

ENGLISH LANGUAGE AND ROMANIAN MEDIA

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Abstract: *The paper deals with the significant increase of English words and expressions in Romanian media, in the general context of English and American words' invasion. The premise from which we start to analyze the influence of English on Romanian audiovisual space is that this influence is specific not only to Romania, but is also found in many countries worldwide. Massive borrowing of Anglo-American terms was obvious after the Second World War in most European languages. This paper constitutes an awareness call to all communication specialists, putting particular emphasis on journalists' role and those responsible in communication to convey future generations a constant concern for all that means Romanian language. The second part of the paper presents examples of necessary borrowings and luxury Anglicisms from different fields: economic, financial, trade, education and research; sports, communication and media terminology. Then, the next part deals with examples from Romanian newspapers, magazines, from TV and radio. The media, the main providers of Anglicisms, have built a secondary reality, relying on information, reports and interpretations which they select, order them according to priorities, and spread them among the public, using a certain terminology. The attitude of speakers and specialists to the avalanche of English terms in Romanian audiovisual language must be a rational one, since it is necessary to measure both advantages and disadvantages. Therefore, in this paper I wish to plead for quality in journalistic expression without blaming the use of anglicisms or neologisms regardless of the language of origin. On the contrary, I would like to emphasize that, when their use is justified in terms of terminology and when they come to cover a semantic void or a more precise meaning, borrowings may be a demonstration of spirituality, enrichment, networking and integration of science and modern technology. The conclusion is that the influence of English should not be considered a negative phenomenon, not being more dangerous than other foreign influences that have occurred over time in our language, as long as their use is not exaggerated.*

Keywords: audio-visual space; anglicisms; Romanian language; globalisation; words and expressions

1. Preliminary considerations

Profound changes occurred in the life of Romanian society after 1989 have imposed new media communication open to all lexical renewals (borrowings, calques, domestic creations, semantic developments etc.). This analysis is motivated by the significant increase in the share of British influence on Romanian

media's terminology, in the general context of the invasion of Anglicisms and Americanisms. We consider both borrowings (including names), and especially calques (phraseology and semantics) absent from Romanian dictionaries, but frequently used in the media.

The observations that follow refer to English borrowings and British models' calques encountered in the last decade' audio-visual space, with special attention to recent years. The premise from which we start to analyze the influence of English on Romanian audio-visual space is that this influence is not specific only to Romania but is found in many countries of the world. We are talking about an international phenomenon, not only European but also worldwide. Terms borrowed heavily from Anglo-American manifested after the Second World War in most European languages and beyond. We are talking about a phenomenon explained mainly by the progress of certain technology fields.

Globalization is a process that has been generated by the development of capitalism. Therefore, the language of globalization was English, as a result of technical and economic supremacy of the US. Politically and socially, the main explanation concerns the status of English as language of globalization, demonstrated with scientific, political, statistical and sociolinguistic arguments in the works devoted to this subject or the globalization process in general. It is interesting to note that the rise of English as a "global language"(Stoichițoiu-Ichim, 2010:85) had been recorded since the 60s by Pierre Bourney, in a paper devoted to languages used internationally, where the chapter on English is entitled "Une même langue pour le monde entier". Jean-Louis Calvet, professor of sociolinguistics at the Sorbonne University in Paris stated that, in the current system of languages, the key position is occupied by English a "hypercentral language, around which approximately ten languages revolve". (Stoichițoiu-Ichim, 2010:86)

Compared to the avalanche of terms arrived from Anglo-Saxon area after the technological and informational boom, many linguists, writers, journalists and other users of written and spoken language in most countries of Europe showed generally an attitude of concern and released warnings often downright desperate. In some countries, laws have even adopted to preserve national language, rightly considered an essential component of spirituality and culture of a people.

Under globalization' threat, Romanian language appears to be a petty language, mined by Anglicisms and communicative and expressive poverty, and, on a shorter or longer time, doomed to disappear. According to professionals who study the least known languages, about half of the planet's inhabitants use daily one of the most widespread languages as follows: Chinese (1.2 billion speakers), English (478 million), Hindi (437 million), Spanish (392 million), Russian (284 million), Arabic (225 million), Portuguese (184 million) and French (125 million). (Stoichițoiu-Ichim, 2014:88)

Due to this imbalance, experts predict that "95% of the languages will disappear in the next century" (Avram, 2012: 23), since, nowadays, somewhere in the world ten languages die annually. There are assessments that the disappearance of languages occurs just once at every two weeks, especially in regions with very high linguistic diversity. In Europe, out of the 123 languages spoken, 9 are considered almost dead, 26 in serious danger of death and 38 only in danger.

