

**ECONOMIC NOUN-ANGLICISMS  
IN ROMANIAN ONLINE MEDIA**

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***Abstract***

*The focus of the present paper is on the more and more numerous economic noun-anglicisms in Romanian online media as well as their adaptation degrees. The theoretical part of the present paper is supported by various contexts containing business noun-anglicisms and demonstrating the fact that noun-anglicisms outnumber the other types of anglicisms (adjective-anglicisms, verb-anglicisms or adverb-anglicisms).*

*The present study also tackles upon the necessity or its absence (although the distinction may be very difficult sometimes as there are several factors that have to be taken into account) when it comes to the use of economic noun-anglicisms and tries to offer several translation solutions that could avoid eventual communication difficulties or misunderstandings of the messages in which such terms/ expressions appear.*

**Keywords:** economic noun-anglicisms, adaptation degrees, translation solutions.

***1. Introduction***

The general perception of both the literature in the field (Pop and Sim 2011: 377) and the common Romanian speaker is that we are experiencing an “invasion” of terms of Anglo-Saxon origin. Our approach to this issue is not an “apocalyptic” one, though. We actually greet the welcoming nature of our language, but we also think there is a need to keep that wise balance and find the best ways to enrich our (economic) vocabularies<sup>2</sup>.

When penetrating a language, any foreign word undergoes an adaptation process. The way towards adaptation (in a certain period of time) of English terms to the system of the borrowing language (in our case the Romanian language system) is depicted by Sicherl (1998:143) in the following words: “The English word is first a **model** when taken over by another language, and is gradually adapted into a **replica**. When the adaptation of the model is complete, the replica has been fully integrated into the system of the receptor language.”

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<sup>2</sup> Trăistaru (2008: 724) pleads for our language defense through an “optimum integration” of foreign words.

Of all the anglicisms that are nowadays used in Romanian written or oral contexts, noun-anglicisms are the most numerous<sup>3</sup>. And the same linguistic reality is valid for Romanian economic languages (e.g. marketing and advertising, banking and finance, management, accounting and auditing, etc.).

## ***2. Occurrences of economic noun-anglicisms in Romanian online media and aspects of their adaptation***

In this part of our study attention is focused on the adaptation of nouns in terms of gender, number, graphic aspects, the issue of their “necessity” and translation.

In terms of gender, most economic noun-anglicisms are assigned to the neuter gender and to the masculine gender<sup>4</sup>. Generally, inanimate nouns (e.g. *overdraft*) or those which are neuter according to their meaning (e.g. *business, yield, backup, agreement, start-up*) are considered neuter, while the noun-anglicisms that belong to the “common gender” (Topală 2006: 427) or are animate nouns (Stoichițoiu-Ichim 2006: 45) (e.g. *trader retailer*) including the compound ones (e.g. *operations manager, trade marketing manager, head-hunter, chief executive officer, fund-raiser*) are perceived as masculine. Here are several occurrences of such anglicisms appearing in the Romanian online economic press:

- „credit *overdraft* de la OTP bank” (www.zf.ro);
- „cel mai puternic ancorat în *business* este hotnews.ro” (www.capital.ro);
- „serviciile de management al proceselor de *business*” (www.capital.ro);
- „perioada de recuperare asumată de investitori pentru produsele de retail este mai mare, respectiv *yieldul* este mai mic față de birouri.” (www.zf.ro);
- „*Yieldurile* obligațiunilor portugheze cu scadența la zece ani” (www.zf.ro);
- „Realizarea unui plan de *backup*” (www.efinance.ro);
- „*agreementul* stabilit cu oficialii Comisiei Europene” (www.capital.ro);
- „Andrei Rebenciuc, de 31 de ani, *operations manager* la *start-up-ul* Cynny, un start-up româno-italian evaluat recent la 25 de milioane de euro.” (www.zf.ro);
- „din decembrie 2014 este *trader* pe piața de energie OPCOM” (www.capital.ro);
- „organizație în care a intrat ca *trade marketing manager*.” (www.businessmagazin.ro);
- „dacă aș fi head-hunter în Olanda, l-aș recruta pe omul acela” angajator specializat (www.adevarul.ro);
- „World Class România l-a numit pe Kent Orrgren în funcția de Chief Executive Officer” (www.zf.ro);
- „are loc o sesiune deschisă, gratuită, online, de întrebări cu și despre fundraising adresate Cristianeii Ionescu, unul din cei mai cunoscuți fundraiseri români.” (www.zf.ro);
- „Retailerii trebuie să ia în calcul și utilizatorii inactivi.” (www.capital.ro).

