# Knowledge of languages in contact for translators and interpreters – the case of Anglicisms

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- Preliminaries
- Language phenomena in the adaptation process on all language levels (trends / special cases)
- Quiz (comments)
- Anglicisms and special languages
- Conclusions

matsi

geleakte

buxhet

entbol

auzas

gedeletet

umadang umaga

lowxury

pipole

brifingas

*matsi* (Finnish) < **en** *match*

*geleakte* (German) < **en** *leak [Wikileaks]*

*buxhet* (Albanian) < **en** *budget*

*entbol* (Turkish) < **en** *handball*

*auzas* (Lithuanian) < **en** *house*

*gedeletet* (Dutch) < **en** *delete*

*umadang umaga* – Tagalog

*lowxury* (Spanish) < **en** *low cost + luxury*

*pipole* ( French ) < **en** *people*

*brifingas* ( Lithuanian ) < **en** *briefing*

# International Anglicisms

en *jockey* > fr *jockey*/ nl *jockey*/ de *Jockey*/ es *jockey*/ sl *jockey*/ hu *zsoke* / ro *jocheu* / hr *džokej*

en *taxi* > fr *taxi*/ el *ταξi*/ mt *taxi*/ nl *taxi*/ es *taxi*/ fi *taksi*/ de *Taxi*/ sl *taxi*

en *stress* > bg *стрес*/ fi *stressi*/ it *stress*/ fr *stress*/ ro *stres*/ hr *stres* / alb *stres*/ tk *stres*/ sv *stressa*

YOUR TL ?

# 2 European projects on Anglicisms

➢ **The English Element in European Languages** EEEL ( 20 languages ) 1960s – coordinator Acad. Rudolf Filipović ( G.Ciobanu representative of Romania in EEEL)

➢ **The Usage Dictionary of Anglicisms in Selected European Languages** UDASEL ( 16 languages ) 1990s – coordinator Prof. Manfred Gőrlach

# Results of EEEL (selection)

Filipović, R. (ed.) *The English Element in European Languages vol. 1 – 4*, Zagreb, 1982 –1996.

Filipović, R., *Teorija jezika u kontaktu*, Zagreb, 1986.

Filipović, R., *Anglicizmi u hrvatskom ili srpskom jeziku: porijeklo – razvoj– značenje*, Zagreb, 1990.

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# Results of EEEL for Romanian

- G. Ciobanu, *Anglicisme în limba română* [Anglicisms in Romanian],Timișoara: Ed.Amphora,1996.
- G.Ciobanu, *Romanian Words of English Origin*, Timișoara: 1st ed. Ed.Amphora,1997; 2nd ed. Ed.Mirton, 2004.
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- G.Ciobanu, *Dictionary of Anglicisms in Romanian* (to be published)

# UDASEL (selection)

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# Languages in contact

> **Traditional linguistics**: linguistic borrowing

> **Modern linguistics** : languages in contact
  – analysis of all deviations from norm as a result of contact between two or more languages
  – identification and description of all cases of interference on all linguistic levels
  – study in terms of the structure of the borrowing language

# Language contact

‣ ADOPT

‣ ADAPT

‣ INTEGRATE

# Anglicism – definition

> **Narrow definition**:

a word borrowed from English as a foreign word, which gets adapted to receiving language to be integrated into its linguistic system

> **Broad definition**:

any word borrowed from English denoting an object or concept which at the moment of borrowing is an integral part of English culture and civilization, adapted/integrated into English

# Basic terminology

- **borrowings**– words transferred/adopted from one language into another
- **loanwords** – borrowed words which in the course of phonological adaptation by means of substitution have been completely integrated into the phonetic system of the receiving language
- **foreign loans** – borrowed words which have started their adaptation and assimilation
- **foreign words** – words which remain unassimilated

# The long way of adaptation ...

**en cocktail > ro ?**

DN1(1961), DN2(1966) *cóctail* ; DN2 var. *cocteil*

DEX 1(1975) *coctéil*, also written *cocktail*

DN3 (1978) *coctéil* [ pr. coc-teil] , var. *coctail*

DOOM 1 (1982) *cocteil*, pl. *cocteiluri*

DCR 1 (1982) <span style="color:red">*coktailiza*</span> vb. (rare)

