

ANGLICISMS IN THE ROMANIAN BUSINESS TERMINOLOGY

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Articolul dat are drept scop inițierea în limbajul împrumuturilor din limba engleză în terminologia de afaceri a limbii române. Societatea evoluează zi de zi și ca rezultat limba o urmează. Limba engleză cunoaște cea mai mare pondere și este utilizată pe larg, cu referire la limbajul de afaceri. Orice specialist în domeniu trebuie să cunoască terminologia specifică, împrumutată din limba engleză. Dezvoltarea economică și posibilitatea de integrare în Uniunea Europeană cauzează sporirea numărului de anglicisme în limba română. Ele invadează limbajul terminologiei de afaceri și aceste schimbări în limbă nu pot fi complet controlate nici chiar de lingviști. Penetrarea și utilizarea lor este stimulată de progresul economiei și necesitățile de comunicare.

Languages are living bodies: they are born, live and die and during their lives they change permanently. The most obvious changes are noticed in the vocabulary, which take place in many ways: through conversion, changing of meaning, borrowings and so on. There are a lot of definitions concerning what a borrowing is. For example, the Oxford Dictionary of the English Language defines borrowings in the following way: "Borrowing – a word or an idea that somebody has taken from another person's work or from another language and used in their own". Another source suggests the following definition: "When one language takes lexemes from another, the new items are usually called loan words or borrowings – though neither term is really appropriate as the receiving languages do not give them back" [1, p.32]. Other source underlines the following definition of the borrowings: "The term "borrowing" denotes a word or a phrase, a pattern which is adopted from one language to another" [2, p.15].

The borrowing phenomenon is widely spread in many languages, Romanian being no exception. Recent borrowings from the English language have been observed, namely in the Romanian business vernacular. They enter our language in two ways:

1. through oral speech (by immediate contact between people);
2. through written speech (by indirect contact, through books...).

The term "anglicism" was first used in the 17th century and according to Oxford English Dictionary it refers to an expression from English used in another language. Anglicisms in the Romanian business terminology undergo certain phases of integration in our language. At first, they are still new and not known to many speakers. Then, the process is brought to a close, when the words have become part of the common core of the language, by which time, ideally, the Anglicism will not be recognized as such any more, and as a consequence, should not be called an Anglicism any longer. As life changes faster than one now expects, language has to change too, but, as we know, more slowly and unpredictably sometimes. Thus, some words are borrowed because they express things that do not exist in the culture of the borrowers; this is true for the majority of the words. But sometimes they circulate parallelly with native words expressing the same things.

It was proved that some of the most common ways through which Romanian business vocabulary "imports" Anglicisms are:

1. *literal translation, graphical and phonetic modification - the same conceptual identity:*

condominium (EN) > *condominium* (RO); *opropriété* (FR);
interface (EN) > *interfața*(RO);
consumérisme (FR) > *consumerism* (RO); *consumerism* (EN).

The following examples prove it:

a) "Dacă susținătorii *consumerismului* pun la îndoială eficiența cu care sistemul de marketing satisface nevoile consumatorului, ecologiștii sunt preocupați de efectele activității de marketing asupra mediului înconjurător" (1).

b) "În România mișcarea **consumeristă** este în plină afirmare" (2).

audit (EN) > *audit* (RO) - change in pronunciation;
media (EN) > *media*(RO) - change in pronunciation;
timing strategies (EN) > *strategii de timing* (RO).

a) “Strategii de *timing*-acestea concretizează toate aspectele temporale ale constituirii și mentinerii avantajelor concurențiale comparative” (3).

b) “Strategiile de *timing* constituie a doua grupă de alternative în cadrul strategiilor câmpurilor de afaceri” (4).
marketing mix (EN) > *mix de marketing* (RO);

marketer (EN) - which can be translated as *operator de marketing/ specialist în marketing* (RO), but the English form with Romanian inflection (*marketerul*).

