

GLOBALIZATION, ANGLICISMS AND BUSINESS ENGLISH

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Abstract: *For a long time, people have felt the need for a common language in order to communicate faster and better and English has become the global language, spreading across the world. Nowadays, more and more people learn and speak English for different reasons. The effect of it is that English started influencing the native languages of the speakers who use a great variety of words and expressions from English while speaking their respective languages. The aim of this paper is to analyze the influence of Anglicisms on the Romanian vocabulary, especially on the business vocabulary. Our paper focuses on English for Business and Economics, as we have been teaching business English to students from the Department of International Business for several years. The research undertaken in this paper is a theoretical research, concentrating on the controversies that surrounded this highly debated subject by the linguists: should Anglicisms be used in Romanian or not? In this regard, there are two sides: on one hand those who are rather supportive of the trend and those (and here we mention highly reputed Romanian linguists like George Pruteanu or Eugen Simion) who were categorically against it. The paper provides the results of a survey conducted by "Special Eurobarometer 243" showing that English is the most widely spoken language in Europe with a score of 51%. The concept of "romgleza" tends to replace the Romanian language in large corporations and not only and this is a natural trend, considering the "invasion" of the English language. A conversation in "romgleza" combines Romanian and English elements, thus resulting a technical jargon, the English words being used especially in areas like IT, marketing, management. This is due to the fact that in these areas the daily exposure to English is higher because everything people in these fields do is connected to English. Romgleza appeared because in Romanian there are no words to express the same meaning as the English words and that is why the majority of people prefer to use the English word. Yet, the purpose of this paper is not to mourn the fate of the Romanian language. Anglicisms have not determined an "alteration" of the Romanian language, but, on the contrary, they have contributed to its permanent renewal and development, modernizing its vocabulary.*

Keywords: English, globalization, Anglicisms, romgleza, controversies.

JEL classification: Z19

1. Introduction

It is a common fact that English has been successfully promoted and adopted in the global linguistic marketplace. Tom Hutchinson and Alan Waters (1987) offer one of the reasons why English acquired so much importance at worldwide level: "The effect was to create a whole new mass of people wanting to learn English, not for the pleasure or prestige of knowing the language, but because English was the key to the international currencies of technology and commerce" (p.7). In fact, English has nowadays become the language of international communication. As Robert Phillipson (1992) points out, "English has a dominant position in science, technology, medicine, and computers; in research, books, periodicals, and software; in transnational business, trade, shipping, and aviation; in diplomacy and international organizations; in mass media entertainment, news agencies, and journalism; in youth culture and sport; in education system, as the most widely learnt foreign language" (p.6).

At the European level, English is used as a common language especially due to the appearance of international organizations like the UN, NATO, EU, or WTO. Together with these organizations new interest appeared in legislation, treaties, agreements where English is used as a common language. EU institutions use three main working languages:

English, French and German. Yet, the majority of the new Member States have preferred English.

According to a survey carried out by the "Special Eurobarometer 243" about the languages spoken by Europeans shows that German is the most widely spoken mother tongue with 18% of the speakers, while English is the most widely spoken language in the EU with 51%. This survey also shows that 100% of the Hungarians, 100% of the Portuguese, and 99% of the Greeks speak the state language as their mother tongue. 56% of citizens in the EU Member States are able to converse in one language apart from their mother tongue. 28% of the interviewed persons say that they speak two foreign languages well enough to hold a conversation. Yet, despite this, 44%, admit they do not know any other language than their mother tongue. 38% of EU citizens state that they have skills in English to have a conversation (apart from the citizens of the United Kingdom and the Republic of Ireland, and Malta), therefore English remains the most widely spoken foreign language throughout Europe. In 19 out of 29 countries surveyed, English is the most widely known language apart from the mother tongue: Sweden (89%), Malta (which is a former British colony) (88%) and the Netherlands (87%). 77% of EU citizens consider that children should learn English. English either as a mother tongue or as a second/foreign language is spoken by 51% of EU citizens, followed by German with 32% and French with 28% of those surveyed.

