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**TRENDS OF HYBRIDIZATION AND SCHEMATIZATION IN
CURRENT ROMANIAN LANGUAGE**

**621.06 – TEXT THEORY; DISCOURSE ANALYSIS; STYLISTICS
(ROMANIAN LANGUAGE)**

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The doctoral thesis and the summary may be consulted at the National Library of the Republic of Moldova, the Central Library of Moldova State University, and on the ANACEC website.

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CONCEPTUAL FRAMEWORK OF THE RESEARCH

The research topic took shape from the observation that, in the corporate environment, in institutions and in digital settings, the Romanian language is subject to constant pressures generated by interaction with technological tools and a globalized vocabulary. The linguistic system adapts, reducing itself to schematic formulas meant to make communication more efficient, and the speed at which these changes occur is unprecedented in the history of the language.

The topicality of the theme is supported by the scope of the hybridization phenomenon in the digital and professional space, by the unprecedented speed and intensity of linguistic transformations, by the specific identity and geopolitical situation of the Republic of Moldova, which is in transition from Russian linguistic influence toward a communicative space in which English has become the *lingua franca*, as well as by the value of the comparative study with Ukraine, which has undergone an accelerated linguistic transition since 2022. **The scientific importance** of the research lies in the need to update linguistic theoretical frameworks to explain language change at the intersection of stylistics with sociolinguistics, psycholinguistics and cognitive linguistics, while valuing the specific contributions of research carried out in the Republic of Moldova.

The object of the research consists of the processes of hybridization and schematization of present-day Romanian, manifested in digital and professional communication within multinational organizations in the Republic of Moldova, in relation to the linguistic, cognitive, social and technological factors that determine them.

The aim of the research is to investigate and explain the phenomenon of hybridization and schematization of the Romanian language in the context of formal and informal communication, with an emphasis on the specific situation in the Republic of Moldova, by identifying the linguistic, cognitive and social mechanisms that determine these processes.

The specific **objectives** of the research are:

- to analyse the theoretical foundations of linguistic hybridization and schematization from several perspectives: stylistics, sociolinguistics, psycholinguistics, cognitive linguistics;
- to identify and characterize the specific manifestations of hybridization in contemporary Romanian, with an emphasis on the technological and professional area, documenting the types of lexical borrowings, morphological adaptations, syntactic calques and *code-switching* strategies used by Romanian speakers in the digital and professional environment of multinational organizations;

- to examine the determining factors of linguistic hybridization in the contemporary context, including the influence of artificial intelligence and automated language-assistance tools, the linguistic prestige associated with English as a global language, the dynamics of online communication and social media, and the persistence of earlier linguistic influences (especially Russian in the Republic of Moldova);

- to carry out an empirical analysis, through quantitative and qualitative methods, of the attitudes, preferences and linguistic practices of Romanian-speaking specialists in multinational organizations, identifying correlations between demographic factors (age, hierarchical position, economic sector) and patterns of linguistic hybridization;

- to build a comparative perspective by analysing the parallels and differences between the experience of linguistic hybridization in Moldova and Ukraine (especially after 2022);

- to formulate empirically grounded recommendations for national language policies, communication strategies and a language-education programme, balancing the goals of preserving cultural identity with the practical demands of communication in globalized contexts.

The main hypothesis of the research is that the hybridization and schematization of Romanian in the digital environment and in multinational organizations in the Republic of Moldova are determined predominantly by individual pragmatic motivation. Speakers do not passively internalize hybrid forms; rather, they activate them selectively depending on communicative intent, professional identity and contextual pragmatic opportunity.

Derived empirical hypotheses: 1) Romanian-speaking employees of multinational organizations prefer a moderate hybridization strategy that preserves Romanian grammatical structures while selectively integrating English technical terminology; 2) the main motivation for hybridization is functional necessity (the absence of established Romanian equivalents, the demands of communication in multinational teams) and the social prestige associated with English; 3) there are significant generational differences: younger generations (Millennials and Generation Z) show greater acceptance of hybrid forms than Generation X and Baby Boomers.

To test the hypotheses, a **mixed methodological approach** was adopted, combining qualitative and quantitative methods such as:

- a structured quantitative survey (with 103 respondents), administered online, targeting Romanian-speaking specialists employed in multinational organizations in the Republic of Moldova and Romania. The sample comprises: the IT sector (68.9%), financial-banking (17.5%), telecommunications and sales (7.8%); Generation Z (12.6%), the Millennial generation (59.2%), Generation X (28.2%); specialists (40.8%), consultants (23.3%), middle managers (30.1%), senior managers (5.8%);

- ethnographic observation in the corporate environment of several multinational organizations in the Republic of Moldova (2019–2025), in formal contexts (meetings, presentations, documentation) and informal ones (conversations, instant messaging);
- analysis of digital discourse on an authentic corpus of conversations from digital collaboration platforms, documenting code-switching strategies, morphological adaptations and hybrid syntactic structures;
- a comparative analysis of linguistic trajectories in the Republic of Moldova and Ukraine, based on recent research by authors such as Volodymyr Kulyk [19], Laada Bilaniuk [4], Daniel Racek [32] and others, published in specialist journals (“Post-Soviet Affairs”, “Languages”, “Canadian Slavonic Papers”, etc.), supplemented by institutional reports (SCREEUS) and journalistic analyses (2022–2025) on the accelerated language change following the Russian Federation’s invasion of Ukraine.

The **scientific novelty**, on theoretical level, concerns the extension and testing of Coșeriu’s theory of language dynamics (norm – system – speech) in contexts of globalized digital communication, illustrating how Eugeniu Coșeriu’s conceptual distinctions [11, 12] retain their explanatory power for twenty-first-century linguistic phenomena, provided the technological dimension is incorporated. The analytical framework synthesizes contributions from theoretical linguistics (Eugeniu Coșeriu, Noam Chomsky [7], John McWhorter [24], Guy Deutscher [15], Silviu Berejan [3], Anatol Ciobanu [8]), language and technology (David Crystal [13, 14], Naomi Baron [2], Vyvyan Evans [16], Viorica Molea [25]), cognitive linguistics (Ronald Langacker [22], Steven Pinker [29], Viorica Marian [23]), bilingualism and sociolinguistics (Jan Blommaert [5], Joshua Fishman [17], Carol Myers-Scotton [26], Iraidă Condrea [9, 10], Marta Istrati [18]).

On empirical level, the research provides the first solid statistical basis regarding the linguistic practices of Romanian speakers in multinational settings in the Republic of Moldova, enabling subsequent longitudinal comparisons. The authentic corpus of conversations from digital collaboration platforms represents a unique primary source for the analysis of trilingual hybridization (Romanian–English–Russian).

On methodological level, the research proposes original analytical tools: the Hybridization Intensity Index (HII), derived from an observation grid grounded in the Coșerian distinction system – norm – speech (usage), and the Map of Linguistic Trajectories — a trilingual visual model for comparing post-Soviet transitions, developed by the author.

The **solved scientific problem** consists in presenting an analytical framework for the study of present-day language, examined through insider observation, through the empirical analysis of the professional communities of Romanian-speaking individuals within multinational teams in the

Republic of Moldova, and through the documentation and comparative analysis of the factors of linguistic change based on case studies.