Sometimes, *marketerului* is preferred in specialized texts. Let’s take an example: a) “*Marketerului* ca specialist în domeniul *marketingului* i se cere realizarea legăturilor dintre reglementările emenate de la structurile supranaționale” (5).

English:*Manufacturing**Budget**Budget deficit**Database**Listing**Supermarket**Processing**Direct debit***Romanian:***manufacturare**buget(ul)**deficit bugetar**baza/banca de date**listare**supermarket**procesare**debitare directa***Economics**

For ex: leasing, know-how, dumping, grant, holding

2. the foreign term is adopted without being modified graphically or phonetically in the specialized languages of:

As it can be seen in the examples, many of the terms, especially economic terms, cannot be translated by a single word, this might be a reason why the English terms are preferred.

3. words which came into being by an extension of meaning:

maintenance (EN) - *întreținere* (RO), *mentenanța* (RO): comision de *mentenanță*;

assistance (EN) - *ajutor* (RO), *asistență* (RO);

to apply for a position (EN) - *a aplica* (RO)-

The Romanian “*a aplica*” with the meaning „a pune în aplicare” is of French (*appliquer*) via Latin (*applicare*) origin; however its newest meaning „a aplica pentru un loc de muncă” comes from the English *to apply for*, and therefore the Romanian term „*a aplica*” is enriched by an extension of meaning. This translation - *a aplica* - has been recently introduced in usage due to the fact that it is shorter than the most appropriate one *a face o cerere / a aplica o cerere*, is preferred mainly by specialized websites because it is shorter and it is in accordance with the tendency of maximization in communication” [3].

Even in the cases when there is an equivalent in Romanian there is the tendency to use English terms:

4. “words of English origin which are used in daily speech although there is an equivalent in Romanian

These are basically used in newspapers, magazines, TV: (a) *cash*, (b) *discount* that are used more and more by sales representatives, traders and shop assistants, despite the fact that the word has a Romanian equivalent; it is already accepted in Romanian.

(c) *Copyright* is another example of using English words as such. It appears on almost every book printed in Romania. (d) *Feedback* was firstly adopted in psychology; it subsequently extended to economics, and is presumably preferred because it is shorter than its Romanian equivalent: *conexiune inversă/ retroacțiune/ retroacțiune inversă/ cauzalitate inelară/lanț cauzal închis*. (e) In the field of banking, the abbreviation *ATM* - standing for Automated Teller Machine - is being used more and more widely; although there is an equivalent term in Romanian - *bancomat* - it is mainly preferred by bank clerks, and it has also spread to common use. Similar cases are:

catering, standby, training, duty-free, off shore, loan show-biz

The channels through which the latter category of words penetrates TL is the media, the internet, daily speech, by persons who do not have linguistic training, the result is that the words are simply copied in TL: *cocteil* (FR) - *cocteil* (RO):

“Astăzi, acest *cocteil* este atât de popular, încât nu lipsește din meniul local” [4].

Words which still present variations in inflection are inflected according to the Romanian rules:

“*Lobby-istii* americani acționează în societăți supuse tuturor reglementărilor fiscale și legale, ca orice alte companii” [4].

Some newspaper articles prefer to give a non-translated version of these terms:

“Deși ne arătăm mușchii în *prime-time*, ne acundem sub poalele mătușii...” [4].

“Piața *futures* și *options* ne-a oferit și în această săptămână posibilități interesante de câștig” [4].

There are equivalents for these terms in Romanian, but they are used in this form due to the fact that specialists understand them perfectly and they do not seem to need any translation. On the other hand, there are the non-specialists who are not acquainted with the specialized vocabulary and, consequently, find it hard to understand the terms.

Some other terms, included in the category mentioned above, are taken over (they are not really borrowed) out of snobbery: *fashion adviser*- (newspapers, magazines and TV prefer to use the English term); *brand* used as such in the various fields of media and economics; *High tech*, which has a Romanian translation by *tehnologie de vârf*, is preferred in the English form.

