MEDIATIC LANGUAGE AS A MIRROR FOR EXPLORING THE LINGUISTIC MARKET

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Abstract: Mass-media represents "a true laboratory where linguistic innovations", and at the same time, journalistic language becomes a true technique for "exploring the linguistic market," as it is extremely conclusive, with both dynamic and varied tendencies, and great receptivity regarding linguistic innovation. In media texts, there is a massive penetration of anglicisms. The anglicisms used in Romanian media language are diverse both in terms of form, purpose, and the terminologies they belong to. Therefore, the mediatic language reflects clearly the lingvistic trends of the Romanian speakers.

Keywords: mediatic language, anglicism, linguistic trends, neologisms

Controversial and captivating at the same time, journalistic style has undergone a spectacular evolution, with a rapidly changing pace compared to other functional styles. The explanation lies in the fact that mass-media represents "a true laboratory where linguistic innovations, i.e., borrowings and derived or composed words on Romanian soil, are experimented and verified" (Bogdan-Dascălu, 2006, p.31).

Thus, a large part of neologisms that are not strictly specialized have entered the Romanian vocabulary through the medium of journalistic language. Mass-media presents reality using a language that fully reflects the natural tendencies of Romanian speakers, being both well-known and easily understood. The common knowledge base – as a specific element in transmitting/composing and decoding the message - becomes a hallmark of media language. The latter is characterized by a massive invasion of anglicisms, some of which are adapted both graphically and phonetically into the Romanian lexical fund. The invasion of anglicisms represents a linguistic trend imposed both by necessity and fashion (Gruiţă, 2006, p.35). Thus, in media language, we find both English terms that have no Romanian translation and words derived from the English language for which there are Romanian variants attested by norms.

At the same time, journalistic language becomes a true technique for "exploring the linguistic market," as it is extremely conclusive, with both dynamic and varied tendencies, and great receptivity regarding linguistic innovation - whether correct or incorrect (Gruiţă, 2006, p.9). Moreover, through media language, all linguistic innovations gain prestige, becoming linguistic innovations with a higher frequency of use, even though they are not accepted by norms.

Linguistic innovations are generated by the existence of neologisms, and some of these are already included in norms. Words such as *designer, team-building, master/master's degree/master's student, freelancer* have entered the Romanian vocabulary because they do not have an exact translation. Therefore, the Romanian language broadens its semantic scope.

Linguist Eugen Coșeriu defines language as a "system of isoglosses observed in a community of speakers; a system that can be broader or narrower, depending on the number of individuals composing the community and according to the larger or smaller space and time

taken into account" (Coșeriu, 1999, p.25). In the linguist's conception, the term isogloss is the one that "primarily designates the ideal line that delimits linguistic acts common to a certain territory" (Coșeriu, 1999, p.26). Linguistic change is an old and new phenomenon at the same time because it represents the essence of language itself. Without a doubt, within all spoken languages globally, there have been and will continue to be changes at the phonetic, lexico-semantic, morphological, or syntactic levels. The Romanian language is no exception, having undergone numerous metamorphoses and processes of adaptation and adoption of isogloss systems.

In this sense, a widely debated topic among linguists and intensively publicized by vloggers is the invasion of foreign terms – especially anglicisms – into the Romanian language.

A special role in nuancing and enriching the lexical fund is played by the borrowing of new words from other languages. Over time, the Romanian language's vocabulary has experienced numerous influences – Turkish, Slavic, Greek, Russian, French, and, more recently, English, being languages that have left their mark on the dynamics of the Romanian vocabulary, and words from these languages have been received either with reluctance or enthusiasm, ultimately being adapted to current linguistic norms.

Each era has had its specific neologisms that have entered the Romanian language due to determining factors. Over time, Slavonic, Greek, Turkish (during the Phanariot period), even Hungarian influences (during the Austro-Hungarian rule), and French influences (during the interwar period) have made their presence felt. Linguistic borrowings have adapted and submitted to current norms, expanding the semantic horizons of the language and enriching it. Regarding the current invasion of terms from British or American English, linguist Mioara Avram considers that "English influence is not inherently negative, and there is no reason to consider it more dangerous than other influences that have been exerted and are still exerted on our language" (Avram, 1997, p.9).

The vocabulary of the Romanian language has developed in recent years due to the influence of the English language, which has penetrated all reference domains. Most European languages have experienced an influence of the English language, and this phenomenon has become global. In addition to the beneficial aspects brought about by this phenomenon, there are also some negative aspects, related to the excessive use of English words, the use of erroneous expressions, or the configuration of words that are not accepted by norms.