Romanian language is not in any of the categories mentioned, but English influence is obvious. There are specialists that argue that “in the future Romanian language, with all its Latin origins, will become an Anglo-American-Balkan hybrid”. (Gutu Romalo, 2013: 234) This trend is visible and reaches alarming quotas, especially in the undergraduate age group. Relations between Romanian and other European languages have assumed a constant exchange of flows, the Romanian language was not only a welcoming language, but also a donor language because it exerted a certain influence not only on the languages and dialects spoken in Romania, but also on neighboring languages - at least during certain periods. Thus, Hungarian language has, in its various aspects, “over 2,000 borrowings from Romanian, and even Polish and Slovak - languages which seem quite far geographically from Romanian - have 100 and respectively 25 words from Romanian”. (Vintila-Radulescu, 2010:3) It should be stressed that Romania has not offered neighboring languages only pastoral terms, as is generally believed, but was also a factor in the spread of international terms, providing, for example, to modern literary Bulgarian many words from different fields of culture (*abonament, abonat, album, ambulanță, batoză, broșură, bulevard, clasă, vizită, vot*). Even in French, Italian there are isolated borrowings from Romanian, designating Romania's own realities at a certain age, such as: *leu* (currency), *conducator, securitate* etc.

Reversely, the Romanian language has assimilated continuously new terms according to geo-political situation and historical development. “Borrowings occurred primarily due to technological and economic development”. (Athu, 2011:145) Each historical epoch had its neologisms: Slavonic words entered the language mainly through translations of religious books, Greek and Turkish words (during Phanariote period), Hungarian words (especially during the Austro-Hungarian domination in Transylvania), French words (in the modern era) and recently Anglicisms and Americanisms.

Purpose and theoretical background

This paper constitutes an awareness call to all communication specialists, putting particular emphasis on journalists' role and those responsible in communication to convey future generations a constant concern for all that means Romanian language. As language is the heritage of a nation and also an intellectual heritage, it has an overwhelming role in the development of a nation. Therefore, in this paper I wish to plead for quality in journalistic expression without blaming the use of anglicisms or neologisms regardless of the language of origin. On the contrary, I would like to emphasize that, when their use is justified in terms of terminology and when they come to cover a semantic void or a more precise meaning, borrowings may be a demonstration of spirituality, enrichment, networking and integration of science and modern technology.

The argument that led me to approach such a vast and complex issue can be explained by at least two undeniable realities. Thus, the first purpose is the immense significance represented by neologisms for Romanian language vocabulary, for Romanian culture and civilization. „Neological lexical elements are undoubtedly a matter of culture”. (Gross, 2015: 69) Especially due to the sources they come from, existing Romanian language neologisms, beyond that they are extremely numerous, are, also varied. They have changed the lexical physiognomy of language we speak, becoming a modern and efficient way of communication. As

a result of borrowings made from Western languages, Romanian vocabulary, in general, and our scientific terminology, in particular, have had enormous benefits, gaining a lot of international terms. Another factor which contributed to choosing the subject in question was the overwhelming influence of English as it currently occurs on the Romanian language, through mass media. The fact that English exerts the strongest of all influences manifested on the Romanian language is one thing widely recognized.

Linguistic material analyzed in the paper was extracted from print and broadcast media of the last years, a choice motivated by the fact that journalistic style faithfully reproduces the existing transformations of language. Starting from the above mentioned aspects, the paper has the following objectives:

- a. analysis of the main means by which the Romanian vocabulary enrichment was accomplished (lexical borrowings, calques);
- b. English research element and its impact on the current structure of Romanian language;
- c. setting limits for anglicism phenomenon taking into account certain linguistic conditions;
- d. determining the role of neologisms in the current Romanian language.

The originality of the method of investigation and the results generated by it are represented by the perspective on the most important processes and patterns by which the current lexicon grows to modernize.

2. Examples of necessary borrowings and luxury Anglicisms

The media, the main providers of Anglicisms, have built a secondary reality, relying on information, reports and interpretations which they select, order them according to priorities, and spread them among the public, using a certain terminology. In relation to the public, "the media aims at four objectives: raising awareness and information on a particular topic, forming attitudes and finally, influencing behavior in a certain direction". (Constantinescu, 2006:28) Whether language mistakes functioned on the Darwinist principle of natural selection, where only the strong survive, now with the help of television, any linguistic anomaly can be quickly imitated. Normally misconduct reached to generalize and to impose only in time - if it had enough force to convince everybody. With the help of television any nonsense instantly reaches the ears of all and, moreover, benefits from persuasive power that a model exerts. "Lifestyle, dress, look, clothing, attitudes, movements, gestures, positions, intonation, emphasis, vocabulary, topic - all pass quickly and effectively from the small screen on the vast and muddy stage of life" says George Pruteanu in the analysis "Anglicisme, neologisme, xenisme", posted on the personal website. (www.pruteanu.ro, 2006)

Before starting the selection process and analysis of Anglicisms that overwhelm audiovisual language, we should mention borrowings' classification proposed by Adriana Stoichituiu Ichim in the paper *Vocabularul limbii române actuale. Dinamică, influențe, creativitate*. According to the degree of assimilation, borrowings fall into one of the following categories:

- a) totally adapted terms (phonetic, graphic, morphological): *lider, miting, bos, a agreea*;

- b) terms that are adapting (Anglicisms and Americanisms): *board, briefing, congressman / congressmen, lobby, speaker / spicher, speech / spici, staff, summit;*
- c) foreign words: *Big Brother, establishment, leadership, mcdonaldizare, shadow government, road map.*

We should also mention below the classification proposed by Sextil Pușcariu for borrowings:

- a) the necessary borrowings are those words, phrases or phraseological units which have no counterpart in Romanian or show some advantages over the domestic term. In this regard, necessary anglicisms have the advantage of accuracy.
- b) luxury anglicisms are unnecessary borrowings, related to the subjective tendency of social groups to individualize the language in this way. Such terms merely duplicate Romanian words, without additional information.