2. Loanwords/Anglicisms. Definition and Controversies

It is known that speakers use in different cultural spaces more than one language, and this is eloquent today if we consider globalization under the aegis of English language, occupying the supremacy among other international languages used in communication. Therefore, as a subset of neologism, "in the linguistics of languages in contact, in view of multilingualism, in the last two decades is considered Anglicism "every word borrowed from English designating a thing or a concept that belongs to British civilization; such a word should not be of English origin (provenience), but it must have been adapted and integrated into the vocabulary" (Ciobanu, 1997:4).

The aim of this paper is to analyze the influence of Anglicisms on the Romanian vocabulary, especially on the business vocabulary. Our paper focuses on English for Business and Economics, as we have been teaching business English to students from the Department of International Business for several years. The main source which we use during our Business English classes is *English for Business Students*, which is a multi-level business English course for business students. *English for Business Students* is designed for those who are involved in the world of Management, Marketing, Finance and Banking and Tourism. Students learn to talk figures, accounting basics, company finance, world economic issues, trade and money and banking and they become accustomed to using loanwords from English.

Loanwords are words that, adapted phonetically, were integrated into the phonological system of the receiving language and contain no foreign element. The loanwords that have started the process of adaptation and assimilation are called foreign-loans. The terms remaining misfits or unassimilated are called foreign-words (Ciobanu 2004: 33).

Denotative Anglicisms do not generally have an equivalent in Romanian, as denoting newly emerging realities in various areas of material and spiritual culture.

While Anglicisms are inappropriate or incomplete terms adapted to the language system, specialized studies revealed that, due to their frequent use, can be considered to be norms (phonetic, orthographic, morphological).

According to the motivation and the function of the loan in relation to the specific of a certain style or language register, Sextil Pușcariu (1976) classifies loans into *necessary loans* and *luxury loans*.

- *Necessary loans* (in our case, *necessary Anglicisms*) are words, phrases or phraseological units that have no counterpart in Romanian or have some advantages over the domestic term. In this respect, Anglicisms have the advantage of precision, conciseness and not least the international movement. They are motivated by the novelty of the referent and are also international words that have no Romanian synonyms and fall into the category of specialized terms: *audit, broker, brokerage, buy-back, cash&carry, clearing, credit, dealer, design, designer, dumping, duty-free, electronic banking, futures, grant, holding, hypermarket, leasing, management, marketing, non-profit, offshore, outlet, rating, retail banking, supermarket, trust, voucher, wireless*, etc. These words emerged from the necessity of a common, international, professional language between different Romanian economic, financial and commercial entities that have developed and maintained relationships with foreign partners.
- *Luxury loans* (in our case *luxury Anglicisms*) are useless loans, related to the subjective tendency of some social categories to individualize themselves linguistically in this way. Such terms only double Romanian words, without expressing additional information. Examples: *advertising, agreement, board, brand, businessman, businesswoman, chairman, discount, full-time job, marketing manager, part-time job, program officer, sales manager, sales person, salesman, showroom, staff, but also shop (frequently used in some Romanian shops' names), shopping, shopping centre, food, drink*.

Analysing the adaptability of English origin words in Romanian according to linguistic norms, it can be noticed that the general trend of contemporary literary language is to keep loans from English in a form as close as possible to that of the source language. At the same time, at the morphological level, a consequence of the massive use of English words might be the "undermining" of the inflectional character of the Romanian language by increasing the number of invariable adjectives and hardening the distinction of different parts of speech. And according to lexical-semantic standard, defining the meaning of loans is generally done with a synonym or an equivalent Romanian expression. Anglicisms can be inserted into the text by its Romanian equivalent or, in a journalistic manner, by alternating synonymous terms in titles and subtitles.

