THE ENGLISH INFLUENCE ON THE ROMANIAN MEDIATIC LANGUAGE

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Abstract: The appearance of Anglicisms in the Romanian language was determined by the need to designate new extralinguistic realities. Anglicization presents itself as a trend in current languages to allow the influence of English, especially in the vocabulary domain, thus manifesting as a superstratum element. There are Anglicisms used in different variants by speakers or encountered in Romanian media language with changing or fluctuating forms. Currently, we are witnessing a massive influx of Anglicisms into Romanian media language and spoken language, and some of these English words are in the process of entering the lexical fund of the Romanian language, being widely used by speakers.

Keywords: Anglicisms, Anglicism invasion, Romanian mediatic language

Language, an abstract and complex structure, evolves gradually, influenced by numerous factors. The constant transformations undergone by the Romanian language, known as the language dynamics phenomenon, sustain the curiosity of linguists and lead them to analyze it lexically, grammatically, and phonetically. Making a special reference to English influences in the Romanian language, Constantin Manea stated that the interest it sparks as a linguistic research subject comes, not least, from the richness, flexibility, and heterogeneity of its vocabulary, often highlighted.

The English influence on the Romanian language dates back over a century and a half, initially exerted less directly and more through other languages, especially French. For the last century, even without examining newspapers and other period documents, we have the testimony of literary works by C. Negruzzi, Ion Ghica, and later, I. L. Caragiale, with his famous High Life and Five o'clock. English influence developed significantly after World War II, despite the hindrances imposed by the totalitarian regime.

The appearance of Anglicisms in the Romanian language was determined by the need to designate new extralinguistic realities. For instance, terms like *software, hardware, mouse, chat, e-mail, computer* entered the Romanian linguistic sphere due to the lack of translations in the field of computer science. Similarly, sports and economics introduced adapted English terms like *football, basketball, skiing, fitness, tennis, marketing, supermarket, management,* forming a common knowledge base that includes all words borrowed from English, designating linguistic realities in various fields of activity.

Each era had its neologisms, from Slavonic, Greek, and Turkish influences (during the Phanariot period) to Hungarian influences (during the Austro-Hungarian rule, in particular) and French influences (during the interwar period). However, for almost three decades, we speak of an international phenomenon of the affirmation of Anglicisms and Americanisms, which has evidently reached our country, affecting tabloids, sports, economic, political, and cultural press. These lexical elements were hastily adopted, creating a debated trend that will lead to specialized classifications based on usage, the amount of information they convey, their form, and phonetic and graphic adaptations. (Mureşan, Mihaela, „Tendinţe lingvistice în presa scrisă contemporană", anul III, nr. 4, p. 45-46).

In linguistics, the idea of globalization emerged as a direct consequence of the economic situation, thus illustrating a particular facet of the relationship between societal dynamics and communication needs. Consequently, in our opinion, the concept of linguistic globalization should be understood as a deliberate acceptance of a common/unique means of communication in international economic relations. This necessary means of communication in the process of contemporary economic globalization has specific characteristics imposed by the special type of communication in which it is used (Dindelegan Pană, 2003, p.323-324).

Anglicization presents itself as a trend in current languages to allow the influence of English, especially in the vocabulary domain, thus manifesting as a superstratum element. The phenomenon is all the more interesting as it occurs among linguistically unrelated languages; by encompassing an increasing number of languages today, it tends towards internationalization, revealing a new dimension of language contact (Dindelegan Pană, 2003, p.333).

After the fall of the communist regime, the Romanian lexicon faced an "avalanche of Anglicisms that invaded the language and continue to grow at an accelerated pace" (Dimitrescu, 1997, p.3). The media, a crucial factor in language modernization, fully reflects this phenomenon.

From the perspective of linguistic norms, the assimilation process of Anglicisms into the Romanian lexical fund is characterized by two tendencies given by the approaches of linguists, namely the proposal to preserve the original form of the English term or adapt the newly introduced word to the Romanian language system. Although Anglicisms are, for the most part, terms incompletely adapted to the host language, through their frequent use by Romanian speakers, they "Romanize," becoming words that conform to the rules of Romanian grammar and thus integrate into the language.

There are Anglicisms used in different variants by speakers or encountered in Romanian media language with changing or fluctuating forms. Among the generative causes of difficulties and deviations regarding the assimilation of these linguistic imports is an objective cause: based on the novelty of the loanwords, restriction in some registers of the language, such as the cultured, specialized, and colloquial ones, the distinction between the language systems of Romanian and English, and the pressure of the receiving language system (Stoichițoiu-Ichim, 2006, p.35).

