

ESPERANTO AND THE UNIVERSAL LANGUAGE, OR BETWEEN AN ARGUABLY FAILED EXPERIMENT AND NATURAL EVOLUTION TOWARDS A GLOBALIZED LANGUAGE

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Abstract: *In today's context of increasing multifaceted globalization, establishing and encouraging the use of some kind of lingua franca for the (economy and culture of the) world tends to become (yet again) a question of top interest. The author's aim was to analyze the case of a number of constructed languages, in relevant contradistinction to today's evident prevalence held by English as a tool of international linguistic communication. Finally, the (still) stable and substantial position of Latin (and post-Latin, or Romance) vocabulary is brought to attention, in the same linguistic and communicational context. The conclusions of such demonstrably failed experiments as those illustrated by Esperanto or Volapük point to natural evolution as the only humanly genuine possibility of achieving mankind's desired functional harmony, accord and profound unity in the field of communication.*

Keywords: *globalization, constructed languages, lingua franca, Esperanto, English, Latin, Anglicism*

1. Introduction. *Esperanto* is the most representative materialization of the understandable human obsession with “effective” and “scientific” simplification – which marginally refers to what Henri Bergson would have called “du mécanique plaqué sur du vivant”. Unlike Esperanto, *Ivrit* (or Modern Hebrew), the official language of the state of Israel, is a particularly difficult language, yet it is firmly rooted in traditional and conventional linguistic norms, which seems to have helped it to revive. Similarly, *Latin* was (and still is) a rather complex, substantial and complicated language, and also a rich idiom (not only in point of vocabulary – having many different loans from Etruscan, Greek, and the language of the Gauls and other Celtic populations). A long time ago Latin was perceived (and used) as *the universal language*, or *lingua franca*; it represented a demonstrably superior communication tool, which *was* (and was also considered to be) very fine, very complex and highly nuanced – with extremely fine and specialized shades of meaning and use. But (classical) Latin itself drew on older learned languages, such as old Greek; here are some examples of Latin words taken from the ancient Greek – especially in translation, or *modelled* – but also “learned” words that are “popular words” today, used and understood by practically everyone in the world, mainly in scientific and technical media, or by the indirect intermediary of English: such English words as *quality*, *quantity*, *quintessence*, *chair*, *church*, *butter*, or *university*.

2. Esperanto is a constructed international auxiliary language – and the most famous of them all. **The father of**

Esperanto was the Jewish-Polish ophthalmologist **Ludwig Lazarus Zamenhof** (1859-1917). Zamenhof was born in Białystok, a multi-ethnic city that was part of the Russian Empire, and is nowadays located in North-Eastern Poland. The city was home to a polyglot mixture of Poles, Russians, Jews, Germans and Lithuanians. Zamenhof believed that much of the distrust, tension and misunderstanding between the different ethnic groups was a result of language differences, so he made up his mind to create an international language that could be used as a neutral *lingua franca*, and therefore help to break down language barriers; consequently, he thought that if there were an auxiliary, neutral language that were understood by all the ethnic groups and nations, the entire world would be more peaceful and prosperous: “I was brought up as an idealist; I was taught that all people were brothers, while outside in the street at every step I felt that there were no people, only Russians, Poles, Germans, Jews and so on. This was always a great torment to my infant mind, although many people may smile at such an ‘anguish for the world’ in a child. Since at that time I thought that ‘grown-ups’ were omnipotent, so I often said to myself that when I grew up I would certainly destroy this evil”; “Were there but an international language, all translations would be made into it alone (...) and all nations would be united in a common brotherhood”. Actually, the idea of a system or idiom of international communication, meant as a linguistic and cultural bridge for understanding between speakers of different languages, appealed to many thinkers throughout the history of humankind, such as Leibnitz, Comenius or Descartes.

Turning to profit his native inclination towards foreign languages, Zamenhof began working on that project, which he materialized in the shape of a book, titled *Unua Libro* (“First Book”), published on 26 July 1887 and signed with the pseudonym *Dr. Esperanto* (*Esperanto* translates as “one who hopes” or “the hoping one”) – though the name for the language was simply *La Internacia Lingvo* (“The International Language”). The *Unua Libro* contained 920 roots from which tens of thousands of words could be formed. It was accompanied by the publication of the *Fundamenta Gramatiko* (“Fundamental Grammar”), which consisted of 16 basic grammatical rules. Zamenhof renounced all rights to Esperanto and encouraged comments and suggestions on the development of the newly created language.

Besides the need for there being one language worldwide, a universal idiom, an easy-to-learn language with lexical roots extracted from most natural languages in the world – in the hope that thus international understanding, harmony between people from different countries would be fostered, and eternal peace would be

established across the globe –, Zamenhof declared he had created the language to reduce the “time and labour we spend in learning foreign tongues”. *Esperanto* was therefore intended to serve as an international auxiliary language, i.e. as a universal second language, not to replace ethnic languages – a goal widely shared among Esperanto speakers in the early decades of the movement.

Zamenhof himself summed up the main goals of the new language: (1) “To render the study of the language so easy as to make its acquisition mere play to the learner”; (2) “To enable the learner to make direct use of his knowledge with persons of any nationality, whether the language be universally accepted or not; in other words, the language is to be directly a means of international communication”; (3) “To find some means of overcoming the natural indifference of mankind, and disposing them, in the quickest manner possible, and en masse, to learn and use the proposed language as a living one, and not only in last extremities, and with the key at hand”. He wanted the new universal language, or the general world language (in his words: “the proposed language”) to be learnt and used by the whole of mankind, “en masse”, “as a living one”. Zamenhof also intended to “enable the learner to make direct use of his knowledge with persons of any nationality, whether the language be universally accepted or not; in other words, the language is to be directly a means of international communication”. An increasing number of supporters subsequently gathered around the initial concept, because a related idea was also advocated, i.e. the idea of introducing a single currency.