In the case of such words, the trends in speech, as the trends in fashion, influence words and their usage; so when something new arises a new brand and a new word may come into being, which later on becomes obsolete, and as a consequence new words replace old ones.

Technical neologisms present morphological difficulties as regards inflection - some rules can be applied in these situations:

- older words with a larger circulation can be reproduced phonetically: *miting*, *lider*
- newer words with limited circulation are written and pronounced as in SL, as regards inflection, that can differ from case to case depending on the user, either keeping the English inflection or using the English inflection:

watt	wait
know how	know hows
holding	holdingul

As regards borrowing abbreviations they have different treatments:

- some are translated into Romanian:
 - e.g.: *IMF* (International Monetary Fund) turns into *FMI* (Fondul Monetar International);
 - *EU* (European Union) is taken as *UE* (Uniunea Europeana);
 - *GIS* (Geographic Information System) > *SIG* (Sistem Informatic geografic)
- some of them are taken over in their English form (either in the case of well-known institutions or in specialized languages):
 - e.g: *UNESCO* (United Nations Educational Scientific and Cultural Organization);
 - *M.E.B.O* (Management Buy-Out) in phrases such as “metodă de privatizare de tip *M.E.B.O*”;
 - *EFTPOS* (Electronic Funds Transfer at the Point of Sale);
- some of them are taken over as such into Romanian but the words constituting them are translated
 - e.g. *PIN*(Personal Identification Number) – *PIN* (număr personal de identificare)” [3].

According to the degree of assimilation, borrowings can be divided into:

- a) assimilated words (Denizens)
- b) partially assimilated words
- c) unassimilated words (Aliens)

As to the anglicisms in the Romanian Business Terminology, we noticed that their tendency is to be partially assimilated by our language. The following anglicisms can serve as examples:

▪ <i>Averaging-ul</i>	▪ <i>Forfaithing-ul</i>	▪ <i>Management-ul</i>
▪ <i>Marketing-ul</i>	▪ <i>Dumping-ul</i>	▪ <i>Chairman-ul</i>
▪ <i>Discount-ul</i>	▪ <i>Market-ul</i>	▪ <i>Mall-ul</i>
▪ <i>Spot-ul</i>	▪ <i>Holding-ul</i>	▪ <i>Input-ul</i>
▪ <i>Leader-ul</i>	▪ <i>Behaviorism-ul</i>	

All these Anglicisms in the Romanian business terminology are partially assimilated, because they replaced the English definite Article “the” with the Romanian definite Article “-ul”.

The following group of Anglicisms also belongs to the partially assimilated words, but they take the Romanian definite article “-urile” which is in the plural number:

▪ <i>Bond-urile</i>	<i>Ring-urile</i>	<i>Need-urile</i>
▪ <i>Warrant-urile</i>	<i>Shop-urile</i>	
▪ <i>Brand-urile</i>	<i>Card-urile</i>	

But there are also Anglicisms in the Romanian vocabulary that only replace the English plural ending “s” with the Romanian plural ending “ii”. They keep the English way of writing but they are not adapted phonetically to the Romanian tradition.

The Romanian business vocabulary is not in want of completely assimilated Anglicisms. They are adapted phonetically, grammatically, lexically to the Romanian tradition. For example:

▪ <i>Bugetul</i>	<i>Barterul</i>	<i>Bancnotă</i>
▪ <i>Capitalul</i>	<i>Cecul</i>	<i>Creditul</i>
▪ <i>Consultantul</i>	<i>Donorul</i>	<i>Bugetul</i>
▪ <i>Barterul</i>	<i>Bancnotă</i>	<i>Capitalul</i>
▪ <i>Cecul</i>	<i>Creditul</i>	<i>Consultantul</i>

Concerning the unassimilated Anglicisms in the Romanian vernacular, we can also list some examples that preserve the English rules (the English ending “-ing”, pronunciation...): *earning, trade, slump, merchandise...*