Theoretical importance and applied value of the thesis. On the theoretical side, the research validates the applicability of Coșeriu's theory of linguistic norm to digital communication, demonstrating that the system – norm – speech distinctions retain their explanatory power in technologically accelerated multilingual environments and that speakers within organizations actively construct their own hybrid norms without compromising the grammatical system of the matrix language. On the applied side, the results of the research, including the digital-communication corpus compiled within the thesis, can be used in developing corporate and national language policies, in building intercultural communication competencies for specialists in the multinational business environment, as well as in language-education programmes.

Approval of scientific results. The findings of the research were presented and discussed at several national and international scientific events, including: the international scientific conference “New Trends in Teaching Languages for Specific Purposes in the Context of Aligning Education with Labour-Market Requirements” (Chișinău, 2023); the International Colloquium of Language Sciences “Eugeniu Coșeriu” (CISL), “Time and Language”, 17th edition (Suceava, 2023); the national scientific conference with international participation “Integrare prin cercetare și inovare” (Chișinău, 2022); the national scientific conference “Probleme de lingvistică”, In honorem professoris Iraida Condrea (Chișinău, 2024); the national conference “Metodologii contemporane de cercetare și evaluare. Științe umaniste” (Chișinău, 2021); “Linguistica Coșeriana IX: Linguistic and Poetic Creativity” (Cluj-Napoca, 2025); the international conference “Spotlight on... Romanian” (London, 2024). The findings were drawn upon in recommendations addressed to multinational organizations, the education system and language-policy decision-makers.

Publications on the topic of the thesis. 12 scientific papers have been published on the topic of the thesis: 5 articles in peer-reviewed scientific journals and 7 papers and communications in the proceedings of national and international conferences.

Structure and volume of the thesis. The thesis comprises: an introduction, three chapters, general conclusions and recommendations, a bibliography (182 titles) and 6 appendices; it contains 147 pages of main text, 10 figures and 4 tables.

Keywords: language, human language, hybridization, schematization, code-switching, code-mixing, translingualism, digraphia, anglicization, corporate communication, *lingua franca*, linguistic prestige, digital discourse, multilingualism, linguistic norm, linguistic identity, artificial intelligence.

CONTENT OF THE THESIS

The structure of the thesis reflects the logic of a progressive investigative approach: from building the theoretical framework and analysing the determining factors of hybridization and schematization, to applied empirical investigation in the specific digital context and the multinational environment of the Republic of Moldova.

In **Chapter 1. *Opinions and Controversies Regarding the Hybridization and Schematization of Language***, has been established the theoretical framework of the research, examining the relevant contributions from stylistics, sociolinguistics, psycholinguistics and cognitive linguistics needed to conceptually delimit the hybridization and schematization of language. The approach starts from the premise that language is a dynamic system, continually adapting to social, economic and technological realities, and that hybridization and schematization represent natural processes of change that require ongoing scientific analysis.

The subchapter *The Dynamics of Language: Theoretical Perspectives on Hybridization (1.1.)* analyses theoretical approaches to linguistic norm and change. Bernard Spolsky [36] identifies five perspectives on norm: mythical value, the consensus of educated speakers, equality of varieties, the superiority of the majority variant, and norm as an expression of power relations, the last being directly applicable to the multinational corporate environment. William Labov [20] demonstrates the gradual and socially motivated character of language change, originating in groups with upward social mobility, as in the case of employees from the IT and financial-banking sectors in multinationals from the Republic of Moldova. John McWhorter [24] and Steven Pinker [29] argue, through the “lava lamp” metaphor and the concept of language as a collective “wiki” (a knowledge database), that the continuous change is the natural state of a living language. David Crystal [13] introduces the concept of Netspeak, arguing for the existence of a fourth dimension of linguistic communication, distinct from speech and writing, which is also analysed and studied extensively by Vyvyan Evans [16]. The central analytical framework of the research is Eugeniu Coșeriu’s [12] well-documented distinction system – norm – speech (usage), which makes it possible to understand hybridization as a process that operates simultaneously at the level of language faculty, of a given language, and of speech.

Steven Pinker deepens this cognitive perspective through the concept of “mentalese”, a system of abstract conceptual representations, prior to and independent of natural languages, through which speakers translate thoughts into words and back: “People do not think in English, Chinese, or Apache; they think in a language of thought.” [29] This idea finds a relevant counterpoint in the research of Viorica Marian, who demonstrates experimentally, by tracking the

eye movements of bilingual speakers, that the languages in a speaker's repertoire remain simultaneously active and influence one another cognitively, with participants associating and prioritising objects whose names are phonetically similar in their native language. [23] Whereas Steven Pinker postulates that "mentalese" is independent of language, Viorica Marian's research suggests that language is not a simple neutral vehicle of thought but actively influences cognitive processing, offering an additional psycholinguistic foundation for understanding code-switching and hybridization as phenomena motivated both cognitively and socially.

The historical perspective indicates that hybridization is not an exclusively contemporary phenomenon, but a fundamental mechanism through which the Romanian language has developed over the centuries, through successive layers of borrowings: Slavic, Greek, Turkish, Hungarian, French and, more recently, English, each layer reflecting the economic, political and social changes of its era. From this perspective, the contemporary hybridization with English continues a structural dynamic of the language.

In the section *Controversies Regarding the Concept of Linguistic Hybridization (1.1.1.)* we distinguish the linguistic meaning of the term "hybridization" from current geopolitical meanings (hybrid conflict, hybrid war), frequently used in public discourse in the Republic of Moldova and in international press articles. The term originates in the natural sciences (17th century), enters chemistry through the work of Constantin D. Nenițescu [28] and is taken up in the social sciences (Georges Balandier, Stuart Hall, Paul Gilroy) to describe the formation of new cultural entities from the interaction of two systems. Eugeniu Coșeriu's concepts are presented as central analytical tools for explaining how contemporary, technologically mediated hybridization manifests simultaneously at all three levels.

In order to analyse the factors behind linguistic change, the section *Lingua Franca and the Determining Factors of Hybridization (1.1.2.)* refers to Barbara Seidlhofer's research [35], which proposes the distinction between the English of native speakers (ENL) and English as a lingua franca (ELF), the latter functioning as a legitimate phenomenon rather than a deficient variant. The four-quadrant model (ENL in non-ENL contexts, EFL, exonormative ELF, endonormative ELF) explains how English functions in the corporate environment in multinationals in the Republic of Moldova. For comparison we analysed how Alexandra Rivlina [33] documents, for Russian, the phenomenon of bilingual lexical variation and digraphia (the coexistence of the Latin and Cyrillic alphabets), also relevant to the trilingual space of the Republic of Moldova. The post-pandemic period and the transition to hybrid work models acted as a catalyst accelerating these processes.

At the theoretical level, in the section *Mechanisms and Typologies of Linguistic Hybridization*, the concepts of lexical borrowing, code-mixing and code-switching are delimited,

based on Carol Myers-Scotton [26]’s matrix language model; Romanian as the matrix language, providing the grammatical structure, English as the embedded language, providing terminology.

Corpus analysis reveals a typology of hybridization structured along three axes: origin and period of entry (the Russian layer, inherited from the Soviet period, versus the English layer, dominant in contemporary professional communication); the morphological mechanism of integration (attaching Romanian endings to English roots: *deployuim*, *sharuiești*; adding Romanian articles: *bugul*, *taskuri*) and communicative function, differentiated generationally.

