

**ENGLISH INFLUENCES IN ROMANIAN BUSINESS VOCABULARY**

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[petrisure@yahoo.com](mailto:petrisure@yahoo.com)**Abstract:**

*Our language reflects directly and ceaseless all changes that take place in a community, at the economical level, political, administrative, technical or informational. For this reason, our language creates new words with its own resources: derivation, composition, lexical family and borrowing. Usually, a language borrows from that foreign language that produces the innovation in a specific domain.*

*If in the 19<sup>th</sup> century, the source of Romanian borrowings was literary Latin and neo-Romanic languages, especially French and Italian, and in some domains of techniques Romanian borrowed more from German, nowadays, the principal origin of borrowings is English. As we can easily check up Romanian borrows more words from English especially in domains like informatics, business, management, marketing, but also in fashion, music, showbiz and even in Romanian argotic language.*

*From this point of view, borrowings (or loanwords) are a necessity of a language to cover a notion or concept that didn't exist before and the Romanian language cannot create a correspondent to cover that meaning. Business language became daily language based on situations which arise daily in ordinary businesses from Monday to Friday. Words like manager, staff, credit card, design, advertising, agreement, show-room had entered in our usual vocabulary. We will analyze the importance of loanwords, their classifications and their correct use in Romanian language.*

**Keywords:** loanwords, Business English, Romanian language, Anglicisation, linguistic globalisation.

**JEL Classification:** A12, M21

**I. Introduction to Business English. Definition and Its Main Characteristics**

Business English is English especially related to international commerce. It is well-known that Business English is a subfield within English language learning and teaching, that includes i) face-to-face communication, ii) giving a presentation, iii) writing communication, iv) different forms of intercultural communication and or paralinguistic features.

Communications skills or face-to-face communication includes general recommendations for improving communications skills or gives solutions to barriers to everyday communication by studying thoroughly communicating effectively, using appropriate English, using your voice effectively, non-verbal communications, interpersonal communications, phone skills, etc.

By giving a presentation you must understand the structure of a presentation, the art of convincing and the importance of the role plays. We must also take into consideration that a businessman must know the characteristics of different type of interview, like being interviewed by the media, exit interviews, general guidelines for conducting interviews, interviewing for a job, interviewing job candidates.

In general, modern theories on writing instruction focus on the process of writing-the practices experienced writers typically use as they craft texts. The process-approach to writing focuses on methods for generating, drafting, revising, and polishing a piece of writing. As inexperienced writers become better versed in these steps and the various strategies they entail, they become more aware of textual and syntactic possibilities and how they help to achieve meaning. Particularly, in Business English, writing communication includes many kinds of letters, e-mails, memorandums, short and long reports, concise, clear and convincing style and common errors in English.

Intercultural communication refers to behavioural characteristics or body-language elements which are manifested in our way of being. Apart from words, there are many other devices that also help indicate and support meaning: paralinguistic features such as intonation, emphasis, volume and pace; non-verbal norms such as physical distance, touch and eye contact and cultural features, for example ways of indicating agreement, of being polite.

Business English became a specific element of English language learning and teaching; for example, the teachers' organisation IATEFL has a special interest group called BESIG. Many non-

native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a *shared language* or *lingua franca*. Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In cases such as these the object of the exercise is efficient and effective communication. The strict rules of grammar are in such cases largely ignored, when, for example, a stressed negotiator's only goal is to reach an agreement as quickly as possible. Business communication encompasses a variety of topics, including marketing, branding, customer relations, consumer behaviour, advertising, public relations, media relations, corporate communication, community engagement, research and measurement, reputation management, interpersonal communication, employee engagement, online communication and event management.

Electronic Business, or e-Business, may be defined broadly as any business process that relies on an automated information system. Today, this is mostly done with Web-based technologies. The term "e-Business" was coined by Lou Gerstner, Chief Executive Officer (CEO) of IBM.

Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers.

In practice, e-business is more than just e-commerce. While e-business refers to more strategic focus with an emphasis on the functions that occur using electronic capabilities, e-commerce is a subset of an overall e-business strategy. E-commerce seeks to add revenue streams using the World Wide Web or the Internet to build and enhance relationships with clients and partners and to improve efficiency using the Empty Vessel strategy. Often, e-commerce involves the application of knowledge management systems.