Table 1: Necessary borrowings

<p><i>Economic, financial, trade and professions terminology</i></p>	<p>-Baby-sitter - (ro.) îngrijitor de copii -Broker and dealer – (ro.) intermediar -Drive-in – (ro.) cinema, restaurant care oferă servicii clienților fără ca aceștia să-și părăsească mașinile -Duty-free – (ro.) mărfuri cumpărate pe aeroporturi, nave sau în avion, la prețuri mici, fiind scutite de taxe -Non-profit –(ro.) care nu caută să obțină profit -Rating – (ro.) categorie, clasificare, clasă, rang -Tour-operator – (ro.) companie care organizează și vinde vacanțe prin intermediul unui agent turistic -Voucher – (ro.) document care poate fi folosit, în loc de bani, pentru a plăti ceva</p>
<p><i>Technical terminology</i></p>	<p>-Airbag – (ro.) pernă gonflabilă destinată să protejeze, în caz de ciocnire, pasagerii de pe locurile din față ale unui automobil -Hard and soft – (ro.) termeni din cibernetică -Laptop – (ro.) calculator portabil -Screening – (ro.) examen medical realizat cu raze X - A scana – (ro.) (from the English verb <i>to scan</i>) a examina ceva în detaliu, cu ajutorul unui fascicul de raze X -Shipping – (ro.) expediere de mărfuri cu ajutorul navelor -Site – (ro.) spațiu, pagină de Internet -Walkman – (ro.) casetofon portabil cu căști, la care pot fi ascultate din mers înregistrări musicale</p>
<p><i>Sports terminology</i></p>	<p>-Snow-board - (ro.) sportul și suportul cu ajutorul căruia este practicat -Skateboard – (ro.) sportul practicat cu ajutorul planșei pe role -Skate – (ro.) patinaj pe role -Canyoning – (ro.) sport extrem constând în coborârea pe văile unor torenți din munți</p>

<i>Terms from communications and media</i>	-Banner – (ro.) fâșie lungă de pânză pe care este scris un mesaj, un slogan -Clip – (ro.) scurt film publicitar difuzat la televizor -Hot line – (ro.) linie telefonică prin care publicul poate contacta poliția sau alte servicii pentru a da informații despre anumite situații speciale
<i>Terms of education and research</i>	-Curriculum – (ro.) programa școlară pentru o anumită disciplină -Grant – (ro.) sumă de bani nerambursabilă acordată unui cercetător individual, echipe de cercetare, institut de cercetare pentru realizarea, într-o perioadă de timp determinată, a unei activități de cercetare științifică -Master – (ro.) studii aprofundate
<i>Fashionable life field</i>	-Body – (ro.) obiect de lenjerie feminină -Bodypainting – (ro.) pictură pe corp -Fan club – (ro.) un grup organizat, ai cărui membri admiră aceeași persoană -High-life – (ro.) elită -Party – (ro.) petrecere

Source: author

Table 2: Luxury anglicisms

<i>Economic, financial, trade and professions terminology</i>	-Advertising – (ro.) publicitate -Agreement – (ro.) acord financiar, economic -Showroom – (ro.) magazin de expoziție
<i>Terms from communications</i>	-Briefing – (ro.) întâlnire cu presa -Key –speaker – (ro.) vorbitor principal
<i>Terms of education</i>	-Training – (ro.) pregătire, instruire -Item – (ro.) întrebare, punct dintr-un test -Visitig professor – (ro.) profesor oaspete
<i>Artistic terminology</i>	-Band – (ro.) orchestră, formație muzicală -Evergreen – (ro.) șlagăr -Performance – (ro.) spectacol -Teleplay – (ro.) piesă de teatru la TV
<i>Sports terminology</i>	-Pole-position – (ro.) poziție de favorit într-o competiție sportivă
<i>Fashionable life field</i>	-Fashion – (ro.) modă -Make-up – (ro.) farduri -Modeling – (ro.) meseria de manechin
<i>Gastronomy terminology</i>	-Snaks – (ro.) gustări -Steak – (ro.) carne pentru friptură

Source: author

Although anglicisms are not adapted or incomplete adapted terms to the language system, specialized studies have revealed that, by their regular and repeatable nature, they can be considered to be the rule (phonetic, orthographical, morphological).