The semantic adaptation of borrowings is explained by Eugeniu Coșeriu [12] through the distinction between meaning (Bedeutung) and designation (Bezeichnung): borrowed terms do not function as simple synonyms of Romanian equivalents but occupy distinct semantic niches, determined by the norms and virtual structures of the receiving language. In the analysed corpus, the term *deadline* carries a more neutral and technical connotation than the Romanian equivalent “termen limită”, which demonstrates that lexical borrowings extend the expressive possibilities of the language rather than duplicating them.

Synthesizing the theoretical analysis examined in the chapter, **we define hybridization as a natural and systematic process through which a community of speakers selectively integrates lexical, semantic and pragmatic elements from contact languages into the structure of their mother tongue, generating new forms of expression that represent a functional adaptation to the sociocultural, technological and organizational realities of a globalized environment.**

The degree of institutional assimilation of such borrowings is also confirmed by their formal recognition: terms such as *job*, *feedback* or *freelancer* have become permanently established in administrative usage, *freelancer* even appearing in the official title of the “Law on *Freelancers*”, which indicates that certain anglicisms move beyond the status of professional jargon and become part of standard legal and institutional language.

In the section *Schematization as a Complex Manifestation of Digital Communication (1.2.)*, dedicated to the phenomenon of schematization, that is analysed as a process of reducing communicative complexity to predictable, reusable structures, under the pressure of time and efficiency constraints specific to the digital environment. The grounding of the concept starts from Immanuel Kant’s theory of *schemata* and is developed in cognitive linguistics by Ronald Langacker [22], as well as by George Lakoff and Mark Johnson [21] through conceptual metaphor theory. Jean-Blaise Grize’s model (apud Christian Plantin [30]) describes discursive schematization through four successive operations: selection of essential elements, their minimal characterization, confirmation, and configuration into recurrent discursive patterns.

If hybridization concerns *what* enters language from outside, schematization describes *how* speakers restructure their expressions under the pressure of speed, small screens and fragmented attention. Within the research and theoretical framework, we defined **schematization** as a cognitive-discursive process through which speakers systematically reduce the complexity of expressions to predictable and reusable structures under the pressure of the temporal, spatial and cognitive constraints of digital communication, without affecting the grammatical system of the language.

In the section *Forms and Manifestations of Schematization in Digital Communication* (1.2.3.) the central studies are of the David Crystal's research [13], that conceptualize this phenomenon as "Netspeak", the fourth medium of human communication, distinct from writing and speaking, as well as the research of Viorica Molea [25], who documents, for Romanian-language communication, a similar convergence between writing and speech in digital communication, a phenomenon named "digital orality".

Three levels of schematization are identified: elementary (word-level abbreviation: *msg*, *bn*), phrasal (omission of predictable elements of the expression: *Meeting at ten*), and discursive (recurrent communicative templates: *Hi all – update – action items – thanks*). The tools of schematization include established acronyms (*ASAP*, *FYI*, *EOD*) and multimodal elements (emoji, as compressed emotional schemata, according to Vyvyan Evans [16]).

A paradigmatic example of complete multimodal schematization is the tweet sent by tennis player Andy Murray on the morning of his wedding, in April 2015.



Source: Vyvyan Evans, "The Emoji Code" [16, p. 268]

This represents a chronological narrative of the entire day, from morning to late at night, reduced to about 40 visual symbols — ☀️☔ for the weather, 😊👔 for the groom's emotion, 👰💍🏰 for the bride, ring and church, 🍷🍰🎉🎊🎤🍷 for the reception, ❤️👩 for love, and the series of 🛌 for the end of the evening. The case illustrates Vyvyan Evans [16]'s thesis that emojis function as compressed emotional schema, fulfilling exactly the function that Jean-Blaise Grize (apud Christian Plantin [30]) attributed to discursive schematization: selection of

essential elements, their minimal characterization, and their configuration into a coherent sequence oriented toward the recipient.

This strategy of visual encoding is not an invention of the digital era, but revives a much older form of communication, long predating alphabetic writing, when human communication relied on condensed visual representations, such as the cave paintings of Lascaux and Altamira or the later Egyptian hieroglyphs, which conveyed entire narratives through a limited number of symbols, decodable by anyone who shared the community's cultural code. Murray's tweet functions according to the same principle, across a distance of tens of thousands of years: reducing a complex experience to a minimal set of signs universally recognizable within a digital community, the emoji, in Vyvyan Evans's view, being the contemporary form of a cognitive human tendency much older than writing itself.

The language of professional communication in multinational organizations and online is informally called "Romglish" (romgleză), a form of communication motivated by the need for efficient communication in international teams and by the absence of established Romanian equivalents. Multinational organizations develop internal digital-communication guides ("netiquette") to mediate the tension between communicative efficiency and standards of professional communication.

Following the analysis of the concepts in Chapter 1, we conclude: the hybridization and schematization of present-day language require a nuanced and ongoing theoretical approach; Eugeniu Coșeriu's theory (system – norm – speech) offers the optimal conceptual framework for understanding how hybridization operates simultaneously at the level of language faculty, of a given language, and of speech; contemporary hybridization is determined by multiple factors: economic globalization, the expansion of multinational organizations, the digitalization of communication and the growing influence of artificial intelligence, which accelerate the pace of linguistic transformation to an extent unprecedented in history; schematization is a distinct but interconnected phenomenon with hybridization, representing language's response to the constraints of the digital environment and generating a linguistic landscape in which traditional norms are constantly renegotiated; the processes analysed reflect a dynamic reality of interaction between languages, involving both risks to the distinctive features of the Romanian language and opportunities for enrichment and functional adaptation.

In Chapter 2, *The Phenomenon of Hybridization and Schematization in the Romanian Language: Processes and Current Manifestations*, we highlight the exact manifestations of hybridization and schematization in contemporary standard Romanian, with an emphasis on the

Republic of Moldova, tracing a progression from the mechanisms of linguistic acceptance (2.1), through linguistic prestige and identity markers in the professional environment (2.2–2.3), to the impact of digital technologies and artificial intelligence on linguistic norms (2.4).

The acceptance of linguistic innovations (Subchapter 2.1. *Linguistic Acceptance: Cognitive, Social and Emotional Factors*) is conditioned by age, environment (urban/rural) and communicative context. Silviu Berejan [3], Klaus Bochmann [6] and Mioara Avram [1] document the asymmetric bilingualism of the Soviet period, while Iraidă Condrea [10] distinguishes functional russianisms (terms borrowed out of necessity) from identity-based ones, drawn from affectively integrated slang. Marta Istrati [18] describes the functional Romanian–Russian diglossia specific to the Republic of Moldova. Psycholinguistic research (Alexandra Dylman and Viorica Marian [23]) argues that the mother tongue carries a stronger emotional charge, which is why speakers sometimes prefer a foreign language for affective distancing when expressing intense emotions. The “kenți” incident in the Parliament of the Republic of Moldova (December 2025) illustrates the limits of the social acceptance of hybridization: tolerated in informal communication, rejected when publicly displayed in an institutional context.