In recent decades, there has been a clear spread of borrowings from British and American English, both in speech and in writing in the Romanian language. In media texts, there is a massive penetration of these borrowings in various fields. For example, the field of technology and informatics has the most borrowings from English because these foreign terms have no equivalent in the Romanian language. Often, in journalistic texts from the online environment, we encounter terms such as *site, PC, desktop, mouse, wireless, chat, e-mail, view, high-def, laptop, gamer/s, hard, soft* (abbreviations from English – *hardware, software*).

Additionally, the field of economic press includes a large number of borrowings from the English language, with which speakers are familiar, justified by linguistic fashion. Thus, in economic media, linguistic borrowings such as *management, marketing, leader, team-leader, leasing, brand* etc. are found.

In the specialized sections (sports, fashion, finance) of publications, the number of borrowings from the English language is significant. The use of these borrowings is due to the lack of a suitable counterpart in the Romanian language to express that word, that idea. At the same time, using these borrowings brings the notion itself to the receiver's knowledge in a simple and convenient form, easy to grasp. In the sports section, there are numerous borrowings that have over the years "Romanized," adapted graphically and phonetically to the Romanian lexical fund, and have taken on a new, literary form – that of a word accepted by norms or are in the process of adaptation: *offside, football, corner, derby, penalty, rugby, tennis, footballer,*

volleyball, basketball, snowboard, tennis player, fitness, jogging, badminton etc. In fashion sections, the most commonly used borrowings in online publications are: *lifestyle, fashion, brandy, miss, star, shopping, cool, must-have, show, outfit* etc. The spread of anglicisms is evident in the financial or economic field as well, where borrowings such as *broker, brand, leader, staff, lobby, trader, showroom, training, business, building, management* are indispensable and record numerous semantic enrichments, as their translation into Romanian would be impossible.

Like any linguistic phenomenon, the invasion of foreign terms into the Romanian vocabulary has both causes and consequences. The causes of naturalizing foreign terms in the Romanian language are multiple. Globalization, linguistic fashion, the need to designate new extralinguistic realities that have no counterpart in the Romanian language can be discussed. Also, the contribution of mass communication means in facilitating and encouraging the process of adapting and adopting foreign terms into the structures of the Romanian language is essential.

Thus, among the media domains where anglicisms are most frequently used are the economy, politics, informatics, sports, fashion, gastronomy, music. New technologies generate an invasion of English terms that have no Romanian translation and have entered the Romanian vocabulary because their use is absolutely necessary – the notions belonging to another culture and lexical fund.

For example, the field of informatics includes this specific terminology for which a Romanian translation cannot be used. Terms like *laptop, chip, controller, stick, link* are words that have entered the vocabulary of speakers and are used as common terms. Computer games designate a true industry, generically called *gaming* – a word that could be translated into the *online game version,* but the translation does not have complete semantic coverage. Thus, the term *gaming* remains the basic word, and the lexical field of this word includes other English borrowings without Romanian translation, such as: *to spawn* (from the English "spawn"), *refresh rate, mob* (a section of a program that generates a kind of entity), *boss* (final enemy).

Some examples of terms derived from English, commonly used in everyday language, are indicative of their higher frequency of use by Romanian speakers: *manager, marketing, business, dealer, brand, broker* (for the economic domain), *summit, meeting, exit poll, briefing, lobby* (for the political domain), *software, hardware, laptop, mouse, joystick, site* (for the IT domain), *goalkeeper, aerobic step, ketball, trainer, personal trainer* (for the sports domain), *gloss, trendy, catwalk, fashion, make-up, smart, casual* (for the fashion domain), *chips, burger, hotdog, popcorn, juice, fresh, sandwich* (for the gastronomy domain), *hit, blues, jazz, slow, rock, single, cover, show, band* (for the music domain).

The penetration of a significant number of anglicisms into the Romanian language and their widespread use is both a positive and negative phenomenon – from certain points of view. Some linguists argue that the excessive use of English terms can generate a negative influence on the Romanian lexicon, from the perspective of its cultural identity (Mureșan, coord., 2009, p.102). At the same time, a specific category of Romanian speakers emerges, displaying linguistic snobbery in contexts where they excessively use anglicisms, demonstrating a lack of knowledge of correct writing and expression norms. These speakers use English-derived words not out of necessity but out of a desire to keep up with linguistic fashion. In this case, it leads to the creation and use of a specific Romanian-English dialect/idiom, called "Romglish."