E-business involves business processes spanning the entire value chain: electronic purchasing and supply chain management, processing orders electronically, handling customer service, and cooperating with business partners. Special technical standards for e-business facilitate the exchange of data between companies. E-business software solutions allow the integration of intra and inter firm business processes. E-business can be conducted using the Web, the Internet, intranets, extranets, or some combination of these.

E-Business abounds, but the secret to profits continues to elude many of them. Until now, E-biz expert Michael Gendron turns the tide as he explains that the emergence of technology demands a change in the way management views and thinks about business -not just in the way it employs business technologies. Michael Gendron shows to managers how to use technologies to maximize their potential by thinking of their businesses in entirely new ways. There are myriad benefits to be gained from new technologies, but that's where typical management thinking stops. To have a true e-commerce mindset one must ask: What things must we do to earn these benefits? How must we rethink our businesses? What, in fact, are we trying to accomplish? Creating the new E-business company: innovative strategies for real-world applications give managers the tools to find the answers for their organizations. Powerful, practical, and insightful, it illustrates how a conversion to e-commerce thinking boosts bottom line benefits--in real time.

So, the Business Communication message is conveyed through various **channels of communication**, including the Internet; print Publications, radio, television, ambient, outdoor, and **word of mouth**. Business communication is a common topic included in the curricula of the Masters of Business Administration (MBA) program of many universities. There are several methods of business communication, including: *web based communication* - for better and improved communication, anytime anywhere; *e-mails* - which provide an instantaneous medium of written communication worldwide; *reports* - important in documenting the activities of any department; *presentations* - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash; *telephoned meetings*, which allow for long distance oral communication; *forum boards*, which allow people to instantly post information at a centralized location; and face to face meetings, which are personal and should be succeeded by a written follow-up.

This is the reason why the Indian linguist Braj B. Kachru has created the theory of the “expanding circle”<sup>1</sup>; at the base of this theory is the idea of three concentric circles of the language. The first circle is “inner circle” and it represents the traditional bases of English, and most, but not all, of the speakers are white (the United Kingdom, the United States, English Canada and South Africa, Australia, New Zealand, Ireland, Malta, and some of Caribbean territories).

The total number of English speakers in the inner circle is as high as 380 million, of who some 120 million are outside the United States. The United Kingdom, the USA, Australia, New Zealand and partly South Africa, Canada and the Anglophone Caribbean belong to the inner circle that is 'norm-providing'. That means that English language norms are developed in these countries - English is the first language there. The second circle is also called the “outer circle”, which includes countries where English is not an official language, but is important for historical reasons (e.g. the British Empire) and plays a part in the nation's institutions. This circle includes India, Nigeria, the Philippines, Bangladesh, Pakistan, Malaysia, Tanzania, Kenya, non-Anglophone South Africa and Canada etc. The total number of English speakers in the outer circle is estimated to range from 150 million to 300 million.

Virtually all these people are non-white. To the outer circle - which is 'norm-receiving' - belong countries like Nigeria, India, Bangladesh, Kenya, the Philippines or Tanzania. The third circle is the “expanding circle” encompasses those countries where English plays no historical or governmental role, but where it is nevertheless widely used as a foreign language or lingua franca. This includes much of the rest of the world's population: China, Russia, Japan, most of Europe, Korea, Egypt, Indonesia, etc. The total in this expanding circle is the most difficult to estimate, especially because English may be employed for specific, limited purposes. The estimates of these users range from 100 million to one billion. Here too, the majority is non-white. The outer circle is seen as 'norm-developing,' because it is this circle where most of the creative potential of lingua franca-English is to be found.

Romania as we can see is part the “expanding circle”, because it integrated in countries where English plays no historical or governmental role, but where it is nevertheless widely used as a lingua franca.

As a conclusion to this introductory part of our work we understand that Business English, as part of English language learning and teaching, became in time also a fundamental form of *business communication*, meaning part of the communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. So, Business English has at least two fundamental components a). the linguistic component or communicational component and b). the business component or the economical component.

Both these two components implies the correct use of the English language and the correct use of business language, which means that we a psychological-linguistic component and a social-economic component that will help us to understand easily the complexity and the dynamic which characterises the relation between Business English and Romanian vocabulary. Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others it refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. In both of these cases it can be taught to native speakers of English, for example, high school students preparing to enter the job market.

