angel, cashflow, chief accountant, clearing, closing, consulting, crash, duty-free, factoring, gentlemen's agreement, headhunting, hedger, holding, joint(-)venture, panel, PR Manager, provider, real estate, retail, self-banking, spender, stand(-)by agreement, swap, voucher, workaholic, workshop, CEO, HR, PR* etc.), but there are also anglicisms accessible only to economists (*accrued liabilities, backwardation, bubble, clawback, downstream,*

leverage, pool, rally, receivables, revolving, ring, sale and leaseback, skimming, small cap, stock split, venture capital, FOB etc.)

However, we acknowledge that the above division is quite relative because there are terms of the three categories that can migrate from one category to another (from the first category to the second, from the second category to the third: *job* is used in the (specialized) media from where it reached the common language, while *venture capital* which belongs to the language of economists appears in the Romanian economic press, as well. What should be remembered is that, for the sake of accuracy, it is advisable to make a distinction between the different meanings of the same word: the scientific meaning and the pre-scientific/ common meaning (Vasiliiu 1986: 86).

Anglicisms in Romanian lexicographic papers

Both general and specialized dictionaries are the tools that are supposed to help someone find and understand words and expressions in a certain language. Nevertheless, the process of acquiring English words is so fast that no dictionary can include the whole number of anglicisms, for example. General dictionaries include economic terms taking into account several criteria: to have a broad use, to develop new meanings, to represent specialized meanings of words in common language. On the other hand, their mere inclusion in such lexicographic papers indicates the fact that they are so frequent in the language that they could not be left out. In order to support our theory we have analysed some fundamental Romanian lexicographic papers (both general and specialized).

DEX₂ records a higher number of anglicism in comparison with DEX₁, and that is a proof that the added anglicism have imposed themselves in the Romanian language through their use (e.g. *advertising, agreement, antidumping, banking, banner, board, brand, broker, business, cash, catering, consulting, dealer, discount, fixing, full-time, joint-venture, leasing, market, output* etc.). But DEX₂ authors are more cautious about the inclusion of anglicisms than DEX₁, which contains frequent (*deal, duty-free*) and not that frequent economic anglicisms (*cash flow, factoring, freelancer, input, merchandising, open market*). However, it happens that very frequent terms like *exchange* not to be included in DEX₁, as we might expect.

MDN, in a foreseeable way, is very open to economic terms of English origin (*payback, retail*), but its inventory lacks economic anglicisms like *roaming* and *provider*.

Specialized dictionaries are expected to offer ample definitions of the specialized terms which they contain. An example supporting this is the DBB specialized dictionary which provides a broad scientific definition including details on the concept of *factoring*, but we cannot say the same thing as being a feature of all

specialized dictionaries that contain economic terms belonging to different economic subdomains. For example, for the definition of the term *factoring* DE (2004: 111) uses a short definition: “operation to achieve claims”, LEER (2004: 113) resorts to a little more detailed one together with phrases in which this term is frequently used: “metodă de finanțare a efectelor de comerț de încasat prin care o firmă vinde creanțele unei societăți de finanțare; ~ agent – agent de factoring; ~ charges – comision de factoring; ~ company – societate de factoring”.

On the other hand, we have to recognize the role of general dictionaries of “gates” for decoding (even partially) the economic language for non-expert users or insufficiently specialized in this field. We agree with the general opinion that dictionaries should serve as intermediaries between specialized languages and standard literary language, trying to transform terminologies into semiopen codes for non-expert users (Bidu-Vrănceanu 2007: 46).