3. Spreading. Zamenhof’s invention quickly spread worldwide. Esperanto is now the most widely spoken constructed language in the world. Zamenhof spent some ten years after the publication of his book translating literature into Esperanto as well as writing original prose and verse. The number of speakers grew rapidly over the next few decades, at first primarily in the Russian Empire and Central Europe, then in other parts of Europe, the Americas, China, and Japan. In the early years, speakers of Esperanto kept in contact primarily through correspondence and periodicals, but in 1905 the first world congress of Esperanto speakers (*La Unua Universala Esperanto Kongreso*) was held in the French town of Boulogne-sur-Mer. It was then that the insignia of the Esperanto movement were agreed on: the green star (a symbol of hope), the flag and the anthem. Since then world congresses have been held in different countries every year, except during the two World Wars. Since the Second World War, they have been attended by an average of more than 2,000 people and up to 6,000 people.

At the turn of the 20th century and later, the autonomous territory of Neutral Moresnet (situated between Belgium and Germany, 1816-1920) had a considerable proportion of Esperanto-speakers among its small and multiethnic population; there was a proposal to make Esperanto its official language. After the First World War, there was a proposal for the League of Nations to accept Esperanto as its working language: there was only one vote against, yet the French representative used his veto right. However, the League recommended that its member states include Esperanto in their educational curricula. For this reason,

many people see the 1920s as the heyday of the Esperanto movement. At one point, anarchism, as a political movement, was very supportive of Esperanto. For such and various other reasons, Esperanto attracted the suspicion of many states, e.g. Nazi Germany, Imperial Japan, Francoist Spain (until the 1950s), and the Soviet Union (1937-1956), though at some point Stalin himself learnt Esperanto. Fascist Italy allowed the use of Esperanto, finding its phonology similar to that of Italian.

Although no country has adopted Esperanto officially (or recognized it as its secondary language), Esperanto was recommended by the French Academy of Sciences in 1921 and recognized by UNESCO in 1954 as a medium for international understanding. UNESCO also recommended, in 1985, that international non-governmental organizations use Esperanto. Esperanto was the 32nd language accepted as adhering to the “Common European Framework of Reference for Languages” in 2007. It entered the education system of several countries such as China and Hungary: the Hungarian Academy of Sciences considered that Esperanto fulfilled all the requirements of a living language. Esperanto is also the first language of instruction and administration of the International Academy of Sciences in the Republic of San Marino.

Today Esperanto is the most widely used international auxiliary language and is particularly popular in Eastern Europe (Hungary, Bulgaria, the former Yugoslavia), China, East Asia, and South America. Esperanto literature includes books, magazines and poetry. Some of the literary works are originally written in Esperanto while others are translated from other languages. There are also Esperanto songs and scores of radio and TV stations broadcasting news bulletins in Esperanto for an audience estimated to 2 million people. News is broadcast by the China Radio International, and the Chinese government has used Esperanto since 2001 for daily news on china.org.cn. There is also an internet magazine called *El Popola Ĉinio*. Likewise, the Vatican Radio has an Esperanto version of its website. The US Army has published military phrase books in Esperanto. Similarly, Esperanto is the working language of several non-profit international organizations. The largest Esperanto organization is the World Esperanto Organization, which has an official consultative relationship with the United Nations Organization and UNESCO. The most popular online learning platform for Esperanto, *lernu!*, had 150,000 registered users in 2013. *Esperanto Wikipedia* is the 32nd-largest Wikipedia as measured by the number of articles: with more than 100,000 articles, Esperanto stands alongside of such languages as Romanian, Greek, Bulgarian or Danish. Recently the application Google Translate was introduced.

It seems there are approximately 1,000-2,000 native speakers of Esperanto (people who learned Esperanto from birth), 10,000 people who can speak Esperanto fluently, 100,000 can use it actively, 1 million understand a lot of Esperanto, and about 10 million have studied it to some extent. As most sources admit, today up to 2,000,000 people worldwide speak Esperanto to varying degrees. Yet, given that there are no detailed sampling data, or any reliable census data, it is impossible to say the number of

Esperanto speakers with certainty. According to more recent estimates, about 0.03% of the world's population speak the language, which represents a level of popularity unmatched by any other constructed language, while admittedly very far from achieving Zamenhof's goal of a universal language. Several estimates of the number of Esperanto speakers were made. For instance, Sidney S. Culbert, former psychology professor at the University of Washington, concluded that between one and two million people speak Esperanto as "professionally proficient" users (i.e. are able to communicate moderately complex ideas without hesitation, and to follow speeches, radio broadcasts, etc.), a figure challenged by many experts, including Marcus Sikosek. Finnish linguist Jouko Lindstedt, a specialist in native-born Esperanto speakers, made the following estimates concerning the overall proportions of language skills within the Esperanto community: 1,000 have Esperanto as their native language; 10,000 speak it fluently, 100,000 can use it actively, 1,000,000 understand a large amount passively, 10,000,000 have studied it to some extent at some time. However, the number of textbooks sold and membership of local societies put "the number of people with some knowledge of the language in the hundreds of thousands and possibly millions".

In Romania, Esperanto compelled recognition with some difficulty, despite a promising start during the reign of the Hohenzollern dynasty. Queen Elisabeth (or Elisabeth of Wied) encouraged the Esperanto movement. She was also quite famous as a poet(ess), by the pseudonym *CarmenSilva*, so she ceded the Romanian Esperantists the translation rights for her verse. Later, things changed and the spreading of Esperanto in Romania was largely blocked.

Most Esperantists think that the language is relatively easy to learn for Romanians, so that, if one studies it carefully and diligently, in four months one can read it fluently and express oneself beautifully. Speaking Romanian can indeed help one enormously, since 70% of Esperanto roots are Latin, 20% are English, and 10% are Slavic, Greek, etc.

4. Some of the main linguistic **characteristic features** that should be mentioned are the following: when you hear it, the language sounds rather strange, somewhat reminding one of Italian or Spanish, but it is neither of them – it is punctuated with lots of terms from old Greek, English, Russian and Latin. Esperanto has only 16 grammar rules, with no exception whatever. The words are solely based on roots, and the suffixes and prefixes can be combined so that from a single root one can build as many as 25 different words. Actually, this system of combining words can also be found in some Asian languages – so that native speakers of such languages will find that Esperanto is not an intractable challenge.