MDN (2000) *cócteil*

# The long way … (contin.)

**en safe > ro ?**

DN1(1961), DN2 (1966) *safé* [ pr.seif]

DEX 1 (1975) *seif,* var. *safé, saféu, sef*

DN3 (1978) *seif* [pr.seif], var. *safe, safeu, sef*

DOOM 1(1982) *seif*, pl.*seifuri*

DEX 2 (1996) *seif, seifuri*, var. *safé, saféu, sef*

MDN (2000) *seif*

# The long way ... (contin.)

**en impact > ro ?**

DEX 1 (1975) *impact* "ciocnire a două sau mai multe corpuri"(collision between bodies)

DCR 1 (1982) *impact* 1. contact  a două corpuri; 2.ciocnire (neprevăzută); 3. relație, întâlnire;4. șoc, surpriză; 5. (greșit) conflict; 6. contact;7. infuență, efect; 8. prezență; 9. importanță

# knowledge of adaptation tendencies
## (all language levels)

help in dealing with new incoming Anglicisms

GENERAL LG.  &  SPECIAL LANGUAGES (TERMS)

# Background for language contact

**e. g. Romanian language**

➢ Indirect influence + direct

➢ Romanian language = generous receiver, open to language borrowings (+assimilate), no resistance to borrowings

➢ Essential elements of Romanian:Romance

➢ Present day Romanian : dynamic

**What about the other European languages receiving Anglicisms/ other foreign words?**

# Representative corpus of Anglicisms in (Romanian)

- Unique and multiple etymology
- Etymology for each corpus Anglicism
- Selection: Romanian dictionaries (1926 - ), newspapers, magazines, almanachs, studies and articles on Anglicisms and neologisms, oral sources
- Theoretical analysis + experimental checking (22 experimental methods)

Translator/interpreter : minicorpus

# Spelling/Pronunciation

➢ E.g. English: etymological spelling
       Romanian : phonetical spelling
       **ro** *clubman* < **en** *clubman*
  Ro letters c+l+u+b+m+a+n correspond to the sounds
  [k]  + [l]  + [u] + [b]  + [m]  +  [a]  + [n]
  reflecting the pronunciation of the Romanian word

In adapting English words: vacillation between English pronunciation and pronunciation based on letter – sound correspondence

**What about your mother tongue/TL?**

# Spelling/Pronunciation (contin.)

Corpus of Romanian Anglicisms:

➢ 22% – Romanian words written and pronounced like in English (**ro** *bridge, feedback*)

➢ 44% – Romanian words written like in English but pronounced differently (**ro** *event, fault, campus*)

➢ 33% – English borrowed words with Romanian spelling (**ro** *dispecer, finiș, fotbal*)

➢ 1% – words with ('official') spelling variants (**ro** *flaș/fleș*)

# Pronunciation

e.g. corpus Romanian Anglicisms originating in  English words containing [i:]

➢ 82%

**en** [i:]> **ro** [i] (closest equivalent)

(**ro** *pedigri, dealer, tee-shirt, miting, keyboards*)

➢ 18%

Pronunciation based on analogy with other Romanian words

(**ro** *coldcremă, imunoelectroforeză*)

# Pronunciation (contin.)

➢ Words whose pronunciation reflects spelling
   – correspondence letter – sound
   (**ro** *preprint, convenient, mass media*)
➢ **en** <u>re –</u> "repetition" [ ri:] >   **ro** [ri]
   (**ro** *remake*, *reprint*)

# Pronunciation (contin.)

Examples included in the experimental checking

**ro** *schilift, policeman, jeep, week-end, feedback, team, preprint, cleaner, mass media, leadership, keyboards, teenager, blue-jeans, LP, remake, reprint, gulfstream, tweed, tee-shirt, gentlemanṭs agreement, goalkeeper, fider, chief*

# Stress

English and Romanian : "free" stress, stressed and unstressed syllables alternate

- ➤ **en** : Germanic tendency to stress one of the first two word syllables
- ➤ **ro** : tendency to stress one of the last 3 word syllables, in most cases the last but one