But what can be noticed is that several general dictionaries do not provide accurate, complete and updated definitions of certain economic terms or they do not include them in mini-contexts for a better understanding of their contextual behaviour. For example, DEX₂ (336) defines the word *dumping* as follows: “Vânzare a mărfurilor pe piața externă la prețuri mai scăzute decât acelea de pe piața internă și mondială, practică de unele țări în scopul înlăturării concurențelor și al acaparării piețelor externe.” Also, we should mention that there are specialized dictionaries that adopt the same practices, which is more undesirable, because we speak about foreign terms, and some of them very frequent ones. For example, the anglicism *holding* is defined (although it is improperly said) in some economic dictionaries with the same English term. But more problematic is the interpretation of meaning / meanings when an economic term (foreign or not) is not even included in the dictionary: *factoring* does not even appear in DEX₂.

Conclusions

As we have shown above anglicisms in Romanian can be divided into: completely assimilated anglicisms (this kind of terms are no longer perceived by Romanian speakers as foreign elements): *bișniță, trend, cliring, draft*; anglicisms (words / terms, phrases, abbreviations) that retain the English form (which have a high frequency in specialized languages, including the economic one: *subprime, overnight, forward, claw-back, private-equity, BET*) and partially adapted anglicisms (words / terms, phrases, abbreviations) whose number is continuously increasing: *start-up, core-business, branch, FIFO*. 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 terminology), for how long a certain anglicism has been used.

In terms of frequency, there are economic anglicisms that have become so frequent that are very common terms (*boss, job*), terms whose use is restricted to the Romanian economic press (*blue-chip*), and terms that are accessible only to economists (*leverage*).

Both classifications of anglicisms in the present article (in terms of assimilation and frequency) are to some extent relative as time passes, and our prediction is that in the years to come some economic anglicisms that are now less known to the general public will change their present status to a more popular one.

As far as lexicographic papers are concerned, there are some general dictionaries, or even specialized ones which record inconsistencies regarding the role that they have to be intermediaries between economic language lecturers and economically (un)trained ones. There are economic anglicisms are not included at all in some dictionaries (even if their are frequent and/or used in very popular contexts), or even though they are appear in certain dictionaries, authors have resorted to their mere inclusion in the dictionary, without providing their meaning, but the English terms themselves.

Abbreviations

- A – “Adevărul”
 A2 – “Antena 2” TV channel
 A3 – “Antena 3” TV channel
 B1TV – “B1TV” TV channel
 BM – “Business Magazin”
 Bo – “Bursa” online
 CN – “Curierul național”
 DB – “DailyBusiness”
 DBB – *Dicționar bancar și bursier*, București: Secretariatul pentru Mahamudra, 1995
 DE – Bantaș, A., Năstăsescu, V. 2004. *Dicționar economic englez-român și român-englez*, București: Niculescu
 DEA – Görlach, M. (ed.). 2001. *A Dictionary of European Anglicisms. A Usage Dictionary of Anglicisms in Sixteen European Languages*, Oxford University Press
 DEX₁ – Academia Română, Institutul de Lingvistică „Iorgu Iordan”, *Dicționar explicativ al limbii române*, ediția a II-a, București: Editura Univers enciclopedic, 1998
 DEX₂ – Academia Română, Institutul de Lingvistică „Iorgu Iordan”, *Dicționar explicativ al limbii române*, ediție revăzută și adăugită, București: Editura Univers Enciclopedic Gold, 2009
 DEXI – *Dicționar explicativ ilustrat al limbii române* (coord. Eugenia Dima), Chișinău: Editura Gunivas, 2007

- Engl. – English
 F – “Financiarul”
 G – “Gândul”
 LEER – Topală, D. V., Pitiriciu, S., *Lexicon economic englez-român*, București: Editura Economică, 2004
 MDN – Marcu, F., *Marele dicționar de Neologisme*, ediția a II-a, revizuită, București: Editura Saeculum I.O., 2006
 R22 – “Revista 22”
 R – “Romantica” TV channel
 ReTV – “Realitatea TV” TV channel
 RL – “România liberă”
 Rom. – Romanian
 SF – “Săptămâna financiară”
 Smf – “Smart financial”
 TMC – “The Money Channel” TV channel
 TVR1 – “TVR1” public TV channel
 WS – “Wall-Street”
 ZF – “Ziarul financiar”

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