In terms of **classification** or **typology**, scholars generally consider that, in its capacity as a constructed language, Esperanto ought not (logically and naturally) to be related genealogically to any particular natural language. Yet one can empirically note that its grammar, semantics, vocabulary, phonology and orthography are substantially based on the Indo-European languages actually spoken in

Europe. The Esperanto vocabulary is primarily derived from the Romance languages (i.e. two-thirds), with a relatively minor contribution from Germanic languages (i.e. one third), and some comparatively negligible contributions from Slavic languages and (old) Greek. Its sound inventory (or phonematics) and much of its semantics are essentially Slavic. While the derivation system is not particularly European, the inflection system is. Other aspects of the language, including pragmatics, were influenced by the native languages of the early authors: Russian, Polish, German, and French. In Paul Wexler's view, Esperanto is nothing but relexified Yiddish (which in turn is considered to be relexified Slavic language). Thus, the lexicon of Esperanto is prevalently Romanic (or Romance), its morphology is intensely agglutinative, and some isolating features are superadded. There are prepositions, and the default word order is SVO (Subject-Verb-Object). Adjectives are usually placed before the noun, though this is no strict rule. The core vocabulary of Esperanto, defined by *Lingvo Internacia* (1887), listing 900 lexical roots, could be expanded into tens of thousands of new words by means of affixation (prefixation and suffixation), and compounding, e.g. *lerni* "to learn", *lernejo* "a school", *lernanto* "a pupil/student", *lernejestro* "a headmaster"; most affixes can also function as separate words, e.g. *estro* "leader/head". The process of by stringing together prefixes, roots and suffixes is highly regular, so that people can create new words as they speak and be understood. Compound words are formed with a modifier-first, head-final order, very much as in English (compare, e.g., *housework* and *workhouse*). In 1894, Zamenhof published the first Esperanto dictionary, *Universala Vortaro*, containing many more roots. The speakers could choose to borrow new roots when needed; however, it was recommended, that they mostly use international forms, subsequently deriving related meanings from these. Lots of new words have been borrowed, essentially (though not only) from European languages, many of them becoming widespread, especially technical and scientific terms. Naturally enough, there practically no idiomatic or slang terms and phrases in Esperanto.

The **phonology** of Esperanto comprises 23 consonants, five vowels (like those in Spanish, Modern Greek, Modern Hebrew and Swahili – i.e. [i], [e], [a], [o], [u]), plus two semivowels, which can combine with the vowels to form six falling diphthongs. Stress is on the penultimate vowel, with very few exceptions.

The 28-letter **alphabet** is based on the Latin script, using a one-sound-one-letter principle, except for [d͡z]. The Esperanto alphabet includes six letters with diacritics: **Ĉĉ, Ĝĝ, Ĥĥ, Ĵĵ, Ŝŝ, Ŭŭ**. (They can be replaced with ch, gh, jh or cx, gx, jx, or c', g', j', etc.). The letters *q*, *w*, *x* and *y* are only used when writing unassimilated foreign terms or proper names. All unaccented letters are pronounced approximately as in the International Phonetic Alphabet, with the exception of *c*. By and large, spelling conventions are similar to those in Polish.

As far as its predominantly Romance **grammar** (i.e. morpho-syntax) is concerned, there are specific suffixes (i.e. grammatical endings) that mark the different parts of speech: all singular common nouns end in *-o*, all adjectives

end in *-a*, all (derived) adverbs in *-e*, and all verbs in one of six tense and mood suffixes (e.g. *-as* for the present tense). There are only two cases: nominative (for the subject) and accusative (for direct objects, and, following prepositions, to indicate movement). Plural subject nouns end in *-oj*, singular direct objects end in *-on*, and plural direct objects end in the combination *-ojn*. Adjectives agree with the head nouns: singular subject (*-a*), plural subject (*-aj*), singular object (*-an*), plural object (*-ajn*). There are six verb inflections, corresponding to three tenses and three moods: present tense (*-as*), future tense (*-os*), past tense (*-is*), infinitive (*-i*), conditional (*-us*), jussive – used for wishes and commands (*-u*). Verbs have no person or number marks. The article (*la* “the”), the demonstratives (e.g. *tiu* “that”) and the prepositions (e.g. *ĉe* “at”) come before the respective nouns. Similarly, there is negative position for the negative particle *ne* “not” and the conjunctions (e.g. *kaj* “and”, *ke* “that”).

Here are some useful Esperanto words and phrases: *Saluton!* (Hello!), *Jes* (Yes), *Ne* (No), *Dankon* (Thank you), *Ĝuste* (OK), *Bone* (Right / All right), *Tuto bone* (All right), *Bonan matenon / vesperon / nokton* (Good morning / evening / night), *Bonvolu* (Please), *Sanon!* (Bless you!), *Gratulon* (Congratulations!), *Kio estas via nomo?* (What is your name?), *Kio estas tio?* (What is this?), *Ĉu vi parolas Esperanton?* (Do you speak Esperanto?).

Currently the majority of Esperanto speakers learn the language through self-directed study, online tutorials, and correspondence courses taught by volunteers. More recently, free teaching websites, like *Duolingo* and *lernu!*, have become popular. Esperanto instruction is occasionally available at schools (e.g. four primary schools in a pilot project under the supervision of the University of Manchester), and by some 70 universities all over the world.

Although created artificially, Esperanto, a *constructed* language, seems to be a living idiom, which managed to rank in the top 100 languages of the 6,800 existing across the globe – all arguments for the association European Esperanto Union to militate with the EU bodies for the adoption of Esperanto as an auxiliary EU language, supporting a more effective and non-discriminatory type of communication.

