

**BORROWINGS FROM BUSINESS ENGLISH – A WAY OF ENRICHING
THE LINGUISTIC FLUID OF OUR LANGUAGE***Angela TULEI**Germanic Languages Department, Moldova State University*

Numeroasele transformări în plan istoric, economic, politic și cultural determină schimbări și în plan lingvistic, în special la nivelul lexicului. Aceste modificări nu se produc brusc și radical. Formele noi de expresie lingvistică coexistă o perioadă cu cele vechi, asigurându-se astfel posibilitatea de comunicare între generații. Limba, ca mijloc de comunicare, evoluează odată cu societatea și acest proces este mai rapid în condițiile extinderii relațiilor între popoare și ale intensificării circulației de idei. Limba româna, ca orice altă limbă, nu este una statică, ci dinamică, plină de schimbări, de împrumuturi și modificări.

Împrumutul masiv de termeni din limba engleză s-a manifestat în a doua jumătate a secolului XX. Avalanșa de împrumuturi din engleză a invadat limba română mai ales în ultimele decenii, dat fiind faptul că limba engleză a devenit LINGUA FRANCA a epocii noastre. În prezentul articol sunt abordate anglicismele din domeniul economiei împrumutate în limba română.

First of all I would like to mention that it is a well-known fact that languages can be compared to cells which are living bodies. Languages as well as cells are born, live and die and they change during their lives. The most noticeable changes in any language can be seen in its vocabulary. These changes can be done in different ways: through conversion, changing of meaning, borrowings and so on.

The vocabulary of any language is also called its “*linguistic fluid*” and languages are compared to sponges which absorb this linguistic fluid. The “*linguistic fluid*” absorbed from different languages is synonymous to the term “*borrowing*” which means a word, phrase or idea that has been copied from another language.

Any language reflects all the changes that take place in everyday life, at all its levels: economical, political, administrative, technical or informational [1]. Our language is no exception and it borrows words from different languages, often from the language that produces the innovation in a specific domain. A great number of borrowings in the Romanian language come from the English language and that’s why there appeared a popular name of the phenomenon of English borrowing in contemporary Romanian which is called “*romgleza*” [2]. This very term refers to the mixing of Romanian and English words into a seemingly hybrid and debased linguistic variety.

Nowadays it is inevitable not to speak of an on-going contact between English and Romanian, a phenomenon which shouldn’t be looked upon as a negative one, but, on the contrary, one which is natural.

The formation of any language, Romanian as well, is a lasting, continuous process. In our country many foreign languages are taught, but it is no secret that the English language can be considered one that has got the upper hand in it. Why? The answer to this question is a very simple one – this is first of all because English is becoming THE LINGUA FRANCA of everyday life; it means English is present in any field of our life: music, films, magazines, international trade and commerce, advertising, and, above all, it is the language of the computers.

A primary assumption is that the process of borrowing is one of the most frequent ways of acquiring new words and enriching the vocabulary. But which are the reasons of borrowing? Here I would like to point out that one of the initial reasons for borrowing new words from other languages, in our case borrowing new words from English, is when one language has a semantic “*gap*” in its lexicon. What does it mean? It means when there is no existing word in the language with the same meaning as the loan and the language needs to borrow a term to express the necessary idea or concept; or because borrowings express things that do not exist in the culture of the borrowers.

A big wave of English borrowings in Romanian began at the turn of the 20th century. Most of the English borrowings belong to the domains of sports, music, food and drinks, cosmetics, clothes, traffic, technical activities and things, information technology, economics and business [3]. *Economics and business* is the domain I will focus further on, so as I’ve been teaching business English to students from the Department of Economics for several years. The basic source which I use during my classes is *Market Leader*, which is a

multi-level business English course for business people and students of business English, one of the best sources used by learners of business English. Market Leader is designed for those who are going to be involved in the world of Finance and Banking. Trainees learn to talk figures, accounting basics, company finance, world economic issues, trade and money and banking. It has been developed in association with the Financial Times, one of the leading sources of business information in the world. It consists of 14 units: *Brands, Travel, Organization, Change, Money, Advertising, Cultures, Employment, Trade, Quality, Ethics, Leadership, Innovation and Competition*, each unit consisting of the following sections:

1. *Starting up* – a variety of interesting activities in which students have to discuss the topic of the unit and exchange ideas about it. Here different economic terms are introduced, many of which are borrowed in our language, for example: brand, price, business, business class, job, boss, money, advertising, employment, trade, trade union, manager, etc.

2. *Vocabulary* – new words and phrases which can be used when carrying out the tasks in the unit. Perfect for both business students and people already at work, this course provides easy access to the complex terms of management, economics, marketing, accounting, finance and law.

It offers students new skills for presenting information in an interesting and professional way. This section has an abundance of economic terms which students also use in Romanian without translating them, such as: image, brand stretching, product endorsement, economy class, round trip, outlet, call centre, market, stock market, poster, billboard, sponsor, slogan, leaflet, promotion, etc.

