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Hortensia Pârlog
[Challenge, Fun & Glamour.
Mini dicționar de cuvinte
englezești (întâlnite în presa
scrisă)] **Timișoara: Editura**
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The topic of borrowings from English into Romanian first attracted academic interest in the 1970s, a period in which the phenomenon was far less common than today, but it was only at the end of the 1990s and in the first decade of the 2000s that the most widely known and cited works in the field, whether devoted entirely to the subject of these loans or only touching on the topic, were written, most prominently *Anglicismele în limba română actuală*, 1997, by Mioara Avram, *Anglicisme în limba română*, 1996, by Georgeta Ciobanu, *Dicționar de cuvinte recente*, 1st ed. 1982, 2nd ed. 1997, by Florica Dimitrescu, *Aspecte ale evoluției limbii române*, 2005, by Valeria Guțu Romalo, *Aspecte ale influenței engleze în româna actuală*, 2006, by Adriana Stoichițoiu-Ichim, and *Diversitate lingvistică în româna actuală*, 2001, by Rodica Zafiu. Research into English loans in Romanian seems to have fallen off in Romania since this heyday, but academic interest in the topic has not been lost completely, and Hortensia Pârlog's dictionary titled *Challenge, Fun & Glamour. Mini dicționar de cuvinte englezești (întâlnite în presa scrisă)* [Challenge, Fun & Glamour. A Mini Dictionary of English Words (Found in the Printed Press)] is an important and welcome contribution to scholarship in the field, offering a research tool that has hitherto been lacking.

In the early 2000s, Anglicisms in various European languages, Romanian included were covered extensively in three books authored or edited by Manfred Görlach (*A Dictionary of European Anglicisms*, 2001; *An Annotated Bibliography of European Anglicisms*, 2002; *English in Europe*, 2002), all of which are referenced by Pârlog in her introduction to the dictionary.

The new dictionary has not, therefore, fallen on barren ground, as is apparent in the wider context and also in Pârlog's earlier research into Anglicisms (eg. "Termeni de origine engleză în publicistica românească contemporană", 1971; "Observații asupra unor termeni mai noi din limba engleză în limba română", 1983a; "English loanwords in Romanian", 1983b; "S.C. Shock S.R.L."; 1994; "The Anglo-Fashion", 2000; "Recent Anglicisms in Romanian", 2004; "Bridge-uri, router-e și switch-uri: On Romanian Computer Language", 2005, etc.). The author's long-standing interest in this particular category of loans qualifies her as a voice of undisputed scholarly authority on the issue.

Dictionaries of Anglicisms have been compiled for several European host languages over recent decades (e.g. Broder Carstensen & Ulrich Büsse for German – *Anglizismen-Wörterbuch – Der Einfluss des Englischen auf den deutschen Wortschatz nach 1945*, 1993-1996; Knud Sørensen for Danish – *A Dictionary of Anglicisms in Danish*, 1997; Felix Rodrigues Gonzales & Antonio Lillo Buades for Spanish – *Nuevo diccionario de anglicismos/ New Dictionary of Anglicisms*, 1997; Tamara Maximova for Russian – *Slovar Anglizismov 50-90e Gody*, 1998, etc. More recently, even French, perhaps the European language that has been the most resistant to borrowings from English, has also been

the subject of a dictionary of Anglicisms, Henri Goursau's 2015 *Dictionnaire des anglicismes*). Given this broader context, it is possible to suggest that Hortensia Pârlog has established a place for Romanian lexicography on the larger European stage of similar works.

As with the above-mentioned languages, a dictionary of Anglicisms is also perfectly justified for Romanian, reflecting a lexical phenomenon that is increasingly common and evident. Pârlog offers several possible explanations for the influx of English words across a multitude of fields in the introductory study to her dictionary (pp. 15–18), primarily the fact that English grammar is widely considered to be simpler than that of other languages. Additionally, it is the official language of two countries that have dominated the economic, political and military scene for much of the modern era; English serves both as the official language of communication by international bodies and organisations, but also as a *lingua franca* for communication in informal environments. In more modern times, it has emerged as the predominant language promoted through the media, the internet, music, and other cultural productions. In the specific case of Romanian, some English words have filled lexical gaps; others may have replaced words with negative connotations or serve to emphasize ideas or make ironic or sarcastic comments.

The linguistic hospitality of Romanian towards loanwords in general explains the large number of words of English origin that have entered the language in recent years. Romanian has also been unaffected by any notable legislative initiatives on language policy in recent

years; with the exception of the Pruteanu Law no. 500/2004 (which is mentioned in the introductory study of the dictionary, with Pârlog commenting that it was met with a degree of irony rather than any real impact), there have been no other institutional attempts to regulate the dynamics of the Romanian language similar to those introduced in other countries such as France, Germany, Italy or the Netherlands, and this has likely facilitated the openness to lexical borrowing among Romanian speakers.