Moreover, Esperanto is seen by many of its speakers as an alternative or addition to the growing use of English throughout the world, offering a language that is easier to learn than English. Various didacticists have estimated that Esperanto can be learned in anywhere from one quarter to one twentieth the amount of time required for other languages. For instance, the Institute of Cybernetic Pedagogy at Paderborn (Germany) has compared the length of study time it takes natively French-speaking high-school students to obtain comparable ‘standard’ levels in Esperanto, English, German, and Italian. Here are the results: **2,000** hours studying German = **1,500** hours studying English = **1,000** hours studying Italian (or any other Romance language) = **150** hours studying Esperanto.

Among other achievements to the credit of Esperanto as an international language, it can be added that it has seen extensive use in commerce and trade, as Esperanto business groups have been active for many years. The French

Chamber of Commerce did research in the 1920s and reported in *The New York Times* in 1921 that Esperanto seemed to be the best business language. Significantly, a message in Esperanto was recorded and included in *Voyager I*’s Golden Record.

5. If we briefly consider the measure to which its **creator’s goals** were achieved, we must conclude things are rather inconclusive. Consequently, Zamenhof’s essential goal to “enable the learner to make direct use of his knowledge with persons of any nationality, whether the language be universally accepted or not”, as he wrote in 1887, seems to have been achieved, since the Esperanto language is currently spoken by people living in more than one hundred countries. On the other hand, one common criticism made is that Esperanto has failed to live up to the hopes of its creator, who dreamed of it becoming a universal second language. Some critics say that, at one point in its evolution, Esperanto speakers began to see the language and the culture that had grown up around it as ends in themselves – though Esperanto was not adopted by the United Nations or other international organizations. Some people go as far as saying that Esperanto now seems to have become history, and lost interest because English is the universal language of communication.

6. Apart from Esperanto, a number of other **International Auxiliary Languages** are / were also in (more or less extensive) use: *Volapük*, *Ido*, *Interglossa*, *Interlingua*, *Interlingue* / *Occidental*, *Interoslavica*, *Lingua Franca Nova*, *Lojban*, *Novial*, *Romániço*, *Slovio*, *Folkspraak*, *Blissymbolics*.

Volapük (meaning “World Language”) was invented in 1879 by Johann Martin Schleyer, a German priest who lived in Baden. Schleyer claimed the idea for creating an international language was suggested to him by God in a dream. His aim was to create a language which was “capable of expressing thought with the greatest clearness and accuracy” (Sprague, 1888) and was easy for as many people as possible to learn. Schleyer based the vocabulary of Volapük on English, German and Latin and tried to eliminate sounds that would be difficult for speakers of other languages to pronounce. Few of the resulting words are easily recognisable to English, German or Latin speakers. Schleyer also tried to reduce words to one syllable, and devised a complex set of grammatical rules for his language – a Volapük verb can have over 500,000 forms. At its peak, Volapük had over 100,000 speakers. The Volapük movement started to come apart after the third world congress in 1889. After L. L. Zamenhof published his first work on Esperanto, the latter language soon became the international auxiliary language of choice for Volapük enthusiasts and many others.

Ido is a reformed and somewhat simplified version of Esperanto developed by a number of linguists and scientists including Dr Louis de Beaufront, Professor Louis Couturat, Professor Richard Lorenz, Professor Wilhelm Ostwald, Professor L. Pfaundler, and Professor Otto Jespersen. The main reforms in Ido are in orthography – no diacritics are used, and in the marking of the accusative, which is used only if necessary. There are also differences in vocabulary and affixes. For those already familiar with

Esperanto, Italian, Latin or any of the other Romance languages, Ido is easy to learn. Other changes in Ido include the introduction of gender-neutral nouns with optional endings to indicate gender, a gender-neutral third person pronoun (*lu*), and elimination of the need for adjectives to 'agree' with the nouns they qualify. The estimated number of people who speak Ido is between two and five thousand

Interglossa: *Interglossa* or *Glossa* was devised by Lancelot Hogben (1895-1975), Ronald Clark and Wendy Ashby to aid communication between speakers of different languages and so be a supplement to national languages. Interglossa is an isolating language (words do not change to show their grammatical function). The bulk of Interglossa vocabulary is based on Latin and Greek words, and there are some influences from Chinese, Creole languages of Africa, pidgin languages and English.

Interlingua: *Interlingua* is an international auxiliary language developed by the International Auxiliary Language Association with financing from the Rockefeller Foundation, The Carnegie Corporation, the Research Corporation and principally the family of the heiress Alice Vanderbilt Morris and her husband and children, who were deeply interested in the problem of international communication.

The idea of Interlingua is that its vocabulary is not an invention but an objective extraction and standardization of the international vocabulary in the major European languages. English, French, Italian, and Spanish/Portuguese were initially chosen as sources for international words because these languages are major centers of radiation and absorption of words to and from other languages and are extensively involved in economic, scientific and cultural exchange between nations in the world. German and Russian were later added as alternative sources. Words were deemed international if they occurred in similar forms and with the same meanings in at least three of these languages. The form by which a word was standardized in the international vocabulary was the nearest etymological prototype. This was the theoretical or historical ancestor common to all its variants as well as the stems of its derivatives in the contributing languages, from which the variants deviate as monolingual transformations characteristic of their respective languages. The resultant form also could not be conditioned by a trait restricted to one contributing variant. The work of compiling the international vocabulary was begun under the direction of the English Esperantist and German philologist, William E. Collinson, at the University of Liverpool between 1936 and 1939. In 1951 Dr. Gode completed the Interlingua-English Dictionary (IED), which contains over 27,000 words. The dictionary was accompanied by publication of the Interlingua Grammar by Alexander Gode and Hugh E. Blair. The grammar of Interlingua is a minimum grammar for use of the international vocabulary of the dictionary as a language. The idea of the grammar was that no grammatical feature of its contributing languages would be suppressed if it were found in all of the grammars of the contributing languages and was reflected in the forms of the international vocabulary. Conversely, no grammatical feature was retained if it were missing from at least one of the contributing languages. Hence Interlingua has no

grammatical gender, no agreement between nouns and adjectives in gender and number, no personal inflections of verbs. Verb tenses are similar to those in English. Grammatical particles are essentially Romance. Affixes are prototypic forms of affixes in the contributing languages, and are often, by reason of the history of these languages, of Latin or Greek form. Word derivations with roots and affixes follow closely the natural forms in the contributing languages. The result is a language that is easy for speakers of European languages to learn and even understand, sometimes at first-sight. Interlingua can also serve as a bridge to the Romance languages, or from these and other languages to English. Dr. Gode often described Interlingua as "Standard Average European".