Orthographic and orthoepic rules. The general trend of contemporary literary language is to keep borrowings from English in a form as close to that of the source language. Maintenance of the original language is a condition of the force of suggestion (press and language of youth). There is an evidence of snobbery in the case of returning to etymological writing of old borrowings, similar phonetically and graphically. We encounter clear examples in the press: *leader, meeting*. Also present in the nowadays press there is a tendency to imitate the Anglo-American manner of capitalization, the words in titles. Writing issues often arise when writing English compound words with or without the hyphen, and the hyphen usage in enclitic, inflected or derived forms.

Examples:

- skateboard and skate-board*
- workshop and work-shop*
- punk-ist and punk*

Morphological rules. A consequence of the massive penetration of English words might be undermining the flexional character of the Romanian language by increasing the number of invariable adjectives and erasing boundaries between parts of speech.

Examples:

- adjectives remain invariable: *trendy, shocking, full, punk, single, dry, indoor, underground;*
- some adjectives may be used as nouns in Romanian: *best-of-ul, fresh-uri, single-uri, cash-ul;*
- verbs borrowed from English: *a manageria, a posta, a lista, a scana, a downloada, a updata, a implementa, a sponsoriza, a accesa, a procesa, a sponsoriza, a forwarda, a brandui, a bipui;*
- participles are used in Romanian mostly as adjectives: *club bine manageriat, un calculator customizat;*
- gerunds are frequently rendered into Romanian as nouns: *un palpitant making of, o firma de shipping.*

Lexical-semantic rule. Defining the meaning of borrowings is, generally, made through a synonym or a Romanian equivalent expression. Anglicisms can be inserted into a text by its Romanian equivalent or in a journalistic manner, by alternating synonymous terms in titles and subtitles. In assimilating Anglicisms we can encounter different traps: false friends, pleonastic constructions, poorly formed terms. False friends mean foreign terms with identical or very similar form, but with their corresponding meaning distinct from Romanian.

Examples:

- a acomoda and to accomodate (a asigura cuiva cazarea)*
- agrement and agreement (acord)*
- audienta and audience (public)*
- a observa and to observe (a respecta o lege, o traditie)*
- suport and support (sprijin financiar)*

Not knowing the meaning of Anglicisms, carelessness, haste or neglect generate pleonastic constructions in the press.

Examples:

- *leadership-ul american*
- *mijloace mass-media*
- *hit de mare success*
- *conducerea managerială a unității*
- *narațiunea unui story*
- *bani cash*
- *hobby preferat*
- *bord de conducere*
- *a face henț cu mâna*

Specialists in areas such as public relations and advertising heavily imported English terms in Romanian: *pitch*, *brand awareness*, *advertising campaign*. (Coman, 2011: 38) Some of these terms are difficult to translate without producing semantic ambiguity in decoding information. To illustrate this statement we have the terms *brand* or *brief publicitar* that certainly could equate in Romanian with *marcă de produs* and *rezumat or sumar publicitar*. (Popa, 2012:78) Due to the fact that publicity field is relatively new on the Romanian market, the terms used entered as they are in English. Thus, the English word *brand* is not just *marcă de produs*, but it also implies an image strategy for achieving that mark, while *brief publicitar*, often encountered in the advertising field can not be equated with *sumar* or *rezumat publicitar*. Based on these amendments, I would like specialists in the areas in question to have the capacity to differentiate between the need of using Anglicisms, and the unfounded claims of using fashionable words without any linguistic ground.

3. English language and Romanian media

The first issue in analyzing the influence of English is given by the full or partial use of terms taken from English in the name of a few Romanian TV stations. The first Romanian televisions with full English names are: The Money Channel, Euforia Lifestyle TV. Currently, this phenomenon is isolated in the classical television market, but it is rising in the online environment. For Romanian viewers, the presence of English words in Romanian television station names is not new, as one third of televisions have English names, most of them being international channels. Examples: HBO, Hallmark Channel, Discovery Channel, National Geographic, Eurosport, Viasat Explorer, Viasat History, Animal Planet, Discovery Science, Discovery Travel & Living, Discovery Civilization, Sport Klub, Minimax, Jetix, Zone Reality, Cartoon Network, MTV, VH1, BBC Prime, MGM, CNN, etc.

The second aspect to analyze the influence of English in audiovisual derives from the fact that, today, we already have several televisions whose titles contain words borrowed from English. First, there is Teleshopping which is specific to each Romanian television station. Besides, there are in the current TV programs the following shows with full or partial title in English: TVR1 broadcasts "Zon@IT" and "Ultra News"; TVR 2, television whose target consists mainly of young people, has five shows falling within the same registry: "Replay", "Coolmea distracției", "Omul între soft și moft", "E-forum" and "Zoom". PROTV broadcasts two programs with the title in English: "Happy Hour" and "Business Magazine". At Antena 1 there is "Un show păcătos" a combination of words in Romanian and English. B1TV broadcasts five programs with titles in English: "Briefing", "High Life", "Club zone",

"Star style - Shopping de cinci stele". Besides the programs mentioned, Romanian viewers can choose of many television programs, with the full title in English offered by TV stations. Examples: "How it's made?"; Discovery Channel, "Making the Band" and "Pure morning" at MTV; "Greatest Hits" and "Weekly Album" at VH1.