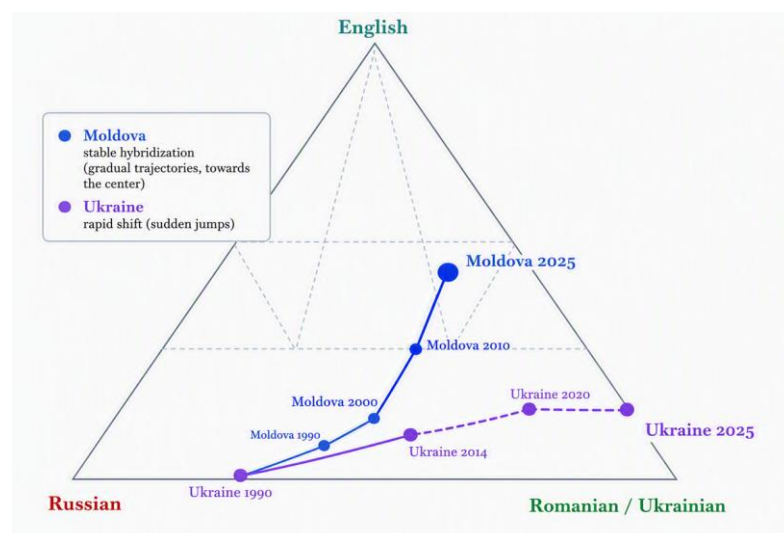
Terms from Russian are used especially in emotional or informal contexts. For example, expressions such as *da ne gavari* or *loh* have an affective or humorous function. Terms from English are predominantly organizational and professional. There are historical borrowings of professional terminology from Russian, *bilet* or *cont de plată* (meaning *notă de plată*), which have become established in usage. Current technical terminology from English — terms such as *bug*, *feature*, *deploy* or *rollback* are used directly or slightly adapted, reflecting the transition from Russian influence to English dominance in the contemporary professional environment. Hybridization is not only linguistic, it also reflects contextual and professional transitions.

Mioara Avram [1] observes that the transitional period after 1989 is characterized by an “unusually dynamic” pattern of usage, against the background of a freedom bordering on anarchy and tendencies to challenge the norm, a phenomenon the author studies mainly at the level of vocabulary. Silviu Berejan explains the persistence [3] of russianisms (words that were adapted and used due to artificial efforts of the soviet authorities to influence the language and culture) through the mechanism of “breaking out of a communicative impasse”: in the absence of access to Romanian cultural sources, Russian equivalents “solved the problems that arose in communication”, entering everyday speech of Moldovans without forcing and without affecting the grammatical core of the Romanian; at the same time, the author points out the “generally one-sided” bilingualism, whereby only Romanian speakers were in the position of becoming bilingual. The accelerated diversification of the registers of present-day Romanian is also documented by

Rodica Zafiu [38], who links this phenomenon to the “multiplication and differentiation of communicative situations” after 1989, as well as to the status of English as the “new source of linguistic influence”, taking over the role previously held by French.

A critical perspective, from the Romanian cultural sphere, on the phenomenon of anglicization is also expressed by the essayist Andrei Pleșu [31]: whereas in America the adoption of a new corporate vocabulary would, in his view, have an ideological motivation, in Romania we are witnessing more of a “revolution” unconnected to any particular doctrine. The anglicized language of specialists represents a mere fashion borrowed from corporate jargon, with responsibility for it attributed explicitly to local speakers in the business environment. This observation is confirmed by the linguistic data: many speakers know the Romanian equivalents perfectly well (*ședință, a respinge*), yet prefer the corresponding English terms (*meeting, reject*) not out of communicative necessity but because these are perceived as “fashionable” and function as markers of belonging to a specific professional community.

The comparative analysis (section 2.1.1. *Comparative Study: Trajectories in the Post-Soviet Space*) with Ukraine’s linguistic trajectory after 2022 reveals two divergent models: the rapid-replacement model, identity- and politically motivated (Russian becomes “the enemy’s language”; 91% of Ukrainians used Ukrainian daily by 2023, according to the study by Volodymyr Kulyk [19], Daniel Racek [32] and others), and the Moldovan model of stable, gradual, functionally motivated hybridization, which preserves Romanian grammatical structure while selectively integrating English terminology. The “Map of Linguistic Trajectories” model is proposed, a triangular representation (national language – Russian – English) that visualizes the path of each community: the Republic of Moldova moves diagonally toward the centre of the triangle, toward a trilingual equilibrium, while Ukraine moves centrifugally, toward the corner of the national language, rejecting Russian.



Linguistic choice is motivated by convenience (subchapter 2.2. *Linguistic Prestige and Cognitive Choice*), social prestige and context, not merely by communicative necessity (Viorica Marian [23]). Examples from corporate communication (Moldova-Agroindbank) illustrate the adoption of English terminology (*agile, meetinguri, deadline-uri, stand-up-uri*) as a marker of institutional modernization. Corpus analysis identifies four schematization mechanisms: local acronym formation (*BFT, VTM*), phonetic truncation (*bn, pt*), transfer of schematized code (*FYI, IMHO*) and logogramming (*GR8, @mine, B\$, <3*), the latter representing, from the perspective of the Hybridization Intensity Index (HII), the maximum level of semiotic fusion, with the phonetic structure remaining Romanian while the encoding system becomes English.

Other illustrative examples of these mechanisms include, for phonetic truncation, the forms *sal* (*salut*), *pt* (*pentru*) and *vb* (*vorbim*); for the transfer of schematized code, the formulas *TL;DR* (*too long, didn't read – too much to read*) and *afaik* (*as far as I know – din câte știu*), and for logogramming, the native variants *fr8* (*frate*) and *S1mpl* (*simplu*), which apply the production mechanism of the English logogram directly to Romanian lexis, generating forms unattested in either of the source systems.

Multinational organizations informally manage the tension between communicative efficiency and professionalism through internal guide-form documents that list the terms, acronyms and abbreviations in current use within the professional community concerned, with the aim of reducing linguistic confusion both in internal communication and with external partners. The existence of such tools confirms that hybridization, although not normatively formalized, is recognized and actively managed by organizations as a functional part of everyday communication.

English functions as a marker of professional belonging (subchapter *Professional Identity and Linguistic Markers*); slang terms (*cool, awesome, fail*) become part of the linguistic identity of younger speakers. The historical stratification of hybridization is documented: the first layer, of Russian origin, inherited from the Soviet period (functional terms, without equivalents, versus identity-based slang, according to the studies of Iraidă Condrea [9, 10] and Silviu Berejan [3]); the second layer, of English origin, dominant in contemporary professional communication, functionally motivated and driven by the language's global prestige. The technological evolution of professional communication is reconstructed in four stages: SMS (2000–2010), e-mail and corporate web (2005–2012), professional social networks (2010–2015), Instagram and instant messaging (2015–present), each stage correlated with a specific linguistic style, marking a progressive transition from administrative formalism toward informality.

Public perception of the phenomenon is illustrated by discussions in online communities: on the Romanian forum on the Reddit platform, a user asks “why do so many Romanians speak Romglish?”, and the replies reveal a normalization of the phenomenon among young people who work or study predominantly in English; one respondent explains that they learned programming concepts directly in English and therefore consider it normal to discuss this field in “Romglish”. Such testimonies confirm, at the level of the ordinary speaker, the empirical conclusion of the research: hybridization is functionally motivated, not driven by an intention to distance oneself from standard Romanian.