Interlingue or **Occidental:** *Interlingue* is an international auxiliary language developed by Edgar von Wahl, who published details of the language in his magazine *Kosmoglott* in Reval (which is now Tallinn, in Estonia) in 1922. In 1929, von Wahl's magazine was renamed *Cosmoglotta* and was published entirely in his language. The language was originally called Occidental, as its vocabulary was based wholly on the major Western (Occidental) languages. Edgar von Wahl sought to utilise the international vocabulary that already existed as much as possible, but without the irregularities of the existing languages. This, he hoped, would make the language very easy to learn. After the Second World War, the language was renamed *Interlingue* as the name *Occidental* was not popular in the communist countries of Eastern Europe, where some suspected that users of the language might have counter-revolutionary tendencies.

Interslavic: *Interslavic* (међусловјански / *Međuslovjanski*) is an international auxiliary language designed to be used by speakers of different Slavic languages to communicate with one another. Interslavic removes the idiosyncrasies in Slavic languages that make it difficult for speakers to understand each other and focuses on the numerous words and forms that the Slavic languages have in common. Interslavic can be learned and used as a Slavic Esperanto, and can be treated as a set of recommendations for altering any Slavic language to facilitate communication with other Slavic speakers. It also helps Slavic speakers get a better understanding of texts written in any other Slavic language. This is not the first attempt to create a common Slavic language: others have been made over the centuries with names like 'Pan-Slavic', 'Common Slavic', 'Inter-Slavic' and 'Slavic'.

Lingua Franca Nova: It is based on French, Italian, Portuguese, Spanish, and Catalan. It is the creation of Dr. C. George Boeree, a professor of psychology at Shippensburg University, Pennsylvania, and was designed to be particularly simple, consistent and easy to learn. The most noteworthy of its features are: a limited number of phonemes; phonetic spelling; a completely regular grammar; a small and completely regular set of productive affixes for routine word derivation; well-defined rules for word order; its vocabulary is based on the modern Romance languages. Lingua Franca Nova is designed to be naturally accepting of Latin and Greek technical neologisms. It is designed to seem relatively "natural" to those who are familiar with Romance languages, without being any more difficult for others to learn. *Lingua Franca*

Nova can be written either with the Latin alphabet or with the Cyrillic alphabet.

Lojban: *Lojban* is a carefully constructed language designed with the intention of eliminating much of the ambiguity from human communication. It is the result of five decades' worth of collective efforts by hundreds of people. Among its most important features are: Being designed to be used by people to communicate with one another, and possibly to communicate with computers in the future. Designed to be culturally neutral. *Lojban* grammar is based on the principles of logic. *Lojban* has an unambiguous grammar. *Lojban* has phonetic spelling, and unambiguous resolution of sounds into words. *Lojban* is simple compared to natural languages; it is easy to learn. *Lojban*'s 1300 root words can be easily combined to form a vocabulary of millions of words. *Lojban* is regular; the rules of the language are without exception. *Lojban* attempts to remove restrictions on creative and clear thought and communication. *Lojban* has a variety of uses, ranging from the creative to the scientific, from the theoretical to the practical.

Novial: *Novial* (or *Nov International Auxiliari Lingue*) was created by Danish linguist Otto Jespersen. He recognized a need for an international auxiliary language and thought there were many problems with Esperanto. With *Novial* he tried to cure those problems. He first published details of *Novial* in 1928 in his book *An International Language*. In 1930 he published a *Novial* dictionary, *Novial Lexike*, which contained some changes to the language, and further modifications were proposed during the 1930s. After Jespersen's death in 1943, *Novial* became dormant, but during the 1990s there was a revival of interest in the language. *Novial* was designed to be easy to learn with vocabulary taken mainly from Germanic and Romance languages, and grammar based mainly on English.

Romániço: *Romániço* is a simplified language invented in 1991 to bridge the gap between the schematic and the naturalistic in constructed languages — that is, to combine the easy-to-use grammar of the former with the more rigorously Romance lexicon and orthography of the latter. It also features: An inflectionless direct object marker. When word order alone cannot do it, *Romániço* has a preposition that can audibly compound words. A class-indicating article. The perfect progressive tense (indicating something that started in the past and continues into the present). Consistent names for people and countries. In most languages, some peoples are named after the countries they inhabit, some countries after the people who inhabit them. *Romániço* resolves the matter with a single system.

Slovio: *Slovio* (Словуо) is a simplified Slavonic language devised by Mark Hucko, which is intended as an international auxiliary language comprehensible to speakers of all Slavonic languages, who number about 400 million. Among its features the following are the most notable: *Slovio* can be written with the Latin or Cyrillic alphabets without any accents or special characters. It has a simple logical grammar and simple phonetic spelling.

Folkspraak: *Folkspraak* (abbreviated *FS*) is an International Auxiliary Language that is currently in development. It is intended to serve as a lingua-franca for

communication with speakers of Germanic languages and it is based on features common to the major modern Germanic languages. The project is intended to be a cooperative and democratic effort by a group of people who currently meet on a Yahoo group. The project to develop *Folkspraak* has yet to be completed and it is beset with disagreements over such features as phonology, orthography, vocabulary, grammar and syntax. So there is currently no "official" form of *Folkspraak*, and there are a number of "dialects", which are individual group members' versions of how they think the language should be. The primary source languages used for the development of *Folkspraak* are English, Dutch, German, Danish, Norwegian Bokmål and Swedish — though some members refer to further languages, such as Frisian, Low German and Norwegian Nynorsk. The divergence of the source languages means it has frequently proven harder than first anticipated to find elements sufficient to operate the language that are truly common to a majority of the source languages. The method of deriving phonology, vocabulary and grammar for his dialect is inspired by the method used in the creation of *Interlingua*, but the sample of source languages are different. A lexical feature is present in Parke's *Folkspraak* if a cognate feature is present in three or more of the primary source languages. If a cognate feature is present in only two of the primary source languages, it can still be present in *FS* if it is present also in one or more of the secondary source languages. The grammar includes features that are common to all of the primary source languages. The Parke version of *FS* is intended to be used not just as a lingua-franca between speakers of Germanic languages, but also to help native speakers of non-Germanic languages communicate with the Germanic-speaking world, and also to be a "primer" language leading on to further study of real Germanic languages.