Any journalist should know that the headlines of the general media should not contain Anglicisms, Americanisms or other borrowings, that most often, consumers are unfamiliar with. If their use is vital for the scale and content of the article, „the journalist explains the used Anglicism directly in the body of the article, preferably between commas”.(Kapferer, 2014: 98) Although these rules are discussed at length in language reference works of Romanian linguists, national newspapers addressed to masses replete with such Anglicisms, used most often abusively, even in articles' titles.

In accordance with the regulations imposed by the National Audio-visual Council (NAC), televisions have the obligation to insert an announcement before any program in order to specify the type of program that will be broadcast. Thus, in addition to the usual programs for Romanian viewers, such as comedy, action, pamphlet, etc., there are also new formats in Romanian television's announcements: "serial lifestyle", "reality show" or "romance". Viewers have associated in time for each of the names listed the equivalent in Romanian, but the fact is that no television has tried to translate them in Romanian, all prefer to label their programs by English names. Nobody worries if viewers understand English, learning occurs through television.

Obviously, an analysis of the influence of English on Romanian audio-visual would be useless without some of the most representative samples of Romanian-English language specific to broadcasters in Romania. The NAC, the national authority which supervises, coordinates and standardizes Romanian audio-visual, together with the Institute Iorgu Jordan periodically accomplishes reports to monitor Romanian language used in broadcasting.

A special category recorded by linguists is *innovations*, Romanian declined words on the structure of the English ones. Examples:

- „O să se topească, o să se *meltească* zăpada” (Antena 1, 2007). The verb *a se melți* is formed from the English word *to melt*=*a se topi*, being useless in this context.

Other lexical innovations found in monitoring reports are:

- „Pentru că sunt toți *conexați*” (OTV, 2008)
- „Nu putem să îi *capacităm* pe toți” (OTV, 2008)
- „Reacționează cât se poate de *animălește*” (TVR 2, 2008)
- „Inflexiune puțin *englezoasă*” (TVR 2, 2008)

One of the terms most frequently used in Romanian televisions language is *locație* derived from the English *location*. The term most often replaces even where no appropriate the Romanian word *loc* (*place*) and its derivatives *centru*, *sediu*, *imobil* (*center*, *office*, *building*). We find in the above mentioned reports the following uses:

- „*locație* secretă” (TVR1, 2007)
- „Autoritățile au pregătit deja *locații* pentru a adăposti oamenii.” (TVR 2, 2007)
- „Secțiunile de vot pentru cele două alegeri rămân diferite, dar se vor afla în aceeași *locație*.”(B1TV, 2007)
- „A treia *locație* controlată a fost pădurea”. (Prima TV, 2007)

- „Italia, de exemplu, sau alte *locații* minunate”. (TVR Cultural, 2008)

The mistakes caused by ignorance of the words' meaning, especially of neologisms, associated with negligence in speech and different trends of language often lead to forced expressions and even hilarious ones. In this situation there is the word *hit* which means *șlagăr* (DEX) but it is found in another context:

- „Un mare *hit* sunt pantofii de inspirație masculină”. (Antena 3, 2007)

In the same category, there is the association of the verb *a termina*=to finish with the English word *happy end*, which means “sfârșit fericit”:

- „Se *termină* cu happy-end.” (B1, 2007)

We find in the monitoring reports a list of mistakes that can be explained by calque, more accurately, by assigning new meanings, after the English model, to existing words in Romanian:

- „o adevărată *relocare* dinspre Marea Neagră spre Costa Rica”. (TVR 2, 2007).

The verb *a reloca*/ *to relocate* and the noun *relocare/relocation* are not registered in Romanian dictionaries; probably there is an adaptation of the English word *relocation* (it refers to moving a greater number of people).

The use of English words does not properly represent mistakes. However, such use is not recommended where there is no equivalent in Romanian. For example, in the following sentence, instead of the word *slow* it could be used the Romanian word *lent*:

- „în categoria asta a pieselor mai *slow*”. (Kiss FM, 2007)

In other cases, instead of English word *sit-in* it should have been used the Romanian word *demonstrație*:

- „a organizat... *un sit-in* în fața ambasadei”. (Antena 3, 2007).

I noticed that the use of English words is explained, on the one hand, by the speaker desire to impress, to show that he/she knows a foreign language, on the other hand, to draw attention. Such uses should not be encouraged, because of the risk that the receiver does not understand the message conveyed. Very probably, most Romanian speakers do not know the meaning of words *asist* and *device* in the following examples:

- „cinci *asisturi*” (Prima TV, 2007);
- „am realizat că e nevoie de toate *device-urile* și de toate minunățiile”. (InfoPro, 2007).

