

## PROPER AND UNPROPER USE OF SOME ECONOMIC TERMS

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*The present paper focuses mainly on the impact of the English borrowings on everyday Romanian speakers discussing the most common mistakes that may occur when speakers are not well informed on the form of the words in the source language.*

Human communication is a transaction-like process by means of which people transfer emotions, thoughts, feelings, and energy and exchange meanings. The aim of this process is to make the person you talk to feel, think or behave the way you want him to.

Each and every person has his/her way of communicating (verbally or non-verbally), using different ways of data transfer according to every specific situation.

The sine qua non condition for a communication to be properly perceived by specialists or experts of certain domains is, first of all, the knowledge and adequate use of specific terms and terminology.

The sane development of Romanian language in general, and that of specific languages or vocabularies, in particular, has become a permanent activity of the language specialists.

The changes in our society, the rise of the general cultural level of the population, the improvement of most of the means of communication brought along more and more spelling mistakes when it comes to pronounce the borrowed words, especially taken from English (most often committed by the less educated people).

Subscribing to the idea sustained by many important Romanian linguists (e.g. Mioara Avram, Rodica Zafiu etc.) we can say that the English influence on Romanian Language is not so recent as some may think, coming after 1990. In fact, behind this superficial judgement of facts, we see that this influence has been a more or less constant one, even if words of English origin were introduced through other languages, French in particular.

Belonging to a language family other than Latin, the borrowings from English may create difficult adaptation or acceptance by a great deal of speakers. Still, let us not forget that English itself has got a powerful Latin component (e.g. *audit*, *bonus*, *item*), and thus, some of these English loans do not harm our language, they only continue the old process of re-Latinisation of Romanian. Therefore, we do not have to worry and be afraid of the English influences, as some of us do “the English influence is not a structurally negative phenomenon, it does not have to be considered as more dangerous than other foreign influence”<sup>199</sup>.

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<sup>199</sup> M. Avram, *Anglicisme în limba română*, București, 1997, p. 7  
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Many studies concerned with the adaptation of Romanian words of English origin mention Iorgu Iordan as first source tackling the topic, discussing Anglicisms that appear in the sports area. This fact comes to strengthen my previous statement that English borrowings are not a recent issue, that would characterize the after 1989 period. This English influence could be traced back even to Caragiale's time in his plays: *Five o' clock* or *High life*, and then, later on in George Calinescu's literary work, which abounds in neologic terms, as well as in the research works of some great linguists like Sextil Pușcariu, Iorgu Iordan, Al. Graur.

“Un **spicher** înalt cu pulover alb și freza foarte linsă se apropie de marginea ringului.” ( G. Călinescu, *Cartea nunții*, Ed, Minerva, Buc., 1978, p.196);

“*nu voia să cadă jos **knock-outat***”. (G. Călinescu, op.cit, p. 203, unde avem de-a face cu un adverb de origine interjecțională provenit din engleză);

Most of the the newly borrowed words come from relatively recent domains: computer sciences, open-market economy, as well as from components of day-to-day activities: fashion, music, newspaperers, television advertising etc. Anyway, most of these words have not been recorded in dictionaries so far.

“Vă mai amintiți **promo-ul** de la Antena 1...?”<sup>200</sup>

“*Poate nu am înțeles eu ce **target** au urmărit...*” ([www.forum.softpedia.com](http://www.forum.softpedia.com).)

The very fashionable domains of the computer sciences, the Internet offer us a lot of examples of neologisms of English origin, the technology of the electronic media being among those who are the most innovative but less stable ones nowadays: *attachment, browser, cip, computer, download, desktop, e-mail, floppy, font, inbox, modem, mouse, pad, scaner, server* etc, dar și multe verbe: *a accesa, a computeriza, a cripta, a customiza, a downloda, a faxa, a formata, a lista, a loga, a printa, a procesa, a reseta, a scana, a seta, a starta, a tastea, a upgrada* etc. Thus, it is obvious we have to do with a specialized language of the Internet and computers. Some of the words have the same form and are pronounced like in English and do not create too many problems: *computer, font*. Still, there are a number of words that are felt as foreign by the Romanian language system: *floppy, update*.