Blissymbolics: The system of signs called *Blissymbolics* was developed by Charles K. Bliss (1897-1985). Bliss originally called his invention *Semantography*, and intended for it to be used as a universal written language which would enable speakers of different languages to communicate with one another. Since 1971 *Blissymbolics* have been used mainly as a communication aid for people with communication, language and learning difficulties. Such people have limited or no ability to use ordinary spoken and/or written language but manage to learn *Blissymbolics*. Among its most notable features there are the following: It consists of over 2,000 basic symbols which can be combined together to create a huge variety of new symbols. The symbols can be formed into sentences and their order is based on English word order. The symbols are made up of simple shapes designed to be easy to write. *Blissymbolics* are used in over 33 countries.

7. Similarly, the philologist and fiction writer **J. R. R. Tolkien** was known for having created a number of constructed languages. He called this activity of inventing languages *glossopoeia*, and it was meant to parallel his idea of myth-making (or *mythopoeia*). This preoccupation started as early as his teens. Originally, he wanted to reconstruct the unrecorded early Germanic language that might have been used by the heroes of

of *Beowulf*. Principally, he concerned himself with constructing the so-called *Elvish languages*. He called his first *Elvin* tongue by the name of *Quenya* (c. 1915).

Tolkien's language creation followed two time dimensions: one is the fictional (i.e. the internal) timeline, and the other dimension concerns his own lifetime. He associated (artistic) language invention with synchronous evolution, and also with the history of its speakers and their mythology, and thus Tolkien developed a massive *legendarium*. The language he called *Naffarin* was the prototype for later invented languages. There followed Common Eldarin, *Golgondrin* and *Quenya* (all three offspring of Primitive Quendian); then *Noldorin*, *Telerin*, *Ilkorin*, *Doriathrin* and *Avarin*; the mature stage of *Noldorin* was *Sindarin*. In close conjunction with these *Elvish* idioms, Tolkien also created *Mannish* languages (when writing *The Lord of the Rings*): *Haladin*, *Dunlendish*, *Drûg*, *Haradrim*, *Easterling*. Other artistic language of Tolkien's devising was the *Dwarvish* idiom, called *Khuzdul*. The former set of languages was heavily inspired by Old Germanic, Welsh and Finnish, whereas the *Dwarvish* languages mainly relied on the pattern provided by Hebrew.

8. Finally, one can say that **Esperanto** is maybe the typical case of a project based on entirely good intentions, and conducted with enormous effort – and yet yielding results that are at *least* (or rather, at *best*) questionable... On the other hand, there are cultural and historical *models* in this communicational and cultural field, too: for instance, at one point in the past Latin was seen as the very pattern of the *universal language*; now this “universal pattern/model” is (American) English. There are voices that claim that the English language is the easiest language in the world (actually, it *is* the most widely spoken)... But it is by no means easy after a certain point in the process of learning, when it, starts more or less suddenly, to become maybe one of the most difficult languages in the world...

If one tried to substantiate the claim English currently has to the status of “universal language”, one would certainly have to come up with numerous counts referring to the spreading of English as a second or foreign language throughout the world. But we actually believe that world supremacy is also (indirectly) confirmed by its (would-be) cultural entitlement, as an indirect descendant of Latin. For instance, a sketch count, or a modest statistical attempt concerning the Latin and Romance elements / roots in the English language (there are well-grounded statistics claiming that there are as many as 63% Latin and Romance roots in the whole of the English vocabulary) – plus a number of roots from ancient Greek would reveal a strong Latin and Romance presence in the lexicon of contemporary English. An equally interesting and challenging set of remarks could be made as far as the *English influences* on some languages like Serbo-Croatian, Japanese, Tagalog, Palauan, Lingala, etc., are concerned. The number of the words and phrases that the English language has “exported”, which were in fact derived from Latin or Romance languages like French, Italian, Spanish or Portuguese, is by no means small. Some other interesting examples appertaining to the same context may relate to the common (brand) names that are given to new

versions or marks of cars all over the world: most of them are – or seem to be – of Latin or Romance origin, e.g. *Cielo*, *Dacia*, *Vectra*, *Vitara*, *Pajero*, *Nubira*, *Fabia*, *Octavia*, *Corolla*, *Terrano*, *Clio*, *Tico*, *Audi*, *Ferrari*, *Fiat*, *Uno*, *Volvo*, *Focus*, *Avensis*, *Yaris*, etc. (Lets us compare the above names with the fewer would-be Anglo-Saxon or Germanic names like *Duster*, *Hummer*, *Logan*, etc.). Similarly, we think it would not be totally amiss if someone were so intrepid as to compile a list, based on serious statistics, which represented the (tentative) inventory of the words and phrases glossed in such influential lexicographical books as *Anglicismele din limba română*, *Anglicismes en français*, or *Fremdwörterbuch*... We believe the outcome of such an intellectual effort would amount to the same conclusions: Latin is still alive, at least as a “universal language” of cultural matters...