The survey data empirically confirm the first hypothesis of the research: 51% of respondents use anglicisms outside the professional environment as well, and 44.2% integrate English terms directly into Romanian grammatical structure through morphological adaptation, confirming that the hybridization and schematization of language are moderate phenomena that extend beyond the strictly professional context without compromising the integrity of the grammatical system of the mother tongue.

The professional-communication corpus illustrates this code-mixing pattern: *Am făcut un **update** în **sheet**-ul din Excel și am trimis **follow-up**-ul către **stakeholderi*** — an utterance in which the grammatical base remains entirely Romanian, while the content terms (*update, sheet, follow-up, stakeholderi*) come from English, confirming Carol Myers-Scotton’s matrix language model: Romanian supplies the syntactic structure, while English contributes the specialized technical terminology.

Large language models (LLMs), trained predominantly on formal texts (subchapter *The Impact of Artificial Intelligence on Present-Day Romanian*), tend to “correct” hybridization, replacing anglicisms with standard Romanian equivalents. Noam Chomsky criticizes these technologies as being of no value for understanding human language, describing them as “a form of plagiarism”. Through the “Mirror Experiment”, carried out on the corporate-communication corpus, we tested the response of the ChatGPT platform to authentic hybridized texts: the platform accepts borrowings already assimilated into the norm (*meeting, feedback, deadline*), but corrects more recent morphological adaptations (*deployim* becomes *implementăm*, *forcastăm* was replaced with *prognostăm*), empirically confirming the Coșerian distinction between norm and usage. The models encounter visible difficulties in processing trilingual texts (Romanian – English – Russian), demonstrating the current limits of artificial intelligence in capturing the authentic translanguaging practised by speakers.

The Mirror Experiment consisted of submitting to the ChatGPT platform (GPT-4 version) authentic texts from the corporate-communication corpus, accompanied by two prompts: a neutral

one (“Rewrite the text in a professional and clear manner, keeping the original meaning”) and one explicitly oriented toward standardization (“Rewrite the text in standard Romanian, replacing foreign terms with Romanian equivalents where possible”). Under the neutral prompt, the platform kept already-established borrowings but corrected more recent morphological adaptations, treating them as deviations from the norm. Under the standardization prompt, almost all hybrid elements were replaced with Romanian equivalents, demonstrating that the platform has the necessary lexical resources — which indirectly confirms that hybridization in professional communication is not due to a lack of equivalents, but to speakers’ pragmatic and identity-related choices.

Natural language processing (NLP) tools and automatic correction standardize technical terminology, accelerate the adoption of new terms and modify norms at the lexical (*browser/browsere, cloud computing*), syntactic (*a da click, a face forward*, calques such as “Face sens?”) and pragmatic (informal forms of address, English-style punctuation) levels. The impact is amplified by the need to standardize corporate communication, by the pressure to make processes more efficient, and by the globalization of professional practices under the influence of organizations with foreign investment, bringing benefits for intercultural communication, but also the risk of excessive uniformization and the loss of regional stylistic nuances.

In Chapter 2 we concluded the following: the linguistic acceptance of hybridization is a stratified process, determined by demographic, geographic, psychological and social factors, with younger generations showing greater linguistic flexibility; emotionally charged linguistic choices confirm the role of the affective distancing offered by a non-native language, with English functioning simultaneously as a communication tool and as a marker of professional identity; the comparative analysis with Ukraine reveals two divergent models of linguistic change — the stable, functionally motivated hybridization of the Republic of Moldova versus the rapid, identity- and politically motivated replacement in Ukraine; artificial intelligence influences linguistic norms at multiple levels — lexical, syntactic and pragmatic — but remains limited in processing authentic translanguaging (the Mirror Experiment empirically confirms the Coşerian distinction between norm and usage); the global prestige of English, sustained by foreign investment and the globalization of professional practices, consolidates hybridization as a functional and adaptive phenomenon rather than an erosion of linguistic identity.

In Chapter 3, *Corporate Communication in Multinational Companies in the Republic of Moldova: A Case Study*, we investigate the empirical manifestations of hybridization and schematization in corporate communication in several multinational information-technology companies in the Republic of Moldova. The structure of the chapter follows a progression from

the historical context and post-Soviet linguistic landscape, which establishes the discursive and social premises of the phenomenon, toward the analysis of concrete hybridization and schematization practices in the corporate environment, with an emphasis on code-switching, translanguaging and technological mediation, and finally toward the empirical investigation of the digital-communication corpus from the companies studied, which provides direct linguistic evidence of the hybridization patterns identified, based on ethnographic observation (2019–2025), analysis of the digital-communication corpus, and a quantitative survey with 103 respondents, conducted during September 2025.

Corporate communication reflects the phenomenon of “company-speak” (subchapter 3.1. *Manifestations of Hybridization in Corporate Communication: Case Studies*), a hybrid slang that serves to encode professional belonging. The analysis reveals linguistic bivalence and translanguaging (Ofelia García) as practices distinct from classic code-switching: Moldovan speakers strategically alternate between Romanian, Russian and English within the same interaction, following implicit sociolinguistic norms. An observation grid for the intensity of hybridization is proposed, grounded in the Coşerian distinction system – norm – speech (usage), structured on three levels: simple lexical borrowings (the level of usage), morphological adaptations (the level of the norm), and code-switching (the level of the system). From this grid the Hybridization Intensity Index (HII) is devised, a formula that allows texts to be classified on a scale from minimal to dominant hybridization.

A simple lexical borrowing affects only vocabulary, a morphological adaptation affects structure, while code-switching involves a transition between entire systems. This difference in depth allows us to synthesize the observation into a single indicator, which we call the *Hybridization Intensity Index (HII)*,

$$HII = (\alpha * N_{lex} + \beta * N_{morf} + \gamma * N_{cs}) / N_{total},$$

where N_{lex} represents the number of lexical borrowings, N_{morf} – the number of morphological adaptations, N_{cs} – the number of code-switches, and N_{total} – the number of lexical units in the text.

Symbol	Meaning	Explanation	Level
N_{lex}	number of lexical borrowings	unadapted foreign words	usage
N_{morf}	number of morphological adaptations	foreign words with adaptations (endings, conjugations)	norm
N_{cs}	number of code-switches (code switching)	switching code, transitioning to another language	system
N_{total}	total number of words	from the same text	

The weighting coefficients reflect the Coşerian hierarchy: $\alpha = 1.0$ for lexical borrowings (the level of usage), $\beta = 1.5$ for morphological adaptations (the level of the norm), and $\gamma = 2.0$ for code-switches (the level of the system). The deeper the level of the language an element affects, the more it “weighs” in the index.

Exemplul: *Avem **critical bug** în prod. User-ii raportează că **checkout flow-ul** **crashuiește** la **payment step**. **Error rate** e la 23% în ultimele 30 min.*

Out of a total of 21 lexemes, 7 are lexical borrowings and 3 are morphologically adapted borrowings. The HII index = $(7 * 1.0 + 3 * 1.5) / 21 = 0.55$, which indicates a dominant level of hybridization.