**What about your mother tongue /TL?**

# Stress (contin.)

Corpus of Romanian Anglicisms:

- 22% Romanian monosyllabic words originating in English monosyllabic words
  (**ro** *gin, out, rock*)
- 15% no stress marked in sources
- 33% adopted English stress patterns
  (**ro** *paperback, country, bootleg*)
- 25% specific Romanian stress
  (**ro** *padoc, eye-liner*)
- 5% stress variants (**ro** *hi-fi, barman*)

# Morphology

Corpus of Romanian Anglicisms:
94% **nouns**
(+ adjectives, verbs, adverbs, interjections)
GENDER : key problem in adapting the English
nouns to the Romanian morphologic
system

Morphological marking achieved mainly with
the help of endings

**What about other languages?**

# Morphology (contin.)

**ro** : endings function of gender and number

**Masculine**

| | sg | | pl. | example |
|---|---|---|---|---|
| 1) | Ø | : | i | *lup–lupi, pom–pomi* |
| 2) | e | : | i | *iepure– iepuri, frate – frați* |
| 3) | u | : | i | *fiu – fii, bou – boi* |
| 4) | ă | : | i | *tată – tați, popă – popi* |
| 5) | Ø | : | i | *pui – pui* |

# Morphology (contin.)

Corpus masculine nouns (192):

**General tendencies**

➢ Majority: category 1) sg. Ø : pl. i
  (**ro** *leader, sponsor, pusher*)
➢ Only other case: category 3) sg. u : pl. i
  (**ro** *jocheu, yankeu*)

+ **special cases**

# Special cases (contin.)

- pl. –s

    **ro** *play–boys* , *hipis* , *pushers* , *rangers* , *hot dogs* , *boy scouts* , *pixels*

- transition variants

    **en**  *penny*

    **ro**  sg*. peni* – pl. *pence*

    sg*. peni* – pl. *peni*

# Special cases (contin.)

➤ Transition variants without semantic changes

**ro** sg. *microprocesor*
pl. *microprocesori* **m.n.**
pl. *microprocesoare* **n.n.**

➤ Transition variants with semantic changes
**m.n** – animate, **n.n.** – inanimate
**ro** *marcher, starter, stoper*

# Special cases (contin.)

> Masculine nouns  – man

sg. – man :  pl. – mani
  **ro** *barman – barmani*
sg. – man :  pl. – meni
  **ro** *businessman – businessmeni*
sg. – man :  pl. – men
  **ro** *jazman – jazmen / jazmeni*

# Special cases (contin.)

- Invariable masculine nouns (no definite article in final word position)

    **ro** *cow-boy, liftboy, Mr., sir, tory, has -been pro, punk*

**!!!** In adapting Anglicisms the definite article is added even to invariable nouns

- Pluralia tantum nouns

    **ro** *blue-jeans / blugi, chips, corn flakes, dangarezi*

# Special cases (contin.)

> ' semantic frame-words ': the superordinate of a semantic field groups as subordonates words of the same gender

**ro** *drink* n.n. +

> *brandy, cherry-brandy, gin, whisky*

**ro** *dog* m.n. +

> *buldog, fox(terrier), poanter*

# Word formation

English influence : less evident

- **Derivation**
  - borrowing of new prefixes e.g. <u>mis</u>-, <u>out</u>-, <u>over</u>-, <u>under</u>-
  - borrowing of new suffixes e.g. -ee, -eer, -ing, -ship, -y, -less
- **Compounding**
  - borrowing of new patterns e.g. vb+vb, vb+adv, adv+noun
  - borrowing of word-forming elements

# Semantic level

**General tendencies:**

➢ Most corpus words (61%) no semantic change
➢ Most common change (33%) restriction in number of meanings
➢ Some corpus words (2%) extension in number of meanings
➢ Few cases (1%) of extension of meaning within the area

# QUIZ

**1) How do you pronounce the following Anglicisms adopted in European languages /your TL?**

e.g. **en** *fashion* > **es**/**it**/  *fashion*

**en** :  *chat, captcha, computer, burnout, brainstorming,*

# Quiz (contin.)

**2)** **Which is the correct spelling?**

en   *meter* / *metre* ( EC text)
pt   *comércio electrónico*
      *comércio electrônico*
fr   émoticon / émoticone / émoticône