Hortensia Pârlog's dictionary of English words in the printed media captures the sheer scope of the lexical phenomenon by listing some 3000 English words and expressions, collected from regional and national newspapers and magazines over the period 1995–2020, in a wide variety of fields: common, non-specialised language (e.g., *boyfriend, camping, cute, debate, entertaining, face to face, guy, helpline, kit, last but not least, mop, never ever, playground, shopping, supermarket, etc.*), business and economics (e.g., *account manager, branding, cyber-fugue, factoring, hedge fund, overselling, etc.*), music (e.g., *acid-jazz, dancehall, groove, jam session, metal-rock, ragga hip hop, sound designer, etc.*), technical language, especially IT (e.g., *air-loop, by-wire, drone, data cloud, eye tracking, iPad, lapware, off-line, skid, etc.*), sports (e.g., *airsoft, derby, executive coach, googly, kite surfing, play-off, wild card, etc.*), cinematography (e.g., *camera trap, cut, free cinema, revenge movie, etc.*), agriculture/horticulture (e.g., *crown lift, deadwood reduction, harvest time, pruning, etc.*), motoring (e.g., *crossover, drift, etc.*), literary studies (e.g., *fantasy, new historicist, pulp literature, queer psy, road-story, short-story, etc.*), media (e.g., *deepfake, facebookist, headliner, infotainment,*

like & share, prime time, reality show, scoop, etc.), sociology/ psychology/ anthropology (e.g., *devalued Other, fat shaming, gender fluidity, hostage mentality, iGeneration, low middle class, macho-boy, mindset, post-truth, self-esteem, welfarist*, etc.), fashion (e.g., *essentials, fashion, make up artist, outfit*, etc.), gastronomy (e.g., *fat free, fast food, hotdog, Irish coffee, masterchef, shake*, etc.), politics (e.g., *hard power, king-maker, lobby, most favoured nation, newspeak*, etc.), the entertainment industry (e.g., *one man show, party service, performance, showman*, etc.). The dictionary demonstrates that the abundance of Anglicisms is matched by the variety of domains to which they belong, the two being complementary effects of the broader borrowing-friendly context discussed above.

The words are accompanied by examples of actual usage taken from the press, so that the reader is provided not only with lexemes, but also with at least some of the forms that they can take when used in communication. In addition to illustrating usage patterns for general readers, these examples offer valuable implicit information for linguists, who can assess whether:

- the loan is a necessary one, which either fills a lexical gap in Romanian, thereby offering denotative advantages, or possesses advantages related to brevity, style and precision in comparison to their (partial) equivalents in the host language:

- the loan is, in Sextil Pușcariu's (1976) terminology, a "luxury loan" - relatively inessential, more a matter of the speakers' subjective choices than that of need, duplicating Romanian words without necessarily providing additional information (this is not

easy to establish, however, and, quite often, involves a degree of subjectivism resulting from the perspective of the person who is examining the specific usage);

- the borrowed term has undergone changes in the process of its adaptation into Romanian. In the introductory study (pp. 20–26), Pârlog refers to some of the ways in which Anglicisms are adapted into lexical and morphological Romanian paradigms: the use of nouns with definite or indefinite articles, with Romanian-specific endings (for number, gender, case); the use of the borrowed verbs following the Romanian conjugation paradigm; the use of adjectives with forms specific to Romanian comparative forms; the derivation of the English root with Romanian suffixes, back-derivation, compounding (sometimes hybrid, with elements from both languages) are also mentioned. The introduction also touches upon the adaptation of spelling to the Romanian system.

The examples featuring borrowed English words or phrases include detailed references to their sources, including the date of publication of the magazine or newspaper and the page on which the word or phrase was identified. This information is valuable for historical linguistics, attesting to the existence of the loan in circulation in Romanian in a certain form, at a specific point in time (for example, *highlight* appears to have been used in the sources consulted from as early as 2016; *highway* is identified 20 years before this, in 1996; *on court coaching* is quoted from a 2019 article; *party* is used successively from 1997 onwards, etc).

As a whole, the dictionary can also serve as a reference tool in comparative linguistics studies, as the work essentially forms a lexical corpus which can be of considerable use in such an academic approach.

In addition to the examples that accompany the English words and expressions, a further benefit of the work are the definitions which Pârlog provides for each entry; as a result, the dictionary can also serve as an explanatory dictionary. The Anglicisation of Romanian vocabulary is a phenomenon that is part of the evolution of the language, but it can also be viewed as a trend or fashion (the author herself identifies it as such in her 2000 article mentioned above). Like any fashion, it can also take less appropriate, inaccurate, wrongly contextualised or often jarring forms. Pârlog's dictionary has the merit of supporting, indirectly, the tuning of linguistic fashions to the linguistic realities to which they are connected, aiding the proper understanding of the meaning of the English loanwords and, consequently, their correct and balanced use in Romanian.

Challenge, Fun & Glamour. Mini dicționar de cuvinte englezești (întâlnite în presa scrisă) is the first publication of its kind in Romanian lexicography, but in addition to serving as a useful tool for specialists in linguistics, it is also of considerable use for general readers who are aware of the phenomenon on which the book is based and who are interested in understanding its depths. The work deserves to be consulted by all those who, like its author, consider the presence of English words in Romanian texts to be a phenomenon which remains, in many respects, a challenging one.

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