HII	Degree of hybridization	Meaning
below 0.05	Minimal	Text predominantly in standard Romanian; borrowings are isolated
0.06–0.15	Light	Foreign terms are noticeable, but Romanian structure dominates
0.16–0.30	Moderate	Visible hybridization, typical of current professional communication
0.31–0.50	Intense	Perceptibly hybrid text; a speaker from outside the field would have difficulty
above 0.51	Dominant	Hybrid elements dominate; Romanian functions as the supporting grammatical structure

Although in our example the score indicates a dominant HII, the grammatical structure of the sentence remains entirely Romanian, with hybridization dominating the vocabulary rather than the system.

Formal channels (official e-mails, client presentations) maintain English as the strict corporate norm; informal channels, such as collaboration and instant-messaging tools, show the highest degree of trilingual hybridization, illustrated by an authentic example of a conversation in which three speakers freely alternate between Romanian, English and Russian to solve a technical problem.

The distinction between code-switching (governed by grammatical rules, used strategically in formal contexts) and translanguaging (the integrated mobilization of a speaker’s entire linguistic repertoire, specific to informal communication) is documented in the section *Code-Switching and Translanguaging Practices*. Examples from the corpus, taken from instant-messaging channels, illustrate trilingual code-meshing, hybrid abbreviations (*CR*, *EOD*, *gtg*) and emoji as a “universal language” that transcends linguistic barriers.

In formal, e-mail-type communication, hybridization appears moderate, but with the influence of orality and the instant-messaging format. The structure is mostly Romanian, but

specific terms such as *sprint*, *meeting* or *deadline* are integrated. One of the e-mail communication examples contains multiple features characteristic of instant messaging.

Bună ziua, echipă,

*Săptămâna viitoare începem **Sprint 24** (18 martie – 31 martie, 2 săptămâni). **Sprint Planning meeting-ul** este **scheduled** pentru luni, 18 martie, ora 10:00-12:00 în sala de conferințe (și pe **Teams link** pentru **remote participants**).*

(detalii tehnice)...

Looking forward to a productive planning session!

*Dacă aveți **concerns** sau **suggestions** pentru agenda, **please reach out**.*

Best regards,

Scrum Master (inclus în Clasificatorul Ocupațiilor din Republica Moldova)

*P.S.: **Coffee** și **snacks** vor fi **available** în **meeting room**.*

În mesageria instantanee, hibridizarea rămâne mai intensă, după cum se observă în următorul exemplu, din conversația de pe platforma internă de mesagerie instantanee:

*EM: **Hey**, vreau să stabilim un **1:1** pentru **performance review cycle-ul Q1**. Ai disponibilitate săptămâna asta? Prefer să facem conversația înainte de **official deadline** pentru **self-assessment submission**.*

*SD: **Sure!** Joi după-amiază după 15:00 **I'm free**. **Does it work for u?***

*EM: Perfect! **Bucuiesc (booking)** joi 15:30, **small meeting room**. In the meantime, poți să dai **complete la self-assessment form** din **HR portal**? Trebuie să o am cu cel puțin 24h înainte de **meeting** pentru review.*

*SD: **Will do!** See you joi 15:30. **Looking forward to conversation**. EM: **Same here!** 👍*

The “English-only” policy, analysed in the section devoted to the *Rakuten Case Study: Global Language Policies*, which was imposed by Hiroshi Mikitani in 2010, has been documented by Tsedal Neeley [27] and serves as a benchmark for comparison with the language policies of companies in Moldova: although rigid language mandates can generate psychological distancing between employees and the organization, local companies tend toward a “selective multilingualism” that keeps English as the primary corporate language while also making use of local linguistic resources.

The Rakuten case also offers a useful translinguistic point of comparison: as Japanese employees were exposed to the “English-only” policy, the Japanese language absorbed English terms transliterated with its own syllabic characters, such as アイスクリーム (aisu kuriimu, “ice cream”), インフルエンサー (infuruensā, “influencer”) or リモートワーク (rimōto wāku,

“remote work”), phonetically adapted to the syllabic structure of Japanese. The phenomenon is structurally similar to what is documented in the Romanian corpus (*deployuim, sharuiești*) confirming that the adaptation of English borrowings is a universal strategy through which host languages absorb global corporate terminology without losing their grammatical identity.

The comparative Rakuten-versus-Republic-of-Moldova-companies analysis reveals that effective language policies do not impose total uniformity but rather acknowledge the complexity of multilingual workplaces (Rosemary Salomone, “The Rise of English” [34]).

Uriel Weinreich’s concept [37] of compound versus coordinate bilingualism offers a theoretical framework for the various linguistic strategies observed among employees of multinational organizations: speakers with coordinate bilingualism maintain distinct linguistic systems for different purposes, while those exposed to complex registers integrate elements more extensively, regardless of context. This distinction explains the individual variability observed in the survey: some respondents resort to code-switching depending on the subject, while others mix languages constantly, even outside the professional environment.

To document and help validate our hypotheses, a survey was carried out during September 2025, described in the section *Empirical Study: Perceptions and Attitudes*, on a sample of 103 respondents. It shows that 52.5% of respondents prefer moderately hybridized communication, with English terminology grammatically adapted to Romanian, the main motivation for borrowings being functional necessity; 71.6% cited being part of multinational teams and 63.1% motivated hybridized communication through communicative efficiency, with social prestige accounting for 32%. Half of respondents (50.5%) show a positive attitude toward anglicisms. The data empirically validate the Coșerian distinction: the Romanian grammatical system remains intact, the norm adapts selectively, and usage reflects the strategic creativity of speakers.

The survey data also confirm the role of professional authority as an influence on linguistic choices: 29.1% of respondents cite experienced colleagues in the field as the main source, and 6.8% cite direct managers; some respondents also mentioned that the younger generation influences communication choices. Ethnographic observation, however, showed that managers often function as linguistic role models: a code-switch toward English initiated by the team leader is systematically followed by a linguistic reorientation among team members, a phenomenon documented directly in the analysed conversation corpus. This dynamic confirms the sociolinguistic observation regarding the role of opinion leaders in the diffusion of linguistic innovations within a community, as well as Pierre Bourdieu’s concept of the “linguistic market”, whereby speakers attribute prestige to a language depending on the social status of those who use it.

The original contribution of the research, concentrated in this chapter, can be summarized in three complementary dimensions:

- theoretically, it extends and tests the Coşerian theory of the system – norm – speech distinction in the contexts of globalized digital communication of the twenty-first century;
- empirically, it offers the first analysis of trilingual hybridization patterns in digital communication in the Republic of Moldova, based on an authentic corpus, constituting a statistical basis for further comparisons;
- applied, it proposes a comparative analysis of the linguistic transition between the Republic of Moldova and Ukraine, through the Map of Linguistic Trajectories, and a reusable methodological instrument for measuring the intensity of language hybridization.

In the conclusions to Chapter 3 we note the following: corporate communication in the multinational environment is pragmatically motivated by efficiency; the trilingual environment could generate both difficulties for non-native English speakers and opportunities for multinational organizations. Middle managers in these organizations often function as linguistic mediators, and, correspondingly, language skills are often perceived as a primary form of professional performance. Since English dominates the official channels, everyday interactions are characterized by hybridization even outside professional communication, with digital-communication tools accelerating linguistic innovation and creating new spaces for hybridization. The forms of linguistic hybridization and schematization have a differing impact on present-day language, allowing the degree of hybridization in digital communication to be quantified, and it would be useful to measure the intensity of hybridization using an instrument, the Hybridization Intensity Index (HII), which allows linguistic observations to be transformed into measurable data. Corporate communication in the Republic of Moldova reflects a blend of global standardization and local post-Soviet linguistic realities.