3. *Discussion* – interesting discussion activities.

4. *Reading* – authentic articles on a variety of topics from the Financial Times and other newspapers and books on business. Students develop their reading skills, learn essential business vocabulary and discuss the ideas and issues in the article. This course allows students to become accustomed to the use of English as spoken for the purpose of international communication. The articles designed for reading also have many economic terms which are borrowed from English into Romanian. Students don't translate them, but just explain them in English.

5. *Listening* – students listen to authentic interviews with business people, developing listening skills such as listening for information and note-taking. Market Leader concentrates on speaking and listening, meets the needs of intermediate-language level students while acknowledging the high level of sophistication that business people bring to their study of English.

6. *Language Review* – this section focuses on common problem areas at intermediate level. Each unit contains a language review box which provides a review of key grammar items.

7. *Skills* – students develop essential business communication skills such as making presentations, taking part in meetings, negotiating, telephoning, and using English in social situations. In this section students use the already acquired economic terms in previous sections, the majority of which are absorbed by the Romanian vocabulary. They are asked to explain what the terms mean and try to translate them into Romanian, if there exists a direct translation of the terms.

8. *Case Study* – the Case Studies are linked to the business topics of each unit. They are based on realistic business problems or situations and allow using the language and communication skills having been developed while working through the unit. They give the opportunities to practice speaking skills in realistic business situations and using the acquired economic terms. Each Case Study ends with a writing task. To be successful in today's global economy, business professionals must be able to communicate effectively in writing. This course prepares trainees to communicate effectively. Trainees practice the strategies and techniques in a wide range of written performance situations. They work individually and in groups on cases and make several presentations during the course. This course develops practical business writing skills in English that learners can apply immediately. Presenting information in a written form is a problem that is increasingly faced by professionals. While financial data are frequently a key part of such reports, it is usually the narrative element which causes trouble for the writer and, sadly, confusion for the reader. Participants become able to identify the purpose of their reports, apply a recognized and helpful report structure, organize the material logically and present the information clearly and readably on paper or screen. A full writing syllabus is provided in the Market Leader Practice File.

This course teaches learners how to identify the key points that will communicate their message most effectively and how to master the use of high-impact visual aids to clarify and reinforce the key points. It shows how to start strongly, finish memorably and stay in control whilst interacting positively with audience.

It gives learners the language necessary to present an argument, ask/express an opinion, agree/disagree, interrupt, question, clarify, support, oppose and persuade. It is supposed to be regularly used by diplomats and contains a section on attending formal meetings.

This course provides the knowledge and tools necessary to be able to conduct any negotiation as a competitive and collaborative negotiation. It helps learners understand how to make the most effective use of time available for negotiation preparation, appreciate the benefits of a wide range of persuasion techniques which are effective in commercial negotiations, become aware of the most commonly used tricks, traps and ploys used in negotiation and, more importantly, how to deal with them [4].

As I have mentioned, the course consists of 14 units and almost in every unit my students and I found borrowings from business English. Some of the terms borrowed from business English which students acquire during this course are: *business, job, manager, dealer, leader, partner, producer, standard, dumping, marketing, meeting, concern, firm, company (Co.), leasing, stock, trust, audit, due-diligence, greenfield, market value, retail, broker, timing, boom, public relations, target, holding, cash flow, asset, discount, real estate, repayment, time-out, round trip, subway, head office, outlet, call centre, upgrade, downgrade, stock market, dividend, poster, sponsor, slogan, download, fault, euro, dress code, roaming, training, off-shore, brand, house brand, brand awareness, brand manager, product placement, product endorsement, outsourcing, etc.*

There are cases when the borrowings have a direct translation, but in the majority of cases these terms circulate in parallel with native words expressing the same things [5].

For example in the first unit we find such terms as *brand, house brand, brand awareness, brand manager*, etc. The term *brand* can be translated into Romanian as *marcă, marcă de fabricație*; *house brand* – *marcă comercială a distribuitorului*; *brand awareness* – *cunoaștere a existenței unei mărci*; *brand manager* – *director responsabil de promovarea unei mărci*.

Other borrowings such as *product placement, product endorsement, outsourcing* etc. don't have a direct translation into Romanian. For example the term *product endorsement* means *the use of a well-known person to advertise products*; the term *product placement* means *when products are used in films or TV programmes*; the term *outsourcing* means *producing goods by subcontracting this work to other companies which may or may not be in the same country mainly because of cheaper labor force*.

In conclusion it should be noted that borrowing English terms to describe various cultural realities, such as those mentioned above, is considered a sign of internationalization of the Romanian vocabulary, while rejecting them is a manifestation of self isolation and cultural provincialism. The borrowed words can be broadly divided into necessary and unnecessary loans, but still the phenomenon of borrowing cannot be neglected. The number of English borrowings and English business borrowings in particular cannot be estimated exactly so as our life is in continuous development in all its areas. We should be open to anything that is new and not forget that we all are human beings, we are living bodies, we are born, we develop, we change during our lives and we go back to where we come from.

References:

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