# Quiz (contin.)

3) Write down the plural of the following Anglicisms:

**en** *mouse* (computer science)
**de** *Oldtimer*
**de** *Public Viewing*
**de** *Hybrid-Bonus*
**es** *top* ( "top model")
**fr** *body*
**it**/**fr** *short* (noun "clothes")

# Quiz (contin.)

**4 )** **What is the gender of the following nouns?**

**de** *Afterparty*

**de** *App*

**en** / **hr**/**fr**/**it**/**hu**/**el**/**lv** /**cs**/**et**/**fi**/**sl***captcha*
   **pt**/**ru** *CAPTCHA,* **bg**/**lt** /**de** *Captcha*

**es** *jockey* ("jockey cap")

# Quiz (contin.)

**5 )** **What is the equivalent of the following Anglicisms in your mother tongue / TL?**

**en** *Netlish* (Internet)

**en** *brander* (branding)

**en** *brick-and-mortar store* (e-commerce)

**en** *cool site; hotsite; top site*

**en** *cybercash; digicash; e-cash; e-money; Internet currency*

# Quiz (contin.)

**6)** **Which form do you prefer? Why?**

**en** *new economy* > **es** *nueva economía*
                            **es** *economía nueva*
**en** *electronic money* >**fr** *monétique*
                            **fr** *argent électronique*
                            **fr** *monnaie électronique*
                            **fr** *argent numérique*
**en** *A.S.A.P* > **fr** *A.S.A.P*
                            **fr** *T.T.U*

# Quiz (contin.)

**7 )** **Which of these synonyms would you choose for the translation of an EU legal text? Why?**

**en** *universal product code*

*Universal Product Code*

*barcode*

**fr** *marque ( < **en** brand)*

*marque commerciale*

*marque déposée*

*label de qualité*

# Quiz (contin.)

**8 )** **Which of these French terms would you store in your TDB as an equivalent for en** *electronic mail* **? Would you add any other French equivalent?**

**fr.** *courrier électronique; CÉ; courriel; C.ELEC; c.élec; messagerie électronique; Mél; mel; imelle; adresse électronique*

What about the **de**/ **es**/ **pt**/ **it** etc. equivalents?
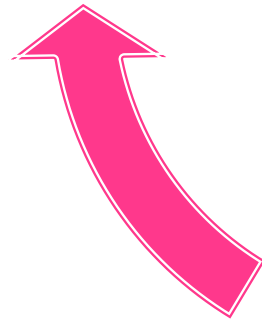
# Quiz (contin.)

9) Which equivalent(s) from question 8) would you store in your translation memory?

quiz

back

start

to

# Anglicisms and terminology

**Understanding of Anglicisms–terms adaptation** possible only by:

➢ Applying terminology knowledge

➢ Considering the peculiarities of LSP in various subject fields

# Conceptual equivalence

e.g.

**en**   *Netlish*

   *Netspeak*

   *Net Speak*

**fr**   *jargon Internet*


YOUR  TL ?