On the other hand, there are linguists who see no danger to the specific lexical fund of the Romanian language regarding the invasion of anglicisms. Linguist Mioara Avram, for example, explains that "English influence is not inherently negative, and there is no reason to consider it more dangerous than other foreign influences that have been exerted and are still exerted on our language (...) it is assumed that anglicization – wrongly called by some anglofonization, or even anglicanism! – will be overcome, just as slavization, greecization,

russification, italianization, or francization have been overcome over time" (Avram, 1997, p.9). A positive aspect of English influence on the Romanian language is that anglicisms often "mostly fill in the gaps that the Romanian language feels with the evolution of different domains. For example, the word 'marketing' has no counterpart in Romanian (it comes from the English 'market,' which means market and designates the discipline that studies consumer demand and the satisfaction of this demand with products and services), just as 'hardware,' 'leasing,' 'basketball,' 'camping,' 'folk,' 'replay,' etc., could not be accurately translated" (Mureșan, coord., 2009, p. 110-111). Moreover, "words derived from English represent a source of synonymy for the Romanian language. Thus, synonymous pairs such as 'cash' - 'numerar,' 'fairplay' - 'corectitudine,' 'bacon' - 'șuncă,' 'speech' - 'discurs' result from it (Mureșan, coord., 2009, p.111). These new entries into the language result in enriching the lexical fund with terms that attest to linguistic progress and, implicitly, the dynamism of the Romanian language.

Another positive aspect of the English influence on the Romanian language is what Adriana Stoichițoiu-Ichim called "evoking local color," emphasizing that this "is achieved with the help of Anglicisms or Americanisms that suggest - through their connotations - a certain geographic, social, or cultural environment" (Stoichițoiu-Ichim, 2001, p. 92). The linguist provided several concrete examples in this regard, proving that Anglicisms can be used to convey "local color": "models inspired by folklore (similar to trends in Scotland or Germany, where the kilt ['pleated Scottish skirt'] and the Tyrolean costume have formed the basis of many collections") or "hot dogs, hamburgers, or pizza, and, in general, everything Americans rightly call junk food, i.e., non-nutritious but calorically rich waste" (Stoichițoiu-Ichim, 2001, p. 92).

Certainly, the influence of English on the Romanian language contributes, among other things, to enriching the lexicon and illustrating "local color."

Specialized studies and works have defined anglicisms and explained their semantics. The term "Anglicism" has been defined in various ways in works, studies, and scientific research by prestigious Romanian linguists or specialists in the field. The definition of anglicisms is found in different forms. A relevant starting point for characterizing anglicisms is the definition by linguist Mioara Avram, who states that "an anglicism is a type of foreignism or xenism that is not limited to unadapted and/or useless borrowings and is defined as: a linguistic unit (not just a word but also a morpheme, 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" (Avram, 1997, p.11). Linguist Adriana Stoichițoiu-Ichim uses the term *anglicism* for "recent borrowings from British and American English, incomplete or not adapted at all (as such, they are written and pronounced in Romanian in a way very close or identical to that in the original language)" (Stoichițoiu-Ichim, 2001, p.52). At the same time, the linguist provides an additional definition for *anglicism*: "Anglicisms represent borrowings from British and American English in the process of adaptation to the Romanian language system" (Stoichițoiu-Ichim, 2006, p. 57). In summary, anglicisms have a simple definition found in the *Romanian Explanatory Dictionary* (DEX), marking them as borrowed words from the English language, integrated into the Romanian lexical fund due to necessity and fashion: "a specific expression of the English language, a word of English origin borrowed unnecessarily by another language and not integrated into it," "a word proper to the English language; a word of English origin borrowed by another language, not yet integrated into it," "a word or expression specific to the English language," "a borrowing from the English language."

In DEX, the term "Anglicism" has the following explanation: "A specific expression of the English language; a word of English origin borrowed unnecessarily by another language and not integrated into it."

"In the linguistics of languages in contact, from the perspective of multilingualism, in the last two decades, every word taken from the English language that designates something or a concept belonging to English civilization is considered an Anglicism; such a word does not have to be of English origin but must have been adapted in English and integrated into the English vocabulary" (Ciobanu, 1996, p.4). Linguist Georgeta Ciobanu believes that an anglicism represents a linguistic unit, not only a word but also a morpheme, phraseological expression, meaning, or grammatical construction, and a type of pronunciation and writing of English origin, regardless of the territorial variety of English, including American English, not just British English. "In studying the anglicisms present in the Romanian language, the concept of Anglicism with the currently accepted international meaning is introduced" (Ciobanu, 1996, p.4).

The anglicisms used in Romanian media language are diverse both in terms of form, purpose, and the terminologies they belong to. Some are used correctly, being adapted to Romanian norms or are in the process of transformation, while others are used incorrectly. Speakers and linguists should analyze both the advantages and disadvantages of using anglicisms in the Romanian language and view this phenomenon as an opportunity to enrich the lexicon, as the Romanian language is a living language that faithfully reflects the evolution of society.

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