

LITERE

ENGLISH BORROWINGS IN ROMANIAN

MASS MEDIA

Alexandrina BARGHIER

CZU: 811.135.1'373.45:659.3 alexandrinabarghier@gmail.com

În cadrul acestui studiu, ne-am propus să analizăm și să interpretăm divergențele ce țin de clasificarea, definiția și adaptarea împrumuturilor englezești în limba română, precum și propunerea soluției celei mai optime în partea teoretică. În partea practică se analizează asimilarea și adaptarea fonetică, ortografică, morfologică și semantică a împrumuturilor englezești în limbajul mass-mediei românești prin realizarea unei analize contrastive a acestora. Astfel, în cadrul acestei cercetări am încercat să demonstrăm că de-a lungul anilor influența elementelor englezești este tot mai mult resimțită în limba română, în special în limbajul mass-mediei.

Considering that English is the language of international communication thus borrowed words in European languages are mostly of English origin that were adapted into the phonetic, morphological and semantic system of the language, which receives the borrowing.

Thus, throughout our research, we have discovered that many linguists have studied this concept from different points of view.

In this respect, according to Fromkin Victoria and Rodman Robert borrowings could be defined as “a process by which one language or dialect takes and incorporates some linguistic elements from another” [1, p.309]. Another linguist, who studied this phenomenon is Crystal David in his book “The Cambridge Encyclopedia of Language” where he explains that borrowing is a term used in linguistics to refer to a linguistic form taken over by one language from another [2, p.56].

On the other hand, Leonard Bloomfield, in his book “Language”, points out that is more precise in analyzing and defining borrowing.

He defines linguistic borrowing as “the adoption of features which differ from those of the main tradition [3, p.444].

A Romanian linguist, Iorgu Iordan considers this word designating the concept, as improper stating that it should be redefined if we want to use it as a meta-language term. He says that the basic meaning of the term ‘to borrow’ seems completely inadequate to the linguistic

meaning we give it; ‘to borrow’ means ‘to take something from somebody’ but promising to give it back.

Thus, it cannot happen to words taken from another language, for instance, as we cannot and should not give the words back to the language that lent them [4, p.310].

Regarding the classification of English Borrowings in Romanian language, the linguist Sextil Pușcariu classifies borrowings in the Romanian media according to their function and reason of borrowing, in two types: necessary loanwords (words that name a new concept) and luxury loanwords (words introduced as alternative lexicalization for an already existing concept) [5, p.370-372]. Due to the fact that the English language has a great influence upon a language terminology, there often occur changes in the general vocabulary of a language.

Some English words enter the language of mass media in order to designate a new concept or phenomenon, or in the most cases is a linguistic fashion. In order for us to see, in practice, the integration of English borrowings, we conducted an analysis of Romanian online magazines and television. We selected examples from the most popular magazines and TV channels from Romania and the Republic of Moldova: *Gazeta Sporturilor (GSP)*, *Perfecte.md*, *ea.md*, *Elle*, *Harper’s Bazaar*, *Marie Claire*, *Agora*, *Capital*, *Piața financiară*, *Publika TV*, *Digisport*, *Pro TV*, *Eurosport*, *Prosport*. Because the mass media has a diversity of domains, we mainly focused on the three fields: sport; fashion; economic field. In the following examples of English borrowings in mass media articles we will observe the adaptation of the English borrowings into the Romanian language from the perspective of phonetic, orthographic, morphologic and semantic assimilation.

The first area of adaptation which was analysed in our research is the orthographic and phonetic assimilation. Let us consider the following example of mass media article published on Digisport on 28.03.-2020: *Lewis Hamilton a triumfat în 84 de curse, iar Michael Schumacher este lider absolut*.

For this example, we can observe that the orthography of the English loanword “leader” borrowed by the Romanian language is formed according to the pronunciation of the source word: e.g. *E leader* [‘li:də] > *R lider*.

Analysing an example of phonetic adaptation the following things may be observed: *Obligațiunile corporative denumite în euro emise de Vivre Deco (VIV25E), unul dintre cei mai mari **retaileri** online de mobilă și decorațiuni din Europa Centrală și de Est [..]* (Piața financiară, 05.05.2020).

For this example, the same rule is applied that is the sound – ă, i.e. [ə] in the final sequence / the suffix – er has been rendered by [e] in the sequence [er] so we have *E ['ri:teɪlə]* > *R retailer [retăiler]*.

The second area of adaptation is morphologic assimilation.

Let us consider the following example published in the Romanian magazine “Bursa” on 29.11.2020: *Ne așteptăm ca **board-urile** să raporteze problemele legate de mediu și de societate [..]*.

In this example, we observe that the English borrowing received the ending –urile and indicates that the noun is assimilated according on number, case and gender. We have a plural neuter noun in Nominative case. The third area of adaptation is semantic assimilation and, according to the statistics done after compiling the corpus of examples for the diploma paper, it is the area of adaptation that is most used in our corpus of examples. Let us consider the following example published in Romanian magazine Business24.ro on 16.05.2020: *Statistica aferentă lunii martie arată o creștere de 13,6% a **depozitelor** la bănci, un avans mult mai susținut comparativ cu lunile anterioare [..]*.

In the above-mentioned example, we have the English word *depozit*, that was fully assimilated into Romanian language as *depozit*.

Unlike the main meaning of the Romanian word *depozit* where the stress falls on the second syllable [depózit], recorded in dictionaries with the meaning of „loc, clădire în care se păstrează materiale de construcție, mărfuri etc., magazie”, the newly coined word *depozit* acquired a new meaning „a sum of money that is paid into a bank account”, the stress falling on the last syllable [depozít].

The results of our analysis lead us to believe that the influence of English on the Romanian language is clearly visible and they are used more and more instead of Romanian words. We noticed that a number of the English loanwords are phonetically, graphically and morphologically adapted to the standards of Romanian and to its semantic system and are used to replace their Romanian equivalents or just as a

linguistic fashion. A cause of this avalanche of English words is the globalization that leaves visible marks on Romanian vocabulary, and sooner or later these words will be integrated in the existing Romanian lexicon and will not be recognized as foreign words.

References:

1. FROMKIN, V., RODMAN, R. *An Introduction to Language*. 3rd edition. 1984. 385p.
2. CRYSTAL, D. *The Cambridge Encyclopedia of Language*. Cambridge University Press, 1997. 480 p.
3. BLOOMFIELD, L. *Language*. New York: Holt, Rinehart and Winston, 1983. 576 p.
4. IORDAN, I. *Limba română contemporană*. Ediția a II-a. București: Editura Academiei. 1956. 830 p.
5. PUȘCARIU, S. *Limba română I. Privire generală*. București: Minerva, 1976. 538 p.
6. Digisport.ro
7. Piața financiară.ro
8. Bursa.ro
9. Business24.ro

*Recomandat
Gabriela ȘAGANEAN, dr., conf. univ.*