As far as the feminine gender is concerned, there are instances of noun-anglicisms that are usually considered masculine, but in use they are accompanied by indefinite article for feminine nouns, or by means of motional suffixes they become feminine (Stoichițoiu-Ichim 2006: 45): „a ajuns în poziția de manageră a magazinului” (www.cariera.ejobs.ro).

The plural of economic noun-anglicisms is in close connection with their gender and respect the rules of the Romanian language (Stoichițoiu-Ichim 2006: 46). Thus, the plural form of masculine economic anglicisms is marked by final “-i”, like in the following examples appearing in Romanian online economic media:

- „*Traderii* vor primi piață over-the-counter pentru tranzacțiile cu energie.” (www.zf.ro);
- „*managerii* ai companiilor românești” (www.zf.ro);
- „*Retailerii* Deichman și Pepco” (www.profit.ro);
- „*Advertiseri* și *publisheri* din întreaga lume folosesc platforma de discovery Taboola” (www.dailybusiness.ro);

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<sup>3</sup> See also Tălmăcian (2013) and Tălmăcian (2017) that offer a wide range of examples of economic anglicisms in Romanian (online) mass media.

<sup>4</sup> See also Tălmăcian (2016: 107-110).

- „*Providerii* de internet din Europa vor putea fi forțați să blocheze accesul la site-uri” (www.capital.ro);
- „*discounturile* practicate în cadrul rețelelor internaționale” (www.capital.ro);
- „Se încurajează linia *start-up-urilor* prin proiectele cu finanțare europeană.” (www.zf.ro);
- „metodă bazată pe estimarea *cash-flow-urilor* viitoare” (www.zf.ro);
- „putem apela la colegii noștri din alte *branch-uri* pentru a se întâlni cu candidații (www.curierulnational.ro).

When a business English expression seems too new to receive a plural form it is preceded by introductory formulations like „programe de tip”, „process de” while some of them preserve their very own plural form in English:

- „programele de tip *“stock option plan”* sunt, pentru prima dată, definite de legislația fiscală” (www.hotnews.ro);
- „Enterprise Concept are în prezent în portofoliu peste 35 de clienți, în special de tip *enterprise”* (www.capital.ro);
- problema reală stă în abordarea procesului de «job hunting» (www.cariereonline.ro);
- „a pus bazele, în 2005, ale unei afaceri axate pe un sistem de *direct sales* autentic românesc și pe produse bio, ce abia intrau pe piață la momentul respectiv.” (www.businessmagazin.ro);
- „mai ales că *angel investors* sunt minoritari” (www.start-up.ro).

But to what extent are noun-anglicisms (including acronym noun-anglicisms) adapted from the graphic point of view<sup>5</sup>? The first sign that shows that the respective term is still perceived as a foreign element in our language is the use of a hyphen that links the English term with the Romanian distinctive morphologic elements:

- „Același sistem progresiv îl are *retailer-ul*.” (www.capital.ro);
- „Fenomen opus „*bail-in*”-ului.” (www.zf.ro);
- „la *start-up-ul* Cynny, un start-up româno-italian evaluat recent la 25 de milioane de euro.” (www.zf.ro);
- „să nu ne supărăm când *headquarters-ul* face disponibilizări.” (www.dcnews.ro);
- „*Merger-ul* (fuziunea) dintre două organizații presupune de cele mai multe ori ca o companie de dimensiuni mai mari "să înghită" o companie de dimensiuni mai mici.” (www.ziare.com);
- „Ce presupune bugetarea *cash-flow-ului* firmei?” (www.manager.ro);
- „Un exemplu este CEO-ul Samsung Electronics” (www.hipo.ro).

But there can also be found inconsistencies, in which cases, there is no graphic sign differentiating the elements belonging to English and Romanian like in the following examples:

- „E cunoscut faptul că *free-floatul* pe Petrom era undeva la 8%.” (www.zf.ro);
- „Acum *businessul* valorează 25 de milioane de euro” (www.businessmagazin.ro).