Adriana Stoichițoiu-Ichim - in "Aspecte ale influenței engleze în româna actuală" ("Aspects of British influence in Current Romanian" t.n.) - makes the differentiation between English assimilated loans (which are adapted from the phonetic-orthographic, morphological and semantic point of view and also behaves like Romanian lexemes, with extensive circulation among different social groups) and are often commonly used in speech (*stress, hit, star, top, fan, job, sort, match*, etc.) (Stoichițoiu-Ichim, 2001:89).

Therefore, the lexemes which have been adapted into Romanian from spelling and phonetic-semantic and morphological point of view of fall into the category of so-called *românisme*. These words imposed in an idiom through a typical Romanian pronunciation, a sign that a derogation was made from the principle of etymology, in favor of phonetics. Such lexemes are widely used in communication and plural formation in Romanian follows the model of masculine Romanian nouns (desinence-*i* for plural) or neutral Romanian nouns (desinence-*uri*). For example: *fani, stresuri, hituri, șorturi, staruri, topuri, joburi, meciuri* (Stoichițoiu-Ichim, 2001:90)

3. Globalization of Romanian Language. The "Romgleza"

The term globalization has been defined many times, by many researchers in terms of economic and political issues. In popular terms, the term *globalization* is associated with: *free market, economic liberalization, Americanization* or *global integration*. (<http://plato.stanford.edu/>)

According to Held et al (1999), globalization refers "to processes of change which underpin a transformation in the organization of human affairs by linking together and expanding

human activity across regions and continents” (Held, 1999: 15). Waters (2001) defines globalization as “a social process in which the constraints of geography on economic, political, social and cultural arrangements recede, in which people become increasingly aware that they are receding and in which people act accordingly”. (p.5) All these suggest that globalization is a complex phenomenon which covers not only the economic field, but it has effects upon our social and cultural lives. Yet, why should approach globalization with a focus on language? This is due to the fact that language is an area of contemporary globalization, in which changes are quickly visible.

Sim (2007) considers that “[N]owadays the English influence over Romanian is so powerful and obvious that it determines different attitudes among common users, speakers and among specialists, linguists as well. It is a unidirectional influence, has a deliberate character and mainly consists of cultivated, savant borrowings as compared to the bi-directional, popular, spontaneous, and conditioned by the community coexistence that spoke different languages or by the natural bilingual characteristics of regional contacts.”

(<http://steconomiceuoradea.ro/anale/volume/2007/v2-the-impact-of-foreign-languages-on-the-development-of-the-business-environment/11.pdf>)

For example, a statement by the Romanian Minister of Communications and Information Technology at a National Conference on “outsourcing” sounds like this:

“Outsourcing is an area of success for Romanian Information and Communications Technology. Competition in this market has become intense, with Romania having to compete in the global village not only with European countries in the Far East and Latin America. Only a marketing and branding strategy which is well structured and envisaged for the medium term will help us to situate ourselves in a leading position in this global competition” (Fairclough, 2006:1).

The italicized words are very usual in a business discourse in the Western world, yet in Romania they have begun to appear only over the past few years.

“Outsourcingul este un domeniu de success al IT&C-ului românesc. Competiția pe această piață a devenit una foarte strânsă, România fiind nevoită să concureze în satul global nu doar cu țările europene, ci și cu cele din Orientul Îndepărtat sau America Latină. Doar o strategie de marketing și de branding bine structurată și gândită pe termen mediu ne va ajuta să ne situăm pe un loc fruntaș în această competiție globală.”

The italicized words are direct borrowings from English (*outsourcing, marketing, branding*) while some other words (*success, competitive, global, strategic*) previously existed in Romanian (with differences in spelling, pronunciation and morphology due to the differences between languages), but are used in this discourse in the ways and with the meanings of contemporary Business English. This shows the extent to which the Romanian language has been affected by globalization. According to this, the new business discourse in Romania is expressed in a Romanian language which is strongly influenced by the English language.