Business English can also be a form of international English.

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<sup>1</sup> For more details on the theory of the “expanding circle” see *The Handbook of World Englishes* by Braj B. Kachru, Yamuna Kachru, Cecil L. Nelson, Blackwell Publishing, 2006. *The Handbook of World Englishes* is a collection of newly commissioned articles focusing on selected critical dimensions and case studies of the theoretical, ideological, applied and pedagogical issues related to English as it is spoken around the world. Braj B. Kachru is Center for Advanced Study Emeritus Professor of Linguistics and Jubilee Professor of Liberal Arts and Sciences at the University of Illinois at Urbana-Champaign. He is co-founder and co-editor of the journal *World Englishes*, published by Blackwell.

## **2. From Linguistic Globalisation to Anglicisation**

Our language reflects directly and ceaseless all changes that take place in a community, at the economical level, political, administrative, technical or informational. For this reason, our language creates new words with its own resources: derivation, composition, lexical family and borrowing. Usually, a language borrows from that foreign language that produces the innovation in a specific domain.

If in the 19<sup>th</sup> century, the source of Romanian borrowings was literary Latin and neo-Romanic languages, especially French and Italian, and in some domains of techniques Romanian borrowed more from German, nowadays, the principal origin of borrowings is English. As we can easily check up Romanian borrows more words from English especially in domains like informatics, business, management, marketing, but also in fashion, music, showbiz and even in Romanian argotic language. As a rule, Business English is used by persons that already have an intermediate level of English language and they work in management or they are implied in daily communication of international business medium.

A vocabulary is a set of words known to a person or other entity, or that are part of a specific language. The vocabulary of a person is defined either as the set of all words that are understood by that person or the set of all words likely to be used by that person when constructing new sentences. The richness of a person's vocabulary is popularly thought to be a reflection of intelligence or level of education. But, richness of a person's vocabulary sustains popularly thought to be a reflection of his capacity to communicate with his business partners and to understand its ideas and possibilities.

A vocabulary of a language has many ways of multiplying its own words: derivation, compositions, lexical family and borrowing from other languages.

A loanword (or loan word) is a word directly taken into one language from another with little or no translation. By contrast, a calque or loan translation is a related concept whereby it is the meaning or idiom that is borrowed rather than the lexical item itself. The word loanword itself is a calque of the German *Lehnwort*. Loanwords can also be called *borrowings*.

Romanian language borrowed a lot of words from different domains: business, IT, shopping, music, electronics, fashion, showbiz and even in argotic part of the language. Many Romanian linguistics, like Mioara Avram<sup>2</sup>, Theodor Hristea, Ilinca Costantinescu, Ileana Busuioc and Cristina Călărășu are talking about *the linguistic globalisation* and *Anglicisation*. But these two concepts that have been more and more frequently used in various researches are different. Thus, linguistic globalisation is seen as a consequence of modern economic worldwide inter-dependency, economic trend that needs a sole means of communication; the choice of English language to fulfil this role is the result of a combination of historical circumstances. From the linguistic perspective, the phenomenon reaches certain issues of bilingualism, seen as an individual phenomenon, and not as a collective one. The second concept – *Anglicisation*, although having a clear tendency of internationalisation, is a phenomenon that results from the evolution of one language or another and is included in the 'linguistic influence' phenomenon.

We will try to find the words from Business English that became familiar to Romanians and their significance in the process of borrowing words.

Firstly, we will notice that there are more kinds of borrowings:

1. the necessary borrowings (loanwords);
2. the unnecessary borrowings.

Lexical borrowings or loanwords are a necessity of a language to cover a notion or concept that didn't exist before and the Romanian language cannot create a correspondent to cover that meaning. Sometimes a borrowing may never become nativized and occasionally the loan word will actually affect the borrowing language itself. Researchers measured the degree of a loan word's integration into the language by frequency of use, native synonymy replacement (i.e., existing words in the L1 will be replaced by the new loan words with similar meanings), morphophonemic/syntactic integration (adapting to the sound and grammar systems of the L1), and speaker acceptability. There are two types

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<sup>2</sup> See the essay of Mioara Avram entitled *Anglicismele în limba română actuală*, in Conferințele Academiei Române, *Ciclul Limba română și relațiile ei cu Istoria și Cultura românilor*, București, 1997.

of loan words. The first type is phonologically similar in the donor language form and the borrowing language form. This ‘transliterated’ loan word is used in the borrowing language with the closest possible sound and the closest possible meaning to the original word. This final type of borrowing is cited by Haugen who points out that the native word has no phonological similarities to the foreign word. These arguably do not constitute true loan words, and will not be considered here.