The English word *assist* means „o activitate prin care un jucător ajută alt jucător din echipa lui ca să înscrie un gol sau ca să câștige un punct”, and *device* (from the series of *gadget*) means *dispozitiv, aparat, mecanism, sistem*.

Using Anglicisms and calques

Instead of Romanian words, inappropriate words and English constructions were used as well as unsuitable forms. Abuse of Anglicisms is clearly presented in the monitoring reports, where we find the following phrases:

- “vreau să-mi faci un scurt *background* al vârfurilor pe care ai urcat”. (Radio Guerrilla, 2008)
- “promite *boss-ul* Stelei”. (Prima TV, 2008) – correct: promite *șeful* Stelei.
- “au săpat în exteriorul *parkingului*; au intrat în *parking*; în cealaltă parte a *parkingului*; blocurile din jur și *parkingul* (Antena 3, 2008)
- “o trupă în *trend* acum”. (TVR 2, 2008)
- “îți dă *Reject*”. (InfoPro, 2008)

- “nu te-aș mai băga în meciuri ever”. (InfoPro, 2008)
- “sunt *speechless*, fără cuvinte”. (InfoPro, 2008)
- “Dar, nu știu! *Whatever!* Ei știau de summitul NATO de multă vreme!”. (InfoPro, 2008)
- “*safety carul*”. (TVR 1, 2008) – recommended: *masina de asistență*.
- “Mi-a plăcut foarte mult *speech-ul* dumneavoastră de aseară”. (TVR Cultural, 2008)
- “Ne propunem să limpezim un pic un *trend* în România”. (B1 TV, 2008)
- “E *safe* acum să te duci în Mamaia?”. (B1 TV, 2008)
- “Când îți vei reveni din *jet lag-ul* din America?”. (B1 TV, 2008)
- „sub capota *supercarului*... creatorul *supercarului*” (N24 PLUS, 2010) – correct: *supermașinii*;
- „m-au *întrebat* tot felul de *întrebări* despre România” (TVR 2, 2010) – correct: *mi-au pus tot felul de întrebări/m-au întrebat tot felul de lucruri* despre România;
- „*dificil de manageriat*” (B1 TV, 2010), translation of the construction “*difficult to manage*” – correct: *dificil de condus/de controlat/de gestionat* ;
- „modelele au fost selectate în urma a mii de *aplicații* pe internet” (TVR 1, 2010) – correct: modelele au fost selectate în urma a mii de *înscriseri* pe internet. The noun *aplicație* (engl. *application (form)*) and the verb *a aplica* (engl. *to apply*) do not have in Romanian dictionaries the meanings *înscrisere* and *a se înscrie*;
- „actorul câștigându-și popularitatea nu doar prin aspectul fizic, ci și prin imprevizibilitatea jocului actoricesc și *versatilitatea* sa” (TVR Cultural, 2010) – correct: prin imprevizibilitatea și *flexibilitatea* jocului actoricesc. In Romanian, the adjective *versatil* has the meaning “(despre oameni) care își schimbă cu ușurință părerile; nehotărât, nestatornic, schimbător, instabil”, and *versatilitate* means „însușirea de a fi versatil”. The positive meaning for this adjective is taken from English and contradicts the correct meaning in Romanian;
- „spectacolul prezentat la Ateneu a fost *un performance*” (TVR Cultural, 2010) – correct: Spectacolul prezentat la Ateneu a fost *o reprezentație*” ;
- „și au mers către *busuri* sau către alte mijloace de transport” (Antena 3, 2011) – corect: și au mers către *autobuze* sau către alte mijloace de transport;
- „vocea sa, extrem de *versatilă*, acoperă repertorii vaste” (TVR Cultural, 2011) – correct: Vocea sa, extrem de *nuanțată/ expresivă/ flexibilă*, acoperă repertorii vaste ;
- „România este *o locație* fierbinte pe harta negustorilor de sclavi sexuali” (Europa FM, 2011) – correct: România este *un loc / o zonă fierbinte* pe harta negustorilor de sclavi sexuali;
- „atâta *dedicație* rar s-a mai pomenit” (Kanal D, 2011) – correct: Atâta *dăruire* rar s-a mai pomenit ;
- „au arătat aceeași *determinare* care i-a făcut campioni” (Realitatea TV, 2011) [engl. *determination=hotărâre, stabilire*] – correct: *hotărâre*;
- „acesta a mulțumit fanilor și colegilor pentru *support*” (TVR 1, 2011) [engl. *support=ajutor, sprijin*] – correct: *sprijin*;
- „această modalitate de funcționare a secției de propagandă și a aparatului de propagandă comunist nu era specială, *dedicată* zilei de 9 Mai” (TVR