A great majority of Anglicisms have been imported in our country after the iron curtain fell down, that is during the last two decades. Most of them belong to the domains of business and economics: *job, manager, dealer, leader, partner, producer, standard, dumping, marketing, meeting, concern, firm, company, leasing, stock, trust, audit, due-diligence, Greenfield, market value, retail, broker, timing, boom, public relations, target, holding, cash flow, asset, discount, real estate, e-payment, time-out, boss, full-time, dealer, part-time, sales, discount, hypermarket, shopping, supermarket, showroom, design, brand, mall, stand, banner, banking, cash, cash-flow, card, etc)* ... This is due to the fact that Anglicisms in the Romanian business terminology open a way to another world, to the world of business, to success. Another reason of Anglicisms penetration in business is the fact that Romanian and Romanians try to keep up with Europe and Europeans and integrate, at least, linguistically as English origin words are spreading and penetrating our language more and more. Moreover, this borrowings penetration is a “linguistic fashion”. The general opinion in attempting to explain this tendency is that the Romanian equivalents seem dull, unexpressive for the modern and interesting world we are living in. Knowing and properly using such words is a “must-have” nowadays, which makes you “trendy” and keeps you “on the wave”: being “glamorous”, having a trendy “lifestyle”, owning a car that has successfully passed the “drive test”, being “popular” and attending the “high-class”, having fashionable “hobbies”, a good “job” and reaching a high “rating” on the “retail and wholesale market”, being therefore a successful “businessman” with profitable “deals”, owning “hi-fi technology” such as a “laptop”, a “mobile”, a “DVDplayer” and an “iPod2 - this is but a sample of an intensely European connected discourse (and life model highly promoted in Romania nowadays) that we might hear on TV or read in newspaper daily. Many English words belonging to business, commerce, such as: *discount, voucher, trailer...* have entered Romanian due to trade and population migration. The Romanian native speakers need to borrow such terms because these can facilitate communication between Romanian business owners and European / world traders. Nowadays, it is almost impossible for business owners of different origins to get along, sign contracts and establish business partnerships without resorting to terms connected with economics and business, mainly of English origin, which spread all over Europe and became international terms. Newly coined terms appear, some translated, some adjusted, brands (kodack) are turned into common nouns and used in daily speech, some of them have a short life and soon become obsolete (especially those belonging to daily speech), some others enter the common core vocabulary (standard language, specialized language)” [5]. Research has established that 85% of international business associations make official use of English. If we consider the role of English, which is more **business English**, in the world of business, we see that it is growing and English tends to be more a **professional code** than a language. Four factors should be considered when trying to explain the influence of English on other languages in general and especially on the language of business:

- ✓ The number of users of the language;
- ✓ The extent of its use as an international language;
- ✓ The economic power of the language;
- ✓ The volume of information disseminated in English.

Anglicisms enter the language so quickly, that there are dailies and magazines, specialized in business and economics such as: “Piața financiară” (The Financial Market), “I and P” (Investments and Profit), “Ziarul

financiar” (The Financial Newspaper), “Money Express”, “Business magazine”, “Capital”... The articles are so crammed with English words that a person who does not speak English has a hard time trying to understand them. We need Anglicisms in our language because we understand that English is an instrumental language which helps people get a good job or be promoted in their careers.

In the past few years, Romanian has been the subject of many changes, as it has turned itself into a greater importer of words, especially of English origin. Anglicisms are present in the Romanian Business Terminology because of the development of Business, of technology, of trade, and of the economy. The boom in business, technology, industry smoothed the path towards the exchange of information between countries and, as a result, new terms are introduced in order to cover the new realities that are coming up in these domains fast.