# Conceptual equivalence

**e.g.**
**en**  *cool site*

*hot site*

*top site*

**fr**  *site branché*

**YOUR  TL ?**

**ro**  *site de excelenţă*

*site de bună calitate*

# Equivalence

**en brick–and–mortar** >**ro** "tradiţional; real, (clasic)"

**en** *brick–and–mortar store* > **ro** *magazin* **tradiţional**; *magazin* **real**

**en** *brick–and–mortar location* > **ro** *amplasament* **tradiţional**; *amplasament* **real**
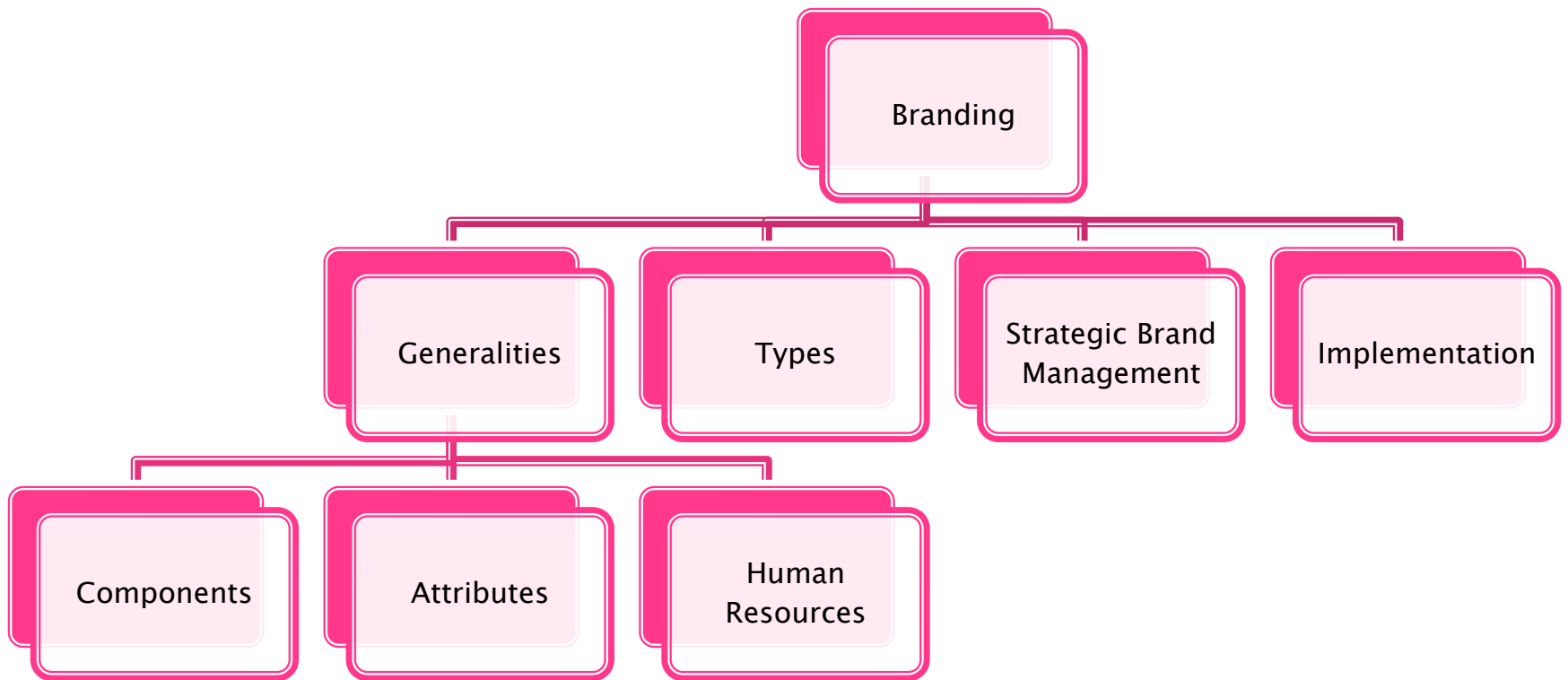
**en** *brick–and–mortar channel* > **ro** *canal* **tradiţional**
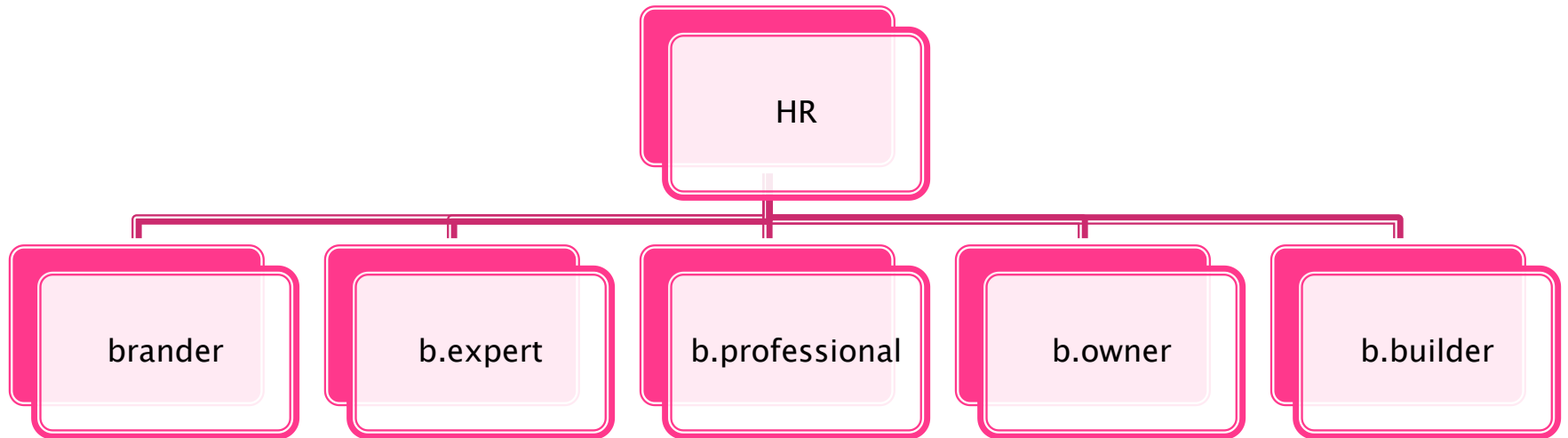
# Conceptual equivalence