9. In order to put the above tentative **conclusion** to the severe test of statistical assessment (however partial such test may eventually be), we undertook a count on a limited, yet representative lexical mini-corpus excerpted from Romanian sources. The lexical occurrences that we have selected from various sources (primarily from the press and the Internet), which illustrate the quite numerous cohort of **Anglicisms** having made their way into contemporary Romanian (including not only well-adapted forms and meanings, but also barbarisms and solecisms, both highly specialized / ‘technical’ terms and inadequate forms, as well as cases of confusion, of calque / loan translation, or of more or less literal translation, etc.) amount to **429**. The overwhelming majority of those words and phrases (i.e. **337**) are of **Latin** and **Romance** origin: *account planner*, *body painting*, *call center*, *cameră* (cf. *aparatură foto*), *camping*, *card*, *catering*, *compulsiv*, *cottage*, *cover*, *design*, *developer*, *dial-up*, *docudrama*, *duty free*, *e-culture*, *eGovernment*, *e-insurance*, *e-mail*, *ePayment*, *fan club*, *fashion*, *file sharing*, *format*, *full options*, *grant*, *guvernanță*, “organism de guvernanță a unei destinații turistice”, *hamburger*, *hard disc*, *home delivery*, *home delivery food*, *hotline*, *jet ski*, *juice*, *leasing*, *lobby*, *locatie* (cf. Eng. *location*), *low budget*, *low cost*, *make-up artist*, *marketizator*, *master*, *masterat*, *masterand*, *masterplanul*, *merchandiser*, *migranți*, *aminimiza*, *notebook*, *office*, *parking*, *PC*, *piercing*, *PR account manager*, *predictor*, *procesator*, *a procesa*, *proclitic*, *promoter*, *publisher*, *rating* (*urilă*), *reality show*, *relocări*, *rent a car*, *road mover*, *router*, *sex-appeal*, *sitcom*, *smart card*, *snowmobil*, *soap opera*, *spam*, *stand-up comedy*, *stripper*, *SUV*, *tabletă* [“laptop”], *tattoo*, *teleshop(p)ing*, *tour manager*, *tour operator*, *travel*, *tuner*, *tutoriale*, *zucchini*, “să scape de spleen – de plictiseala ceței britanice” (Caragiale); “un *milord* cadrilat” (Caragiale); “mândrul cântec American *Yankee Doodle*” (Caragiale); “Luca Caragiale sau *Lucky*, așa cum l-a alintat tatăl său în copilărie”, (...) “S-a căsătorit cu *Fany*, fiica deputatului Alexandru Dobrogeanu Gherea”, *expresor* (cf. *storcător*), “un *mix*”, “o *curiculă*”, *curriculum*, *curriculum vitae* / *CV*, *training vocațional*, “*trainer* pentru ceilalți”, (*un*) *corporatist*, “o să fie un *eveniment formal*”, “*exchange* la cel mai bun curs”, “vine și *adiționalul*”, “Test extrem de *anduranță*”, “all inclusive”, “*provider* (de internet)”, “operațiuni de *factoring*”, “piața *futures*”, “servicii (de *IT*”, “credit de tip *revolving*”, “depozite (de tip) *cash and*

carry”, teoreticienii conspirației, “mediul academic”, “jurnalist senior TVR”, “escadrilă multirol”, “tehnologiile newmedia”, “establishment-ul”, “și-a luat un aer de vamp”, “femeia-vamp”, “(un) extra”, “prequelul / continuarea celui mai bine vândut film românesc al anului”, “Camera Comunelor”, Cover story, Arcade(s), “pe alte device-uri”, “chef Tudor Constantinescu”, “EURO TECHNO GROUP”, GPS, PR, Puerto Rico, Tech, Entertainment, FOTOCREDITS, E coli, “poziții maximaliste”, “performance-ul” unui anume teatru”, “cafeterie, mascara, fashionistă”, “a intrat în default”, “Defaultul a fost anunțat (...)”, “educația formală”, cocktail party, private equity, investmentgrade, focus-grupurile, “domeniul intelligence-ului”, “joint venture-ul”, “tax managerul pe Europa”, “replică a (...)”, “Frumoasa actriță a realizat (...) un pictorial”, “companie aeriană low-cost”, “colar GPS”, “mecanism de bonusare a celor care realizează (...)”, “Fost paramedic de la Auschwitz”, “Dacă unor oameni nu le place de un profesor / co-lucrător”, “reacțiile emoționale”, “majoritatea acestor articole sunt emotive”, “pentru majoritatea subiecților Federației Ruse”, “mușchi tensionați”, “multifațetata (...) personalitate a (...)”, “Și-a manageriat foarte bine tot sezonul competițional”, “Fondatorul și CEO-ul companiei”, “unul dintre agenții megadecizionali ai globalizării economiei de piață”, “victorie stagională” (cf. Eng. season’s/seasonal), “Exercițiul de tip plank”, “emoticoane video”, “jacheta biker din piele”, “Trench-uri în tendințe”, “declanșarea unei proceduri de infringement împotriva Ungariei”, “un posibil sequel”, “Coaste de porc cu sos chives”, “12 comandamente” (cf. Eng. commandment “decree, order”), “personalități proeminente”, “polishareprofesională”, “au votat brexitul”, “pronumele emfatic”, “o rețetă (...) versatilă”, “Un prezervativ poate fi instrumentul cel mai versatil”, “oponent al sistemului”, “am empatizat”, “o forță de disuasiune în Europa de Est”, “condiții ambientale”, environnement, hazarde, “trasee de adventure pentru copii”, retard (pl. retarzi), clasare, dezvoltator, “acțiunea sezonului doi se petrece...”, “lanțul de restaurante (...)”, “Printre victime (...) se numără mai mulți muzicieni”, “schema de imunizare (din Polonia)”, “ziariștilor care acoperă turneul de la Madrid”, “prin intermediul unei serii televizate”, “Nu a plecat din stația TV atunci când (...)”, “când grupul împărțea copii gratuite ale constituției sovietice”, “să aibă relații extinse cu persoane implicate politic”, “la scară extinsă”, “M-am dus la aqua-parku’ ăla”, “Pandemoniul închisorilor comuniste”, “Alătură-te nouă, în Clubul Seniorilor!” “mii de tineri (...) se alătură organizațiilor islamiste”, “Oficiul de Spălarea Banilor”, “Politicele pe care le-a susținut și în care credea”, “concediu maternal”, “a accesa (fonduri europene)”, “Am o relație de vreun an”, “caribbean, artefact”, “au descoperit artefacte care atestă faptul că (...)”, “Vigilent Security”, “alături de legiunea de cercetători de la (...)”, “Nuanțele camel și cele de gri”, “ideale pentru ținutele office și nu numai”, “O altă tendință majoră”, “la un party de beauty”, “Într-o fabuloasă rochie roșie”, “ținută office, casual sau elegant”, deja vu, “Accidentare horror în meciul Chievo-A.S. Roma”, “E horror!”, “România oferă suport emoțional și consiliere”, “sărăcie și incluziune socială”, “un scriitor exponențial în Europa începutului de secol XX”, “Primarul (...) s-a reinventat”,