Linguistic globalization is seen as a consequence of modern economic worldwide interdependency, economic trend that needs a sole means of communication, the choice of namely English language to fulfill this role is the result of a combination of historical circumstances. In this context the following question should be asked:” Do Anglicisms present a danger or a vocabulary enrichment for Romanian language?” This question is more or less a rhetorical question. The influence of English upon Romanian can be either positive or negative, especially in those cases when the borrowed word is not interpreted correctly and its meaning is changed, thus having a misleading effect. In some cases the meaning of the borrowed words is changed through ellipsis or truncation. The ellipsis of the determined noun has as a result the restraint of the determinative meaning, which functions in the colloquial variant of the Romanian language, but also in press with the initial meaning of the compound. For the Romanian speaker, the meaning becomes in this way the bearer of a colloquial meaning. For example:

- **exchange** (birou de schimb valutar) (**exchange office**): Patronii de exchange, politica unui exchange aflat chiar la coloane [4, p.5].

- **duty-free** (scutit de taxe vamale) Aeroportul Otopeni rămîne fără duty-free [4, p.8].

- **lobby** (grup de presiune, de influență) și lobbyism (activitate de presiune în domeniul politic, economic).

In Romanian, the first term is used with the meaning of the second one as in a face lobby Mușetescu și-a făcut lobby la grupul liberal [4, p.2].

Leisure is often used in the business vocabulary, especially in Economics, meaning “time free from the demands of work or duty, when one can rest, enjoy hobbies or sports” [2, p.34]. The Romanian translation of this word may be “răgaz, timp liber, tihnă” and still, the English term is more often used. According to DEX, **Marketing** is one of the most commonly used words in the Romanian business vocabulary, as well as “management”. The original meaning is “a job that involves encouraging people to buy a product or service”, while the Romanian translation is strictly related to the action of buying and selling goods on the market (cumpărare sau vânzare de mărfuri pe piață).

Leasing stands for “a lease or tenancy which is the right to use or occupy personal property or real property given by a lessor (a person, group who grants a lease) or lessee to another person for a fixed or indefinite period of time” [2, p.56]. A Romanian equivalent exists; it could be translated by “concesionare, închiriere, arendare”. Volksbank are, în momentul de față, cea mai bună ofertă de împrumuturi de **retail**.

Retail is understood both in English and Romanian as “the sale of goods to ultimate consumers, usually in small quantities” [2, p.115] the Romanian translation could be “vânzare cu amănuntul”, but in business newspapers the English term is preferred.

Hipermarketurile rămân cele mai mari generatoare de locuri de muncă [6, p.11]

Hypermarket does not have a Romanian translation, it is used with its original meaning of “a very large supermarket”; the word has been, to some extent, adapted to the morpho-syntactic norms of Romanian.

Deschiderea de centre de **outsourcing** în sectorul IT sau investiții masive sunt motive pentru care, în 2007 doar cine nu vrea nu-și va găsi de muncă [6, p.10] **Outsourcing** cannot be translated into Romanian, being only explained as: “it is said about a company or organization to purchase (goods) or subcontract (services) from an outside supplier or source” [2, p.116]

In conclusion, it is important to emerge the idea that the business success of our citizens depends, to some extent, on their capability of knowing and using Anglicisms in the Romanian Business Terminology. And we should not forget about the fact that those who aspire to influence also aspire to a command of English or at least to the use of Anglicisms. One can not go far in a business anywhere in the world without sooner or later encountering the desirability of using English Borrowings in Business Terminology. Many businessmen

from the Republic of Moldova use English Borrowings from the business field and build their success upon their good knowledge of them. They even use them at their meetings. In other words, using English in an activity related to business brings "benefit". English Borrowings in the Romanian Business Terminology open a way to another world, to the world of business, to success. The present tendency is to find Romanian equivalents, either single items or phrases to express the same ideas with our own words and not to change Romanian into a Creole language. For example, specialists have been working for some time to make up a vernacular for computer science, which uses now 90% English words. Nevertheless, the changes in a language can not be totally controlled by linguists but by the necessities of the day and the speed of the information flow. Nowadays, in the business field, people prefer to use a borrowed word, either as it is or with Romanian inflection, instead of coining one in the mother tongue.

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