GENERAL CONCLUSIONS AND RECOMMENDATIONS

The research confirmed the main hypothesis that the hybridization and schematization of the Romanian language in the digital environment and in multinational organizations in the Republic of Moldova are moderate phenomena, predominantly motivated in a pragmatic and individual way, with Romanian grammatical structures being preserved. The hypothesis regarding generational differences was partially validated: sustained exposure to the international environment gradually blurs the expected differences between the Millennial generation and Generation Z.

Results obtained

1. The interdisciplinary theoretical framework confirms that the Coşerian theory of language dynamics retains its explanatory power in digital contexts, provided the technological dimension of communication mediation is incorporated.

2. The digital-communication corpus from professional collaboration platforms enabled an empirical taxonomy of hybridization, including lexical borrowings, morphological adaptations, syntactic calques and code-switching, adopted contextually rather than systematically.

3. The determining factors are dual: pragmatic (the multinational context: 72.1%; communicative efficiency: 62.5%; the absence of equivalents: 45.2%) and social prestige (31.7%), with the emerging role of artificial-intelligence tools in the selective norming of hybridization.

4. The survey provided the first statistical basis on the linguistic practices of Romanian speakers in multinational settings, confirming that hybridization varies by sector (IT, financial-banking, telecommunications).

5. The comparative Republic of Moldova – Ukraine analysis identified two distinct models: stable, economic-pragmatic hybridization versus rapid, political-identity replacement (Ukraine), with the underlying motivation for linguistic choices decisively determining the pace and direction of change.

6. A distinction was identified between institutionally imposed hybridization (as in the Rakuten case) and voluntarily adopted, functionally motivated hybridization, a determining factor in the degree of acceptance.

7. Through the Mirror Experiment it was shown that AI text-generation tools are not neutral agents: they accept borrowings already assimilated into the norm but correct recent morphological adaptations, empirically confirming the Coşerian norm–usage distinction.

8. Generational differences in the acceptance of hybridization were validated only partially, as sustained exposure to multilingual professional communication gradually blurs the expected boundaries between generations.

9. The recommendations formulated address three levels: multinational organizations (recognition of organic hybrid forms), the education system (metalinguistic competencies) and policymakers (development of Romanian terminology in emerging technical fields).

The research documented hybridization and schematization of language without attributing to them an implicit positive connotation, distinguishing functional forms, motivated by genuine terminological gaps, from forms that predominantly reflect the need for affiliation and organizational prestige (“corporate-speak”). Formal professional language, unlike organically self-regulated informal variation, requires careful monitoring, given the financial and institutional-image risk associated with communication errors.

Recommendations

- Future research: longitudinal studies (5–10 years) on the evolution of linguistic attitudes and the impact of artificial intelligence on corporate communication.
- Multinational organizations: flexible language policies that recognize linguistic identities and cultural differences; ongoing employee training regarding cultural differences and the integration of these competencies into performance evaluation.
- Education system: dedicated modules on professional communication norms and technical terminology in Romanian, at the secondary- and university-education levels.
- Language-policy decision-makers: development of Romanian terminology in emerging technical fields (AI, blockchain, biotechnology), based on the continuous monitoring of actual linguistic practices.
- Linguistic-research institutions: partnerships with the private sector for periodic studies of language transformation by sector of activity.

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ADNOTARE

Galben Inga: Tendințe de hibridizare și schematizare în limbajul actual românesc

Teză de doctor în filologie, Chișinău, 2026

Structura tezei: introducere, trei capitole, concluzii generale și recomandări, bibliografia (care include 182 surse), 6 anexe, 147 de pagini de text de bază, 10 figuri/imagini, care includ și rezultatele sondajului, 4 tabele, declarația privind asumarea răspunderii și CV-ul autoarei.

Cuvinte-cheie: limbă, limbaj, hibridizare, comutare de cod, anglicizare, comunicare corporativă, *lingua franca*, prestigiu lingvistic, schematizare, discurs digital

Scopul lucrării este investigarea și explicarea fenomenului de hibridizare și schematizare a limbii române în contextul comunicării profesionale digitale din organizațiile multinaționale din Republica Moldova prin identificarea mecanismelor lingvistice, cognitive și sociale care guvernează aceste procese și evaluarea implicațiilor pentru parcursul viitor al limbii române.

Scopul se concretizează în următoarele obiective:

- identificarea și caracterizarea mecanismelor concrete de hibridizare; împrumuturi lexicale, adaptări morfologice, calcuri semantice și comutare de cod;
- analiza fundamentelor teoretice ale hibridizării și schematizării lingvistice în raport cu teoriile lui E. Coșeriu, W. Labov, J. Fishman, D. Crystal și alții;
- examinarea factorilor determinanți ai hibridizării: influența inteligenței artificiale, prestigiul lingvistic al englezei ca limbă globală și persistența influenței limbii ruse;
- realizarea unui studiu empiric sistematic prin sondaj, analiză a discursului digital pe un corpus autentic de conversații profesionale și observație etnografică participativă;
- dezvoltarea unei perspective comparative între modelul de hibridizare stabilă specific Republicii Moldova și procesele de tranziție lingvistică accelerată.

Noutatea științifică a lucrării rezidă în documentarea empirică pentru prima dată a tiparelor de hibridizare trilingvă (română – engleză – rusă) în comunicarea profesională digitală din Republica Moldova prin analiza unui corpus de conversații autentice de pe platformele MS Teams și Slack.

Problema științifică soluționată constă în prezentarea unui cadru analitic al cercetării limbajului actual, examinat prin observații din interior, prin analiză empirică a comunităților profesionale a vorbitorilor de limbă română din echipele multinaționale din Republica Moldova, prin documentare și analiza comparativă a factorilor schimbărilor lingvistice pe studii de caz.

Originalitatea constă în combinarea analizei discursului digital cu cercetarea cantitativă și cu observația etnografică, oferind un cadru analitic integrat aplicabil altor comunități lingvistice din spațiul post-sovietic.

Rezultatele obținute au fost reflectate în 12 lucrări științifice publicate și în comunicatele prezentate în cadrul mai multor manifestări științifice naționale și internaționale.

Importanța teoretică: studiul tinde să valideze aplicabilitatea teoriei coșeriene a normei lingvistice în contexte de comunicare digitală, demonstrând că distincțiile sistem – normă – vorbire își mențin puterea explicativă în medii multilingve accelerate tehnologic și că vorbitorii din organizații construiesc activ norme hibride proprii fără a compromite sistemul gramatical al limbii matrice.

Valoarea aplicativă. Rezultatele, inclusiv corpusul de comunicare digitală din cadrul tezei, pot fi utilizate în elaborarea politicilor lingvistice corporative, precum și formarea competențelor de comunicare interculturală pentru specialiștii din diverse domenii ale mediului de afaceri multinațional.