e.g. **en** *brander* (noun) > **ro** ?

**ro** :    specialist?
expert?
profesionist?
creator?

!!! Necessary: relate to terms of the same conceptual category

Branding
- Generalities
  - Components
  - Attributes
  - Human Resources
- Types
- Strategic Brand Management
- Implementation

# ro specialist? expert? profesionist? creator?

```
                        ┌──────────┐
                        │    HR    │
                        └────┬─────┘
        ┌─────────┬─────────┼─────────┬─────────┐
   ┌────┴───┐ ┌───┴────┐ ┌──┴─────────┐ ┌─┴──────┐ ┌─┴───────┐
   │brander │ │b.expert│ │b.professional│ │b.owner │ │b.builder│
   └────────┘ └────────┘ └────────────┘ └────────┘ └─────────┘
```

# Equivalence

**en** *brander*

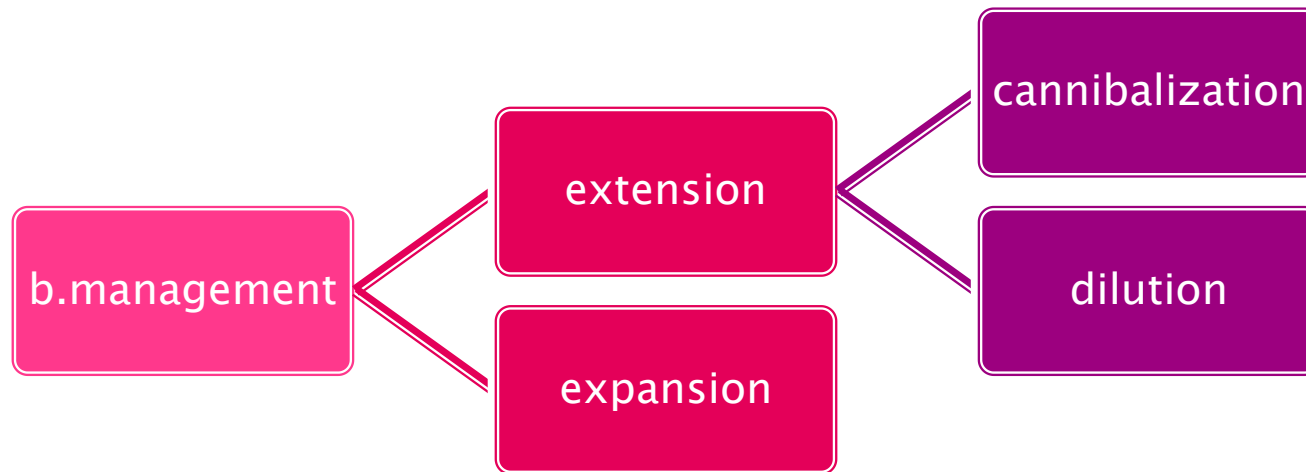----------------------------------------

**ro** *specialist în brand* (confirmed by domain expert)

synonym: *om de branding* – informal
feminine: *brănduiță* – colloquial, not recommendable