Subjective causes (Stoichițoiu-Ichim, 2006, p.35) represent the strongest aspect of the assimilation process and are given by insufficient knowledge of English or Romanian, leading to writing or reading errors through the use of pleonasms, incorrect syntactic constructions, inadequate contextual associations, wrong translations etc.; convenience or the "law of minimum effort," which forefronts linguistic snobbery, abbreviated expressions, and truncations of words and phrases taken from English without minimal effort to search for their Romanian counterparts or to adapt them (Stoichițoiu-Ichim, 2006, p.35).

The subject of the invasion of Anglicisms in the Romanian language is a controversial one among linguists, both because it is topical (English loans being on the rise) and because it represents an aspect of our culture.

Currently, we are witnessing a massive influx of Anglicisms into Romanian media language and spoken language, and some of these English words are in the process of entering the lexical fund of the Romanian language, being widely used by speakers.

Linguist Mioara Avram emphasizes that "Anglicisms in current Romanian must be viewed and studied - in all their complexity - like any other word categories [...] Actions to register and describe Anglicisms from the standpoint of the Romanian language, standardization, and explanation to ensure their correct and uniform use are necessary; also, observing the degree of use is necessary." (Avram, 1997, p.29).

According to the *Explanatory Dictionary of the Romanian Language*, Anglicism is an expression specific to the English language; a word of English origin borrowed unnecessarily by another language and not integrated into it.

According to a widely accepted definition, Adriana Stoichițoiu-Ichim defines Anglicisms as "borrowings from British and American English in the process of adaptation to the Romanian language system." This particularity distinguishes them from fully assimilated borrowings and those that have retained their entirely foreign character - the so-called xenisms or foreignisms (Stoichițoiu-Ichim, 2006, p.29).

In the bibliography regarding Anglicisms, they are also called "Englezisme" (Englishisms). Additionally, an attempt is made to distinguish between Anglicisms and Americanisms or, conversely, to provide a definition that encompasses both. Thus, a first definition given by linguist Mioara Avram is: "Anglicism or Englishism: a linguistic unit (not just a word but also a formation, phraseological expression, meaning, or grammatical construction) and even a type of pronunciation and/or writing (including punctuation) of English origin, regardless of the territorial variety of English, thus including American English, not just British English. Although the term seems to have a negative connotation (as a species of foreignism or xenism, as some say; the term barbarism, used by some, seems unacceptable to me), I do not restrict it at all to unadapted and/or useless borrowings (as in the Explanatory Dictionary of the Romanian Language), but neither do I extend it to terms like biomedicine and ecosystem, ethnolinguistics and sociolinguistics, or extragalactic, as some works do" (Avram, 1997, p.11). Therefore, the connotation of the concept of Anglicism goes beyond the explanation in the Explanatory Dictionary of the Romanian Language, referring to a notion that encompasses both adapted and unadapted borrowings, both Englishisms and Americanisms, with the clarification that this term has a negative character.

Adriana Stoichiţoiu-Ichim's definition regarding the term *Anglicism* differs from the first explanation because, according to a broad definition, Anglicisms are words borrowed from British and American English in the process of "Romanization," i.e., adaptation to the Romanian language system, and precisely this particularity distinguishes them from fully assimilated borrowings and those that have retained their entirely foreign character (Stoichiţoiu-Ichim, 2006, p.29). While in the first definition both words of English etymology, adapted and unadapted, are included in the term's meaning, the second definition clearly outlines the difference between assimilated borrowings and those that have retained their foreign character. The common denominator of the two opinions is that no distinction is made between Americanisms and Englishisms, both falling into the category of Anglicisms.

A similar definition of Anglicisms is provided by DN3: "expression specific to the English language, a word of English origin borrowed unnecessarily by another language and not integrated into it" (Marcu, Maneca, 1978, p.68). The qualification of Anglicism is reserved for words that retain a foreign aspect in spelling, pronunciation, or inflection: *hit, top, gag, fan, sexy, card, stress, congressman* are not Anglicisms; however, *cocktail* (a recently "re-Anglicized" form of the assimilated term *coctail* - cf. MDN: 189), *bodyguard* (without the *bodigard* variant), *weekend, windsurfing, bluejeans* (but not *jeans*), *talk-show, homeless* etc., belong to this category. According to DOOM2, the terms *hold up* and *manager* are not considered Anglicisms. In contrast, *management, casting, market, marketing, fitness*, and *miss*, although they pose no pronunciation problems, are marked as Anglicisms, as well as the semi-calque *cyberspace*. According to Adriana Stoichiţoiu-Ichim, current linguistic reality does not allow for a precise delimitation between Anglicisms/Americanisms (words in the process of assimilation) and xenisms (unadapted words, also called barbarisms - Sextil Puşcariu), foreign words or simply foreign words (Stoichiţoiu-Ichim, 2008, p.83). Barbarism is a "Turcism," "Slavism," "Germanism," "Francism" (Puşcariu, 1976, p. 372).