Implementarea rezultatelor științifice. Rezultatele cercetării au fost valorificate în recomandări adresate organizațiilor multinaționale (ajustarea politicilor interne), sistemului educațional (integrarea competențelor metalingvistice în programele de studii), factorilor de decizie (dezvoltarea terminologiei românești în domeniile tehnice emergente) și cercetării în lingvistică (parteneriate cu sectorul privat pentru resurse educaționale).

АННОТАЦИЯ

Галбен Инга: Тенденции гибридации и схематизации в актуальном румынском языке диссертация на соискание ученой степени кандидата филологических наук, Кишинэу, 2026

Структура диссертации включает введение, три главы, обобщающие выводы и рекомендации, библиографию, содержащую 182 источника, 6 приложений, 147 страниц основного текста, 10 рисунков, включая результаты эмпирического опроса, 4 таблицы, декларацию об ответственности и резюме автора.

Ключевые слова: язык, гибридация, смешение кодов, англоизация, корпоративное общение, лингва франка, языковой престиж, схематизация, цифровой дискурс.

Целью работы является исследование и объяснение феномена гибридации и схематизации румынского языка в контексте профессиональной цифровой коммуникации в многонациональных организациях Республики Молдова, выявление лингвистических, когнитивных и социальных механизмов, управляющих этими процессами, и оценка их последствий для дальнейшего развития румынского языка, через следующие **задачи**:

- характеристика конкретных механизмов гибридации: лексических заимствований, морфологических адаптаций, семантических калек и переключения кодов;
- анализ теоретических основ лингвистической гибридации и схематизации в соотношении с концепциями Е. Кошеру, У. Лабова, Д. Фишмана, Д. Кристала и другие;
- изучение детерминирующих факторов гибридации: влияния искусственного интеллекта, языкового престижа английского как глобального языка и влияния русского языка;
- проведение эмпирического исследования посредством опроса, анализа цифрового дискурса на основе корпуса профессиональных переписок и этнографического наблюдения;
- формирование сравнительной перспективы между моделью стабильной гибридации, характерной для Республики Молдова, и процессами ускоренного языкового перехода.

Научная новизна заключается в первичной эмпирической документации паттернов трёхязычной гибридации (румынский–английский–русский) в профессиональной цифровой коммуникации Республики Молдова на основе анализа корпуса аутентичных переписок на платформах MS Teams и Slack.

Решённая научная проблема состоит в представлении аналитической основы для исследования современного языка на основе внутреннего наблюдения, эмпирического анализа профессиональных сообществ румыноязычных носителей в многонациональных командах Республики Молдова, документирования и сравнительного анализа факторов языковых изменений на материале тематических исследований. **Оригинальность** заключается в сочетании анализа цифрового дискурса с количественным исследованием и этнографическим наблюдением, что обеспечивает интегрированную аналитическую основу.

Результаты исследования нашли отражение в 12 опубликованных научных работах и в докладах, представленных на национальных и международных научных мероприятиях.

Теоретическая значимость. Исследование направлено на верификацию применимости теории Э. Кошеру к анализу цифровой коммуникации. Показано, что трихотомия «система — норма — речь» сохраняют высокую объяснительную релевантность в условиях технологически многоязычной коммуникации. Кроме того, рассматривается вопрос о том, формируются ли в организационных контекстах устойчивые гибридные нормы, при этом не затрагивающие целостность системы языка-матрицы.

Прикладная значимость: результаты, включая корпус цифровой корпоративной коммуникации, могут быть использованы при разработке корпоративной языковой политики, а также при формировании межкультурных коммуникативных компетенций специалистов в различных сферах деловой среды.

Внедрение научных результатов. результаты исследования были использованы при формулировании рекомендаций многонациональным организациям (корректировка внутренней политики), системе образования (интеграция метаязыковых компетенций), ответственным за языковую политику (развитие румынской терминологии в новых технических областях), и исследовательским учреждениям (партнёрства с частным сектором).

ANNOTATION

Galben Inga: Trends of Hybridization and Schematization in Current Romanian Language PhD thesis in Philology, Chişinău, 2026

Thesis structure: introduction, three chapters, general conclusions and recommendations, bibliography (including 182 sources), 6 appendices, 147 pages of main text, 10 figures, including the results of the empirical survey, 4 tables, statement of responsibility and the author's CV.

Keywords: language, hybridization, code-switching, anglicization, corporate communication, *lingua franca*, linguistic prestige, schematization, digital discourse.

The aim of the thesis is to investigate and explain the phenomenon of hybridization and schematization of Romanian in the context of professional digital communication within multinational organizations, with a focus on the Republic of Moldova, by identifying the linguistic, cognitive and social mechanisms governing these processes and evaluating their implications for the future evolution of the Romanian language.

This aim was pursued through the following objectives:

- to identify and characterise of concrete hybridisation mechanisms: lexical borrowings, morphological adaptations, semantic calques and code-switching;
- to analyse the theoretical foundations of linguistic hybridisation and schematisation in relation to the theories of E. Coşeriu, W. Labov, J. Fishman, D. Crystal and others;
- to examine the determining factors of hybridization: the influence of artificial intelligence, the linguistic prestige of English as a global language, the dynamics of online communication and the persistence of Russian linguistic influence;
- to conduct a systematic empirical study through a survey, digital discourse analysis of an authentic corpus of professional conversations, and participatory ethnographic observation;
- to develop a comparative perspective between the stable hybridization model specific to the Republic of Moldova and the processes of accelerated linguistic transition.

Scientific novelty. The research provides the first empirical documentation of trilingual hybridization patterns (Romanian – English – Russian) in professional digital communication in the Republic of Moldova, through the analysis of an authentic corpus of conversations from MS Teams and Slack platforms. Its **originality** lies in combining digital discourse analysis with quantitative research and ethnographic observation, offering an integrated analytical framework applicable to other linguistic communities in the post-Soviet space.

The solved scientific **problem** consists in presenting an analytical framework for the study of contemporary language, examined through insider observation, empirical analysis of the professional communities of Romanian-speaking individuals within multinational teams in the Republic of Moldova, as well as through documentation and comparative analysis of the factors driving linguistic change, based on case studies.

The results of the study have been reflected in 12 published scientific papers and in the reports presented at numerous national and international scientific events.

Theoretical importance: the study tends to validate the applicability of Coşerian theory of linguistic norm in digital communication contexts, demonstrating that system – norm – speech distinctions maintain their explanatory power in technologically accelerated multilingual environments, and whether speakers within organizations actively construct their own hybrid norms without compromising the grammatical system of the matrix language.

Application value. The results, including the corpus of digital corporate communication compiled within the thesis, can be used in developing corporate language policies, as well as in building intercultural communication competencies for professionals across various fields of the multinational business environment.

Implementation of scientific results. The research results were used in formulating recommendations addressed to multinational organizations (adjusting internal language policies), the education system (integrating metalinguistic competencies), language-policy decision-makers (developing Romanian terminology in emerging technical fields), and linguistic research institutions (partnerships with the private sector).

GALBEN INGA

**TRENDS OF HYBRIDIZATION AND SCHEMATIZATION IN
CURRENT ROMANIAN LANGUAGE**

**621.06 – TEXT THEORY; DISCOURSE ANALYSIS; STYLISTICS
(ROMANIAN LANGUAGE)**

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