English is developing as a means of international communication. English has spread across the world fast due to the British and especially American economy and the fast-growing developments in technology. For instance, in the today's world approximately eighty percent of the data stored in the world's computers is in English. The entertainment industry has contributed to it, too. .

Among the Romanian professors, linguists and researchers, there are two main trends regarding the English influence on the Romanian language.

The first category is that of the supporters of the purity of Romanian, trying to find ways to suppress any English influence. One of the most known defenders of the Romanian language is Eugen Simion, member of the Romanian Academy or the late professor George Pruteanu, who have used recurrently the term *romgleză* to refer to the current mixture of Romanian and English used in the public sphere. George Pruteanu considers that the use of Anglicisms by the Romanians has also a psychological explanation: “the English name seems for some more “valuable”, more “modern” than the one Romanian –

as if, uh !, Romanian language were obsolete, outdated, embarrassing. Some, more radical, will say that it is related to the broader phenomenon of globalization. Then, I will strain myself and I will answer them that it is the snobbery of servility, the coanachirișism. This anglicized flirtation seems a kind of provincialism at-the-level-of-country, a form of inferiority complex. As for Madame Chiritza seemed more "chic" (Cooler it would be said today) to say *furculition* instead of *fork*, so it seems to some that the Shopping Center's is more "hell", more "in Europe" than *Centru comercial*¹¹ (<http://www.pruteanu.ro/4doaro-TOT.htm>).

The second category belongs to those who tend to tolerate the occurrences of English borrowings in present-day Romanian, and are more interested in finding ways to normalise and standardise new words. One of them is Mioara Avram (1997) who states that: "The influence of the English language is not a negative phenomenon in itself and is no more dangerous than other foreign influences that have had an impact on our language ... Considering the great hospitality of Romanian, doubled by its ability to assimilate and integrate borrowings even at the level of allophones, it is logical to assume that Romanian will be able to get over

Anglicisation... as it has got over Slavonification, Hellenisation, Russification, Italianisation or Frenchification, to only mention a few of the linguistic influences that have affected Romanian over time." (p.9)

There have been many researches in the field to determine whether the English borrowings in Romanian are necessary or they are simply fashionable. The spheres which have proved to be more open to such borrowings are economics, advertising, fashion and politics.

Stoichițoiu-Ichim (2006) analyses whether the use of *romgleză* is determined by personal choices or whether it is a direct effect of globalisation. According to the author, globalisation is a fertile field which offers the perfect environment for the assimilation of various English words and structures in Romanian, while allowing individual speakers or groups to choose whether they are ready to adopt new lexical items or not. Stoichițoiu-Ichim considers that the members of some groups (such as experts in a particular scientific field – economists, for example) use English borrowings as a means to emphasise their belonging to a group. It is argued that such users make no distinction between "really necessary vs. gratuitous loan words. For them, anything goes as long as the language community understands the message." (apud Niculescu-Gorpin, 2014:93) Niculescu-Gorpin argues that "there may be no escape and the influence will continue. [...] I claim that this influence has its benefits in that it will enrich the Romanian vocabulary, while trendy loan words will disappear if not sanctioned by use. (Niculescu-Gorpin, 2014:93)

In the world of business, where linguistic and cultural knowledge are very important nowadays when doing business in an international environment, English is preferred by the majority of investors, although these investors come from non-English speaking countries.