In the book "Aspects of English Influence in Current Romanian," linguist Adriana Stoichiţoiu-Ichim uses the term "romgleză" (*Romglish*) - a word that, beyond its pejorative-ironic connotations, has recently appeared through the calque of the well-known "Franglais." The latter was imposed to designate the hybrid idiom resulting from the "jumbling" of the French language with English-American terms, phraseologies, and grammatical constructions. Anglomania is presented as a dangerous epidemic that has contaminated all levels of the French language (Stoichiţoiu-Ichim, 2006, p.9).

Returning to the term *Romglish*, the same author translates it as the concern of certain Romanian intellectual circles about the invasion of Anglicisms and Americanisms that endanger the identity of the national language and, implicitly, the culture it expresses. The press of the last decade records similar reactions from the reading public, as well as from journalists who sound the alarm about the "Anglophone wave" that appeared immediately after 1990. An ostentatious manifestation of linguistic snobbery, anglo-mania creates the impression that "everyone is mixing Romanian with English in an unstoppable enthusiasm," and the affected domains become increasingly numerous. In this regard, Adriana Stoichiţoiu-Ichim declared in the newspaper *Gândul* on March 8, 2006, p.7: "The entire crowd is allergic to words from the *Explanatory Dictionary of the Romanian Language*, grinding them from the Romanian-English conversation guide. Not only in the artistic environment do such Shakespearean misalignments occur. Terms from the business environment (sorry, from the business area), those from the advertising industry (I refer, of course, to the creative area, copywriting, and similar specialties) are all tributes paid to one and the same language [...]. From everywhere, the Anglicized buzz reaches your ears. Fashion shootings, meetings and happenings, such references have become part of our daily program."

The attitude of cultural figures in Romania towards the avalanche of Anglicisms encountered in all stylistic registers of the language (specialized languages, standard literary language, colloquial/familiar language, the slang of teenagers, or the so-called "teenspeak") oscillates between the indignation produced by manifestations of Anglomania (writers and media personalities mentioned above) and the relative tolerance expressed by prestigious linguists (Mioara Avram, Th. Hristea, Rodica Zafiu), predominantly concerned with standardizing language use and less with the sociolinguistic and sociocultural aspects of "romgleza" (Romanian influenced by English). A possible explanation for this majority of linguists' attitude is provided by Mioara Avram, who, referring to a possible loss of language identity through Anglicization, stated: "English influence is an international phenomenon that is not inherently negative and is no more dangerous for the Romanian language than other influences from the past and present (it is known that our language's great hospitality is accompanied by an equally great capacity for assimilation and selection over time); in this regard, the issue is more about correct usage and balance, which involves the wise resolution of the generational conflict in attitude towards Anglicisms" (Avram, 1997, p.9).

Linguist Eugen Coşeriu argues that, since language is a "science," it is learned from those who "speak better," from those who know (or are assumed to know), and not from those who do not know. The auditor adopts what he does not know, what satisfies him aesthetically, suits him socially, or serves him functionally. "Adoption" is, therefore, an act of culture, taste, and practical intelligence. Thus, any linguistic change is, at its origin, an adaptation. Therefore, the language adapts to the expressive needs of speakers and continues to function as a language to the extent that it adapts (Coşeriu, 1997, p.76).

In conclusion, borrowed words from British and American English have invaded the Romanian language in recent decades at both the spoken and written levels. The print media has experienced a massive penetration of these words, which continues to grow at an accelerated pace. The invasion of Anglicisms is a characteristic feature of current journalistic

language. We conclude that the essence of a language is to renew itself every day. Borrowings from other languages, internal changes, and their correct usage are all that matter for this.

Abbreviation list for the lexicographic sources used:

DEX – *Explanatory Dictionary of the Romanian Language*, 1975, Academy Publishing House, Bucharest.

DN3 – Marcu, Florin, Constant Maneca, 1978, *Dictionary of Neologisms*, 3rd edition, Academy Publishing House, Bucharest.

DOOM3 – *Orthographic, Orthoepic, and Morphological Dictionary of the Romanian Language*, (coordinated by Ioana Vintilă-Rădulescu), 3rd revised and expanded edition, 2022, Univers Enciclopedic, Bucharest.

MDN – Marcu, Florin, *Great Dictionary of Neologisms*, 2002, Bucharest, Saeculum Publishing House.

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