- Cultural, 2011) [engl. *to dedicate*=*a consacra, a dedica*] – correct: *consacrată/ folosită numai pentru*;
- „Mihaela, care este *contentul* acestui...?” (Prima TV, 2011) [engl. *content*=*conținut*] – correct: *Mihaela, în ce constă acest...?*;
 - „Claudiu Săftoiu, ca de obicei în ultima vreme, *într-o dublă capacitate*, cea de analist politic, dar și cea de director cândva al Serviciului de Informații Externe” (Europa FM, 2011) [engl. *capacity*=*calitate, competență*] – correct: *...într-o dublă calitate* ;
 - „*conecțiile* dumneavoastră cu America” (TVR 1, 2011) – correct: *conexiunile/ legăturile* dumneavoastră cu America;
 - „este greu să înființezi *businessuri* mari” (Antena 3, 2011) – correct: Este greu să înființezi *afaceri* mari ;
 - „cei doi *l-au sunat înapoi* în aceeași ordine ierarhică” (Pro TV, 2012) – correct: cei doi *l-au sunat după aceea* în aceeași ordine ierarhică;
 - „Headlines” (Realitatea TV, 2012) – correct: *Titluri* sau *Titlurile orei*;
 - „Partidul Comunist s-a prăbușit, *a colapsat* dintr-o dată” (TVR 2, 2012);
 - „*a aplicat* pentru un job internațional” (TVR1, 2012) – correct: *a candidat* pentru un job internațional ;
 - „persoane din *staff-ul* acestei firme (B1 TV, 2012) – correct: *Cei/Câteva* din *personalul* acestei firme;
 - „legi mai moi, mai *soft*” (B1 TV, 2012) – correct: Legi mai moi, mai *permissive/mai puțin stricte*;
 - „promițând că va califica *teamul* național la Campionatul...”; „marile *teamuri* ale lumii” (PRO TV, 2012) – correct: promițând că va califica *echipa* națională la Campionatul...; marile *echipe* ale lumii.

As noted above, we recognize frequently in today's audiovisual language, Anglicisms that became Romanian words, giving them another meaning besides the old one. For example we find in audio-visual language, complex sentences such as:

- “*A aplicat* la o grămadă de firme și ONG-uri pentru o bursă, dar n-a reușit nimic”. (PRO TV, 2012)

The meaning of the word *to apply/a aplica*, according to DEX is *a pune ceva pe/a așeza/ a fixa ceva pe* (e.g. *pe acest perete voi aplica un panou de lemn*) or is used in phrases such as *a aplica o pedeapsă* or *a aplica în practică, a administra, a transpune, a folosi*. None of these meanings fits into the above sentence. The new meaning of the verb *a aplica/to apply* comes from English and is “*a depune o cerere și actele necesare la o instituție în vederea unui anume scop/ to submit an application and necessary documents to an institution for a specific purpose.*” (DEX)

In a similar situation there is the word *interviul/interview*. It meant until a few years ago, only “*dialogul dintre un jurnalist și o personalitate sau dintre o personalitate și un om necunoscut dar interesant, dialog care devine public prin presă, carte, radio sau televiziune/ the dialogue between a journalist and a person or of a personality and an unknown person but dialogue that becomes public through press, books, radio or television.*” (DEX) Now *interviul/interview* means “*dialogul angajatorului cu un candidat la angajare, în vederea testării, a evaluării lui/ dialogue between an employer and a job candidate for testing or assessment.*” (Dictionar enciclopedic)

Also a completely new and useful meaning owing to media has the word *promoție*, which meant only "totalitatea absolvenților unei serii de învățământ (DEX): *promoția 1999/* a whole series of education graduates". Today the word means "*ofertă de mărfuri în condiții speciale, avantajoase, pentru o perioadă limitată/offer of goods in special, advantageous conditions, for a limited period*". (Dictionar enciclopedic)

The same situation is encountered in using the word *bord/board*. Leaving aside the old meaning (*bordul navei*) *bord* could mean today "echipa de conducere a unei instituții/leadership team of an institution". (DEX) (e.g. *Deși e tânăr, el face parte din bordul acelei firme*). Close, somehow, is the word *training/training* meaning "stagiul de pregătire, de instruire" (DEX) (e.g. *Vor face o lună training cu un profesor japonez*). It should also be noted Romanian television' trend to abuse the use of phrases *breaking news* or *news alert* (Craia, 2013:56), as they would be known to all Romanians.

„Publications specializing in banking and finance are likely those that can justify in a meaningful and objective manner the abundance of borrowings that entered the language with the development of these sectors”.(Radu, Preoteasa, 2015: 101) Because finance world is Anglo-Saxon, most of the terms used by economists are in English. The phenomenon is easily explained if we consider that Romania has discovered the market economy in the early '90s, when specialists in this area began a recovery of terminology and also a discovery of concepts in order to operate in the economic field. It is true that certain terms belonging to these areas can sometimes be translated without difficulty and without semantic losses, professionals in the economic field still preferred to use the English version. This is for instance the case of words such as : *broker, shareholder, setup, merger* often used in English for various professional reasons. The situation changes radically when encountering such borrowings in the wider media audience, in articles addressing the masses and debate economic issues of general interest. In such cases, these borrowings should be translated when possible, and „in situations where such Anglicisms cannot be equated (loss of meaning, semantics ambiguity or even false meaning) it is preferable borrowings be equated through explanation”.(Zarojanu, 2014: 24)