In the study "Linguistic globalization and English addiction", Cristina Călărășu presents the concepts which appeared in the linguistics of the latest decades of the 20th century. The author states that "the English addiction represents the current tendency of different languages to allow the English influence, especially in vocabulary. Therefore, this influence acts as an over stratum element. The phenomenon becomes even more interesting when it takes place between languages that are not genealogically kindred. Taking into

¹¹ „Denumirea pe englezește pare unora mai „valoroasă”, mai „modernă” decât cea pe românește – ca și cum, hm!, limba română ar fi demodată, desuetă, jenantă. Unii, mai radicali, vor spune că asta ține de fenomenul larg al globalizării. Atunci, mă voi încorda și eu și le voi răspunde că ține de snobism, de servilism, de coanachirișism. Această fandoșală anglicizantă mi se pare un fel de provincialism-la-nivel-de-țară, o formă de complex de inferioritate. Așa cum Coanei Chirița i se părea mai „șic” (!mai cool, s-ar spune azi) să zică *furculition* în loc de *furculiță*, așa li se pare unora că *Shopping Center* e mai „al dracului”, mai „în Europa” decât *Centru comercial*.”

consideration that nowadays it includes a great number of languages, it has the tendency of becoming international, pointing out a new dimension of the contact between languages". On the other hand, the author points out that "in linguistics, the globalization idea turned up as a direct sequel of the economic situation, so it mirrors a certain aspect of the connection between the society's dynamics and the communication needs (...) the concept of linguistic globalization must be understood as a deliberate acceptance of common / unique means of communications in the international economic ties (...) From clear conjunctural reasons in the technical, scientific, social and economic development process, the English language was the only accepted language, as the language of globalization (...) it is obvious that the soaring development of the information technology, as well as of the financial, banking field was firstly registered in U.S.A., therefore registered in an English - speaking territory" (Călărășu, 2003:323-337).

Romgleza is used in corporations in research and in communication with other colleagues. As research and communication with foreign partners nowadays are prevalent in any corporation, when you express yourself and read in English for more than 50% of the entire communication process, it is natural to lend even in current conversation certain words that belong to technical jargon or, simply, these words express more precisely or more rapidly certain meanings. Yet, these borrowings should be made consciously and the limit should be the denaturation of certain meanings that the words borrowed have in Romanian. For example, *face sense/make sense* is one of the worst calques in "romgleză". In Romanian there is the right expression for it, *a avea sens*, which means exactly the same thing as *make sense* in English. The word by word translation is nothing but the expression of the speakers' laziness, of the elementary lack of respect regarding the language. In the same way, *suportarea clienților/client support* leads to ridiculous situations. It is not about *standing* the clients, but helping them, assisting them. Any entrepreneur, businessman or professional knows that *suportarea clienților* is an attitude at least damaging. Another example is that of *adresarea problemei/addressing the problem*, yet a problem cannot be *addressed*, only a letter or an application can be addressed. The meaning the romgleza speakers have in mind when using this expression is that of *solving* or *attempt to solve*, yet this word, used with this meaning is a barbarism. Other words are *forecast*, *end-user*, *top*, *damage* and *exit*, which can be translated, with *prognoză*, *utilizator final*, *de vârf*, *pericol* and *ieșire*. As long as these words are used only as professional jargon, between the members of a community, they are not as disturbing used in English because they might not exist in Romanian, with the same meanings. *Pipeline* is another word which cannot be expressed in Romanian unless using a whole structure: it means "*conduct/pipe*", yet in business it is still used with the meaning *a fi pe agenda de lucru*, *a fi în proiect*. Somewhat more natural as borrowing might be *customizare*, *share*, *headquarter* and *focus*. These words are not yet in DEX, but their use can be somewhat justify by the fact that the meanings they express are non-existing in the Romanian equivalents: *personalizare* is not really *adaptation for the client*, *share* is not the same with *partajare* or *împărțășire* and *headquarter* can be translated with *cartier general* (but who would use such an obsolete expression nowadays?) There is another translation for it, *sediu central*, but it does not cover the meaning in English. In what the last word is concerned, "*focus*", its adoption should happen quickly, because *focalizare* seems inappropriate and *concentrare* contains a significant semantic difference.

3.1. Some Business Anglicisms. Translations and Definitions

There are many loanwords which entered the Romanian language through French, Italian and even Latin ways.