<b>Necessary borrowings (loanwords)</b>	
Business field	antitrust, briefing, broker, business, cash and carry, consulting, direct marketing, establishment, internet banking, trust, job, job full-time, part-time job, leasing, low cost, management, mass-market, promoter, PR, retail, tour-operator, team building, team, meeting, voucher, discount, salesman, leasing, show-room,
IT&C	computer, network, hard, hardware, software, web, mouse, CD ROM, Internet, click, CD, DVD, user, panel, web-page, icon, skin, shortcut, playlist, online, offline, spam, attachment, blog, gadgets, software, e-mail,
Modă	modeling, styling, shopping, fancy, sexy, eye-liner, lip gloss, make-up artist, hair stylist, fitness, club, web club
Advertising	trademark, spot, creative director, web designer, design, banner, brand, brand awareness, brand equity

For example, we take the word *brand*. In Merriam-Webster dictionary, the word *brand* has five meanings. The fourth meaning is “a class of goods identified by name as the product of a single firm or manufacturer”. Incredible, Eric E. Schmidt, Chief Executive Officer of Google, says in an interview that “the notion brand is wrong understood even by the most important marketing companies”<sup>3</sup>. So this word is a necessary borrowing.

Unnecessary borrowings are stylistic, euphemistic, fancy borrowings. Unnecessary borrowings overlap with Romanian equivalents.

<b>Unnecessary BORROWINGS</b>	
Business field	manager (director), workshop (seminar), advertising (publicitate)
Mass media	panel (tema de discuție), press release (comunicat de presă)
Termeni din sport	goalkeeper, poll position, draft at (jucător transferat), under 20 (junior)
Modă	fashion, top (bustieră),
Termeni culinari	ham (șuncă), toast (pâine prăjită), barbecue (grătar)
IT	a da delete (a șterge), a printa (a tipări), a da install (a instala), a restarta (a reporni)

There are also Romanian business magazines that have English name: SMART financial ([www.smartfinancial.ro](http://www.smartfinancial.ro)), Wall-Street ([www.wall-street.ro](http://www.wall-street.ro)), Business-edu ([www.business-edu.ro](http://www.business-edu.ro)), Pont.web ([www.pontweb.ro](http://www.pontweb.ro)).

### 3. Conclusion

The language change which results from language contact can be examined on many levels, one of which is the phenomenon of borrowing, or the use of a lexical item in language.

The borrowings are consequently spoken and understood by younger interlocutors and speakers who study English, and ideas of a loan word’s integration into Romanian varies accordingly. The process of borrowing is one of the most frequent ways of acquiring new words, and speakers of all languages do it. One of the initial reasons for borrowing is when one language has a semantic “gap” in its lexicon (i.e. when there is no existing word in the language with the same meaning as the loan) and needs to borrow a term to express the necessary idea or concept. Sociolinguistic reasons for borrowing include using foreign terms as is generally the case, building a sense of speaker identity, because borrowing is a result of language contact and thus a result of culture contact. The socioeconomic status of the speakers has been shown to be a determinant factor of borrowing rates, in both the type of

<sup>3</sup> See the interview taken by Dragoș Dragomirescu, Chief Executive Officer of Creativebynature™ (<http://www.creativebynature.ro>) that is a creative agency specialized in web design and branding.

words and the quantity of words. The process by which a foreign word becomes a loan word is gradual. True loan words are typically regarded as phonologically, morphologically, and grammatically integrated into the host language. We can recognize two levels of borrowing: 'pure' borrowing, where the word retains all its native features, and 'adjusted' borrowing, where the word adapts to the structural criteria of the host language. Different linguists, like Bloomfield (1933) and Olmsted (1986), distinguish between three levels of linguistic integration: words used but retaining foreign phonology, words partially integrated into the borrowing language, and words fully integrated and indistinguishable. Complex motivations lie behind the form a loan word takes in the borrowing language, and such motivations are based on the patterns of word formation in both the donor and borrowing languages.

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