An aspect that deserves our attention in the present study is the issue of the necessity or the unnecessary use of noun-anglicisms in Romanian economic contexts that are available in the online environment. We could classify them in 1. unreplaceable; 2. replaceable/translatable; and 3. necessary (for a reason: internationalization, the updated aspect of the whole message, the “superiority in usage” (Zurita 2005: 106), etc.).

1. We have used the word “unreplaceable” in order to express the fact that there are noun-anglicisms that express a concept, an economic phenomenon that can hardly be expressed by a Romanian term and if trying to do so, we have to use several Romanian words:

- „depozitarea și activitatea de manipulare 38% din veniturile obținute, iar cea de *co-packing* 3%.” (www.zf.ro).

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<sup>5</sup> See also Gruber (2012:81).

2. The term “replaceable” refers to the possibility of being translated into Romanian or the existence of a Romanian “equivalent”<sup>6</sup>:

- „Practic, aceasta a fost etapa de *seed*.” (www.zf.ro);
- „segmentul *low-end*” (www.dcnews.ro).
- „Aproape 50% din clickurile pe reclame sunt generate de vizitatorii unui *e-shop* în aceeași zi, conform analizei.” (www.capital.ro);
- „responsabil în departamentul de *marketing* pentru partea de vest a țării.” (www.businessmagazin.ro);
- „El a ținut să pună accent pe duritatea condițiilor din eventualul nou bailout.” (zf.ro)
- „o platformă de *e-commerce* lansată cu un an înainte de apariția Amazon.com.” (www.zf.ro);
- „comunitatea de *business* emirateză” (www.zf.ro).

3. The “necessity” of the noun-anglicisms in our third category actually means the reason(s) why the user of such terms has when appealing to them, and these reasons are subject to lecturer’s interpretation:

- „Cel mai mare *trader* de cereale din Orientul Mijlociu se uită la piața locală” (www.zf.ro) (here the reason for using “trader” may be the its high frequency in the economic field, especially in the field of commerce and the premise of the author of the respective article that “trader” far too common a term so as not to be understood properly by Romanian lecturer).

Of course, the inclusion of certain anglicisms in one or another category above may be subjective, that is why we can admit the fact that the reason(s) for using a certain English term in a Romanian (economic) context are of high importance (for instance, some Romanian speakers or writers of business articles have the intention of rendering their messages a shade of internationalization, an updated aspect or if they are so familiarized with a certain English terminology that they find it is natural to use such terms in a Romanian text). Therefore, if there is a close connection between perception, motivation and use, what seems unnecessary to somebody may be considered necessary by somebody else.

But no matter what the reason for their use might be, a “general” solution to undesirable misunderstandings or lack of understanding of a certain Romanian text because of the presence of foreign term(s)/ expression(s) in it is the presence of its/their Romanian translation(s) or explanation(s) next to the English term(s). Some online publications include such examples:

- „dialogul cu “stakeholders” - acționari (“shareholders”), angajați, autorități, clienți, furnizori, distribuitori, ONG-uri, media” (www.businessmagazin.ro);
- „să treacă printr-un proces de *rebranding*, odată cu transformarea produsului într-unul mult mai diversificat din punct de vedere al funcționalităților.” (www.wall-street.ro);
- „Dacă, în “*bail-in*”, pentru salvarea unei bănci în cădere se apelează (potrivit definiției) la fonduri interne, în ultimă instanță și la depozite, în “*bail-out*” fondurile de salvare sunt externe.” (www.adevarul.ro);
- „Tranzacția *spot*: o înțelegere între un cumpărător și un vânzător de a cumpara, respectiv de a vinde o anumită cantitate de marfă la un anumit preț cu livrare și plata imediată. Exemple: cumpărăturile la piață, un schimb valutar, cumpărarea sau vânzarea de acțiuni la bursă.” (www.hotnews.ro).

### 3. Conclusions

By means of the present research we have tried to prove through economic media examples that noun-anglicisms are the numerous and appear in various adapted forms. We expect them to increase their number in the years to come against the globalization background whose linguistic instrument is most of the times the English language.

We are also pleading for a linguistic balance that preserves what is essentially Romanian and accepts what the Romanian language really needs in terms of new and meaningful (economic) terms and expressions of English origin and of international use.

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<sup>6</sup> Zurita (2005:96) uses the word “equivalent” meaning “the same sense value in the SL” (Second Language).

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