3.1.1. British origin Anglicisms and their definitions

Business= afacere-legal activity in the agricultural, industrial, financial, trade, fields etc. carried on for profit; occupation; work;

Brand= trademark, marcă înregistrată, marcă (de produs), marcă de fabrică.
Board= the English name for the Board of Directors of a company or organization; managing board: consiliu de administrație;
Broker= agent de bursă; someone who mediates the conclusion of contracts between the seller and buyer or services;
Dealer= there is no translation for this word into Romanian. A possible synonym might be "intermediary"; person (natural or legal) authorised to act as an intermediary in trade and exchange operations, buying and selling values;
Know-how= no translation into Romanian; set of information, experience and practical knowledge required for proper use of methods, machines or devices;
Skill= abilitate, capacitate;
Jumbo-pack= no translation into Romanian; special / giant package format used in selling consumer products such as detergents.

3.1.2. French origin Anglicisms and their definitions

Barter= it comes from the French word *barater*; system to do business without money; products and services are exchanged on the principle of value for value; formerly practiced between individuals, but now this system is increasingly applied in organizational and international transactions.
Issue= it comes from the French word *eissue*; an aspect on which a decision has not been reached, which is still under discussion and on which there are conflicting points; problem that prevents the project unfolding;
Task= it comes from the French word *tasche*; îndatorire, sarcină, obligație, secvență de instrucțiuni.
Target= it comes from the French word *targette*; normă, plan, obiectiv; project developed with anticipation, comprising an ordered series of operations aimed at achieving a goal;
Trainer= it comes from the French *trahiner*, qualified person dealing with preparation / training of employees of a company;
Summit= it comes from the French word *somet*; diplomatic conference at the highest level.

3.1.3. Italian origin Anglicisms and their definitions

Manager= it comes from the Italian word *maneggiare*; specialist în management; person who has the knowledge and skills necessary to profitably exploit the human, financial and material resources of a company, organization etc.
Cash= it comes from the Italian word *casa* - casă de bani; bani gheață, în numerar.

3.1.4. Latin origin Anglicisms and their definitions

Office= it comes from the Latin word *officium*; cameră, sală; room in which there is one or more desks, where the employees of a company work;
Project= it comes from the Latin word *proiecere*; plan; intention to do something, to organize, to do one thing: first draft of a plan (economic, social, financial, etc.), to be discussed and approved to receive an official character and to be implemented.
A word often used in the Romanians' daily vocabulary of is "job", but the language of origin is unknown.

The terms franchise/ franciză, franchising, franchise

The term *franchise* / *franciză* is known in French as *franchise*, and in English as *franchising* or *franchise*.

The term *franchising*, used in English and in general in the common-law system, designates both the franchise operation and the contract afferent to it.

The term *franchise*, frequently used in the continental law system, rather designates the actual franchise operation, that of using a business concept in a pre-established format.

4. In conclusion

The question that is still unanswered is: how necessary are these borrowings and what is their contribution to the Romanian language?

Anglicisms represent a reality, a living proof of the constant evolution of language. The speakers and specialists' attitude towards Anglicisms must be a rational one, for we must consider both the advantages and disadvantages. The purpose of this paper was not to deplore the fate of the Romanian language. Anglicisms have not determined an "alteration" of the Romanian language, but, on the contrary, they have contributed to its permanent renewal and development, modernizing its vocabulary. We consider that the influence of the English language should not be viewed as a negative phenomenon and it is not in the least more dangerous than other foreign influences on the Romanian language, as long as their use is not exaggerated. Also, borrowing English terms to describe various cultural realities, such as some of those mentioned above, is considered a sign of internationalization of the Romanian vocabulary, while rejecting them is a manifestation of self isolation. The borrowings can be divided into necessary and unnecessary loans, but still the phenomenon of borrowing cannot be neglected, in spite of the fact that there are many speakers using incorrectly the terms.

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