ENGLISH BORROWINGS IN MAGAZINES FOR WOMEN IN THE ROMANIAN LANGUAGE

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From the point of view of Fischer, R. borrowing designates the process as well as the object [4]. By all means, as a process, it typically refers to the importation of a word or its meaning from language A into language B, however, as an object, it designates the borrowed word as an item that initially was not within the vocabulary of the beneficiary language but was adopted from another language and made part of the borrowing language's vocabulary. On the other hand, Weinreich, U. defines borrowing as a linguistic mechanism ,,where one vocabulary can interfere with another" [6]. In contrast to the aforementioned scholars, Haugen, E. defines borrowing as ,,the attempted

reproduction in one language of patterns previously found in another" [5]. Evidently, it can be seen that linguists from around the world have to agree on a common terminology in order to avoid contradictories and misunderstandings.

Romanian linguists have a somewhat more unanimous view regarding English borrowings. They address to this term as „Anglicism". By Anglicism Avram, M. means „a linguistic unit and even an English origin type of pronunciation and/or writing" [1]. In this regard, Puscariu, S. classifies English borrowings into necessary and luxury [2]: necessary borrowings – words that have no equivalent in Romanian; luxury borrowings – related to the subjective tendency of social groups to individualize themselves linguistically.

Today, there are thousands of magazines worldwide. Women's magazines, on many occasions, have become an arena for debate and promotion of education for women [7]. The great number of English borrowed words in the written media suggests the openly expressed wish of the journalist to be perceived as an accessible, entertaining, up-to-date writer but, sometimes the result turns to be the opposite and the public discourse easily slips towards a familiarity that crosses the animated, vivid language, becoming impolite and invective [3] as Zafiu, R. rightly mentions.

In order for us to see, in practice, the integration of English borrowings, we conducted a diachronic analysis of six Romanian magazines for women. Through this statistical analysis of corpora of borrowings from the Romanian magazines for women, we sought to see the incorporation of English words into the Romanian language. Due to the fact that the term „diachronic" implies a span of time that can be long as a century, so in order to establish a clear time frame, we narrowed it to ten years (i.e., 2004 – 2015). We selected three most popular magazines: *Harper's Bazaar, Elle* and *Glamour*. Because the landscape of fashion magazines is constantly changing, we chose to focus on the biggest magazines that are still successful.

Approximately 65% of the English borrowings that appear regularly in these glossy magazines are not included in the recently published lexicographic works. The most encountered borrowings in Romanian *Harper's Bazaar* were: *cocktail, make-up, OK, trend, modelling, brand, designer, fresh, fitness, weekend, lifting, look, sex-appeal, shopping*: *designer:* „Sunt *designer* vestimentar la «House of Art»,

însă în particular pregătesc o nouă colecţie prèt-a-porter"; *fitness*: „Apucă-te de *fitness*"; *fresh:* „cum reuşesc femeile cu *joburi* de succes, dar şi cu puţin timp liber, să arate *fresh* la orice oră"; *make-up*: „Află ce mai poartă starurile în materie de *make-up*"; *lifting*: „*lifting* al sânilor şi al întregului corp", etc. Most of these borrowings fall into the category of luxury borrowings, with an equivalent term in the current Romanian language: *beauty (frumusețe)*: „cum arată rutina ta de seară de *beauty"*; *fashion (modă*): „iată *fashion iconuri*-le şi stilurile lor care nu vor muri niciodată"; *casual (uşor elegant, ținută neoficială)*: „Elena are un stil *casual smart* cu accente glam, deşi emana mereu un aer sofisticat"; *glamour (farmec)*: „în această vară se poartă stilul *glamour* cu accente moderne"; *glossy (revistă ilustrată)*: „«Glamour» este revista *glossy* pentru femeile dornice să se realizeze în viaţa personală şi profesională"; *blush (fard de obraz):* „aplică *blush*-ul pe diagonală" etc.

The results of the diachronic analysis of the Anglicisms used in magazines for women are impressive. The analysis shows that the number of borrowings occurring in magazines for women has doubled. This proves that borrowings encountered in the magazines issued in 2000s where generally used for a new concept and do not have a name for it or it cannot be clearly expressed. However, in the span of a decade, these words have been assimilated into Romanian merely for the purpose of convenience and style. Some terms are employed to ease the communication as there are words with no Romanian equivalents.

The results of the analysis lead us to believe that people borrow words from foreign languages because they have many motives to do so. Most of them are connected with fashion and appearance, but there are also some which relate to people, their life in general, travels, career or portals that they use. In just a decade, the percentage of borrowings occurring in magazines for women doubled in number. The fast pace of life modernization has definitely contributed to the increase in borrowings. The amount of borrowings that occurred in the same magazine increased. This can only be explained by the fact that the majority of the necessary borrowings are most often related to the fashion industry, where they are used more and more in this highly dynamic and globalized world, in which its development have reached unimaginable levels just a few decades ago, imposing English as the

main language of communication between fashion enthusiasts from all over the world.

From the research that has been carried out, we found that the English elements are adopted and easily adapted to the Romanian language of fashion. This proves once again that English borrowings got to be attested by lexicographic works in the Romanian language in just a decade due to the globalization.

The diachronic analysis that was conducted has led us to the following conclusions: most of the terms are not assimilated either phonetically or morphologically by the structure of Romanian language and that Romanian is a generous receiver of borrowings and comparing the results from the 2000s and 2010s the number doubled. In the recent years, the native speaker of Romanian has been getting so much information about a more and more complex world by the sophisticated means of the Third Millennium. We are certain to see an increase of the English loanwords in Romanian, but it is unlikely that these words, however numerous, will alter the balance and nature of the original language.

References:

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Recomandat
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