# Conceptual equivalence

**en** *brand cannibalization* > **ro** ?
**en** *brand dilution* > **ro**?

# Equivalence (contin.)

➤ Domain specific patterns

e.g.**en** <u>cyber-</u>

**en** <u>cyber</u> -> **fr** "électronique, numérique"

**en** *cybercash; digicash; e-cash; e-money; Internet currency*

**fr** *argent électronique; monnaie électronique; argent numérique; monetique*
  * cyber-argent (monetary economics)

**en** <u>cyber-</u> > **ro** "digital, virtual, electronic, cibernetic, online, Web, internet"

**en** *cybercash >***ro** *monedă electronică, bani electronici, bani digitali*

# Equivalence & register

e.g. **en** *work-life balance program*

**ro** *program work-life balance*

**ro** *program de tip work-life balance*

**ro** "*viața de dincolo de job*" – informal, funny term, black humour

# Equivalence & synonymy

E.g.   **en**   *time management*
  **ro**   *managementul timpului*

Synonyms:
  **ro**   *administrarea timpului* (partial syn.)
  **ro**   *gestionarea timpului* (partial syn.)
  **ro**   *time management* ( jargon)
  **ro**   *managementul personal al timpului*
    (partial syn.)

# Register selection

e.g.

**en** *brand* (verb)

**ro** (a) *branda* – oral communication, informal register

**ro** *a face brand / branding* – oral communication, informal register

**ro** *a genera un brand* – written communication, formal register

# Jargon

e.g.

    **en** *carbon copy* (Internet)

    **ro** *carbon copy* – recommended by expert
    **ro** *copie* – jargon
    **ro** *copie la indigo* – rare, used by lay people

# Ellyptic structures

e.g. **en** *backbone*

    **ro** *magistrală Internet*

    **ro** *magistrală de Internet*

    **ro** *magistrală electronică*

e.g. **en** *Internet address*

    **ro** *adresă Internet*

e.g. **en** *B2C application*

    **ro** *aplicație business-consumator*

    **ro** *aplicație business-to-consumer*

# Abbreviations

> Conciseness vs. precision

e.g. **en** *Asynchronous Transfer Mode*; *ATM*

    **ro** *ATM*

    **ro** *protocol ATM* ( recommended by expert)

    **ro** *protocol de transport ATM* (documentation)


!!! Frequently abbreviations borrowed in Romanian preserve English letter order (*ATM*, not *\*MTA)*

# Term adaptation, usage, influences

e.g. **en** *human resource management*

   **ro** *conducerea activității de personal* (obsolete)

   **ro** *managementul personalului* (obsolete)

   **ro** *managementul resurselor umane* (recommended)

   **ro** *MRU* ( didactic texts)

   **ro** *HR* (press articles,consultancy)

   **ro** *HRM* (press articles, consultancy)

# Adaptation of portmanteau terms

e.g. **en** *cyberholic*, *netaholic*
    **ro** *dependent de Internet*

e.g. **en** *netizen*
    **ro** *netățean*

e.g. **en** *Netspeak;Netlish*
    **ro** *jargon Internet*

e.g. **en** *glocal branding*
    **ro** *branding global localizat*

# Specific problems (terms)

- Interest of terminology in present forms
- Top priority : precision, conciseness, un-ambiguity, consistency
- Information based on subject field documentation
- Adaptation to user needs
- Adaptation to professional communication situation
- Descriptive vs prescriptive
- Dependence on concept system – ontology

# Specific problems (contin.)

➢ Most evident changes in adaptation process(terms) :

  Morphological level : term formation
  Semantic level: equivalence, synonymy

➢ Importance of Style Guide

# Conclusions

➢ Knowledge of general language adaptation of Anglicisms : applicable to term adaptation

➢ Adaptation of Anglicisms-terms involves additional specific problems

➢ Knowledge of language contact changes helps in predicting changes for incoming Anglicisms

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# THANK YOU

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