The transposition to other languages can happen either taking the word as such, as a lexical loan: *mouse, soft, e-mail, server, laptop, site*, or by copying its meaning: *a accesa* (>engl. to access), *fereastră* (>engl. window), *a naviga pe internet* (>engl. to navigate), *a reseta* (>engl. to reset), *atașament* (>engl. attachment)<sup>201</sup>, *icoană* (>engl. icon)<sup>202</sup>, *virus* (>engl. virus), *motor de căutare* (>engl. search engine) etc.

“Internetul este **accesat** de 40 milioane de oameni” (România liberă, nr. 2147, septembrie, 1997);

<sup>200</sup> Exemple taken from Rodica Zafiu, *Promo*, (în) “România literară”, nr. 35, 1.09.1999;

<sup>201</sup> For this term, see Rodica Zafiu, *Atașament*, (în) “România literară”, nr.10, 13.03.2002;

<sup>202</sup> Rodica Zafiu, *Iconi, icoane, iconițe...* (în) “România literară”, nr.23, 11.06.2003 presents the different forms the English ‘icon’ may take in contemporary Romanian language.

On the other hand, economy has proved to be a priority due to the new historical events of present Romania, and this functioned like a powerful engine of the need to clarify every exception from the settled rules, exception that appeared in the economic language.

The English term **management**, meaning the science and art of managing, administrating, better using people, resources, technology so as to ensure productivity and efficiency, should be correctly pronounced *ménigî-ment*, and those pronouncing it *management* or, even worse, who pronounce and write it *menejiment* are always looked upon as less educated.

For the derivative **manager** only the English pronunciation *méniger*, is accepted, and by no means *manáger* (having the last but one syllable stressed), nor it is written or pronounced *méneger*.

The term **know-how**, meaning all the technical, technological and organisational knowledge, experience and specifications obtained as a result of research, is correctly pronounced like in English, *nău-hau*, whereas the item **fairplay** must be said *fer-plei*.

The terms **leasing** meaning a system of financing investment, **clearing** system of deduction without cash (in Romanian also spelt *cliring*), **dealer**, stating for merchant is spelt the English way: *lizing*, *cliring*, *dîler*.

Not knowing or a low level of English knowledge may often produce pronunciation mistakes.

Here are some other examples. The word **business**, meaning enterprise, even if not so often used, may appear in a wrong spelling *bîznes*, *bîsnes* or, even worse *búsines*, the proper pronunciation being *bîznis*, having the articulated form *business-ul*; and the plural one *business-uri* (pronounced *biznisuri*).

The derivate term **businessman** should have the pronunciation *bîznesman*, and not *businessmén*, or *biznesmén*; whereas the correct plural form is *businessmani* (pronounced *béiznesmeni*); the pronunciation of **businesswoman** will be *bîznisumăn*.

Anglicisms in Romanian language are nowadays the field offering rich material for researchers as this foreign influence is not recent, as mentioned before, it has been manifesting starting almost one century ago.

These English loan words are worth studying and thoroughly examined in all their complexity especially when it comes to talk about meta-languages, or specific vocabularies as they are also called. It is a fact that nobody can know all the languages, but the specific terms, mostly those that are currently used must be known; in case they show certain degrees of difficulties, we have the duty to inform ourselves properly so as not to become ridiculous in front of those you talk to. In order to correctly spell a certain word, one must know: 1. which is the language the loan comes from; 2. the way those sounds are pronounced in the respective source language (it is even more important when we talk about English where pronunciation does not have such strict rules as other foreign languages do).

A compromise situation could be if a variant with a Romanian transcription of the respective word could appear, in a lexicographic article in the same time with the original spelling of the borrowed word, with a direct indication of the base-form.

Stress can be an important factor of mispronunciations as well, even if the meaning stays the same. For instance, the term **marketing** which has the meaning of all the practical activities, methods, investigation techniques and proper analysis instrument used by an entrepreneur in order to sale adapting them to necessities, has the stress on the last but one syllable and it is spelt with **k** and not with the sound combination **ch** *marchéting*. The terms **marketing**, **market** are part of its lexical family, and are in their turn more or less in lexical connection with the Romanian words *marfă*, *iarmaroc*, *comerț* (*comercial*, *a comercializa*) etc. (see Al. Graur, 1980; M.Avram, 1997).

Therefore, thanks to the evolution of our society, to the economic headway, the standardisation, unification and settlement of economic terminology has proved to be an important issue of our age. The solution to these problems must be given by linguists, specialits in the field, as well as by the speakers of our language as it is known that no theory can be applied and function if people reject it.

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