Examples of press articles that highlight English borrowings

- „Visa le propune comerciantilor *online* o noua solutie de plata – 3V *prepaid voucher* – menita sa-i atraga in magazinele virtuale chiar si pe utilizatorii cei mai sceptici in ceea ce priveste siguranta tranzactiilor pe *site-urile web*.” (Romania Libera”- 8 October 2012)
- „*Subsidiara* (engl. subsidiary) din Romania a producatorului de echipament sportiv Puma va deschide, luna viitoare, primul *showroom* permanent de pe piata locala, in Bucuresti.” (Evenimentul zilei-17 November 2013)
- “Piața de *leasing* operațional a înregistrat, în 2013, o creștere ușoară de aproximativ 3,5% față de anul anterior, ajungând la aproape 43.000 de unități și depășind estimările făcute după rezultatele la 9 luni. Anul trecut, 11.500 de autovehicule noi au fost înmatriculate prin *leasing* operațional, reprezentând peste 17% din totalul înmatriculărilor de autoturisme și autovehicule comerciale ușoare noi”. (Adevarul, 20 February 2014)
- “Brico Depot, parte a grupului Kingfisher, liderul absolut al pieței de bricolaj

din Europa, aniversează un an de prezență pe piața din România; un an încununat de realizări veritabile, o viziune și *know how* implementate cu succes la nivel local și 14 depozite transformate în timp record”. (Adevarul, 13 March 2015)

- “Compania și-a propus ca în următorii ani raportul între producția în regim *lohn* și cea pentru marca proprie să ajungă la 60-40, în condițiile în care producția în regim *lohn* din România are concurență serioasă în țări ce au costuri mai mici cu forța de muncă”. (Adevarul, 6 July 2015)
- “Orădenii care vor să afle cum ar putea să înceapă o afacere în sistem de *franciză*, au ocazia să se pună în temă, participând la conferința organizată de fundația Proton, în parteneriat cu Kyros Franchising”. (Adevarul, 15 January 2014)
- “Un segment de nișă al serviciilor financiare din România, cel de *factoring*, s-a situat în 2014 la un nivel apropiat celui din 2013, iar pentru anul în curs există unele semne de creștere a necesarului de finanțare specific”. (<http://www.piatafinanciara.ro/focus-factoring-investitiile-fac-diferenta>, 23 November 2015)
- “Pentru finanțarea proiectelor generatoare de venituri, băncile așteaptă un raport *loan-to-value* (dintre valoarea creditului și cea a garanțiilor constituite) de 65% pentru proprietăți de birouri și *retail* și de 60% pentru parcurile industriale și hoteluri, potrivit studiului KPMG”. (<http://www.capital.ro/bancile-deschid-supapa-creditelor-pentru-investitii-imobiliare.html>, 23 November 2015)
- “Multi studenti, sau chiar proaspat absolventi, se gandesc ca *joburile part-time* ii pot ajuta sa castige cativa bani in plus. Corect formulate in CV-ul tau, acele abilitati dobandite la locul de munca iti pot oferi un avantaj atunci cand *aplici* pentru o pozitie de *entry-level* in publicitate”. (<http://www.business24.ro/locuri-de-munca/angajari/tinerii-si-job-urile-part-time-angajatorii-apreciaza-experienta-1565961>, 23 November 2015)

4. Conclusion

After studying this sample of publications it is clear that Romanian language has the character of a living, dynamic organism, in contact with international languages, especially English, and the current trend of globalization leaves its mark on Romanian vocabulary.

Anglicisms are a reality, a living proof of language evolution. Speakers and specialists' attitude towards the flood of Anglicisms in Romanian audio-visual language should be a reasonable one, since it is necessary to measure both advantages and disadvantages. Even though enriching the language by borrowing from other languages has drawbacks, such as creating ignorant forms of expression, the advantage is: the segment audience-receptor is drawn to this linguistic trend, perceiving the press language as a familiar one and also highly accessible.

Anglicisms did not result in altering the Romanian language, but rather contributed to its permanent renewal and reconstruction, to modernization of lexicon. The influence of English should not be considered a negative phenomenon, not being more dangerous than other foreign influences that have manifested over time in our language, as long as their use is not exaggerated. Using these terms in speech corresponds to both cultural and social requirements of expression (the emergence of new extralinguistic realities determined by facts related to the progress of mankind) and also functional (the need of terms to designate these new realities in people's life). The essence of language is to renew permanently. Borrowings from other languages represent a matter of linguistic creativity through which language changes, enriching relentlessly to correspond to new realities.

My opinion regarding this avalanche of English terms is that we should not be totally influenced by the media taking over without investigating unnecessary foreign terms. Enjoying great success to the general public, the media endangers Romanian language by introducing unnecessary terms, without any necessity. In conclusion, assisting an unprecedented technological development facilitated by many channels of communication and spreading ideas, of scientific achievements, patterns of behavior, cultural patterns, scientists and also teachers must intervene to protect the Romanian language.

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