“Grup-țintă”, “aplicabilitatea ei pe o scară largă”, “Într-un incident separat (...)”, “modul în care m-am poziționat”, “românele (...) au fost devastate”, “o eventuală retaliere din partea SUA”, “colecția de bijuterii ainclus o brățară (...)”, “un colier (...)”, “încearcă să incluzi în programul tău exerciții plăcute”, “diferențele de gen în pozițiile de conducere, aspectele de gen ale experienței războiului”, “egalitate de gen”, “Există unele voci care susțin că (...)”, “Acolo era locat grupul de (...)”, “O serie de femei iconice”, “majoritatea executivilor de pe piața locală”, “experți în industriile lor”, “o cultură a serviciilor de calitate”, “propriile organizații”, “Firma (...) a generat (...) milioane de euro”, “disc jockey la Saint George”, ortopedist, “România are grave probleme de poluție”, “Viralul săptămânii”, “Perfect Optic Vision”, “**Îmbătrânirea artificială a vinului**”, “**Cea mai efektivă dietă a anului 2016**”, “a agreea cu cei de la sediu”, “S-a crescut tempoul”, “De la hosstes (sic!) la patroană de club”, “Transpiblock – un blocker profesional”, “centrale pe peleți”, organizator (“a notebook”), “posibilitatea acordării vucerelor de vacanță”, “aruncarea lui Elisei a fost salvată de (...)”, “în extratime (...)”, “Oare să fie unchallenge?”, “Seniorconsultant T. Gh.”, “Pui la grill”, “Un scouter de la Man. UTD a fost demis”, le label [printed on an official list coming from the Conseil de la Francophonie in Bucharest], “O “bestie” chinezească”, “specificatiiimpresionante [for smartphone]”, “o rezoluție nativă2K”, “prin operator de turism nu mă refeream la un tour-operator, ci la persoanele care au potențialul de a exploata turistic un obiectiv (...) [later on: agent de turism], “în stațiile de tren”, “femeile attractive au cu 16% mai multe șanse de a avea copii decât cele comune”, “Coulibaly (...) s-a panicat când a fost oprit”, “Asta face sens”, “Bine! Apreciez!”, “Terra Automotive Serv”, “The Barber Shop”, Moving Express, Studio Cycling, Vintage Pub, “Omnia Training”, “Royal Serenity – Magazin pompe funebre”, “Din fructele acestea [made of soap] nu poți face fresh”, “Împreună cu traseismul, of course”, “MoneyGold – Amanet &Exchange”, “o parte dintre dotările ei sunt chiar decente”, “o captură video”, “captură foto”, “imagini capturate de sonda spațială”, “sesiunea de glume”, “datoriile vor fi imposibil de returnat”, “grădinile zoo”, “a testat răbdarea”, “Aplică acum online pentru (...)”, “aplicanți civili”, “a experimentat internetul”, “Omul (...) se simțea vinovat atunci când experimenta plăceri”, “excedă situația”, “La 50 de mașini, cât ar avea o flotă mică”, “săritura a fost validă”, “imaginea patetică a unei diplome banalizate”, “Ce scuză patetică! Stai jos!”, “Există multe preconcepții când este vorba de relații amoroase”, “mereu pe drum, distribuind pamflete”, “Nu este nevoie de foarte multă expertiză psihologică sau sociologică (...)”, “Reabilitarea Câmpulungului”, “Vai, ce minunată viață am acum! Mi s-a schimbat dramatic!”, “Parlamentul danez a creat o animație care îl are ca personaj principal pe un bărbat musculos”, “mult mai serioasă și ofensivă decât (...)”, “oră de drama (...) ca în Anglia”, “(...) este contributor al ziarului Gândul”, “Cum scapi de oprimarea șefului toxic”, “mesaje toxice”, “Scandalul “Panama Papers”, “să discutăm pe issues aceste probleme”, “arătându-i că-ți pasă de ei”, “să-l interpreteze cu adevărat genuin pe Shakespeare”, “crime perpetuate de

(...), “metodele de *preconcepție* nu erau definite”, “cu *determinare*și hotărâre”, “foarte *determinați*și hotărâți”, “te *focusezi*, te concentrezi pe un *task*”, “Am și fost *propus* spre *nominalizare*”, “Cum să fii *alert* fără să bei cafea?”, “*producția* (...) *se concentrează* pe locuitorii unui oraș...”, “*absolut* (abject / convins / penibil etc.)”, “Filmul *Universitatea Monștrilor... în cinema din 24 iunie*”, “Djokovici (...), *închizând* setul la 7-5”, “*au tendința* de a conserva mai bine codul genetic”, “*Humvee-urile sunt istorie*”, “considerată (...) drept un *tigru* al turismului de iarnă din România”, “mai multe specii din genul (...) *sunt raportate* ca fiind hiperacumulatori de arsenic”, “codul genetic fiind un *pod* prea îndepărtat pentru posibilitățile de azi ale științei”, “*Neadresăm* dispariției parcărilor”, “A *devenit* parte a Mișcării legionare mai târziu”, “A *pus România* pe harta sportului mondial”, “E ca un *Frankenstein* între ceilalți concurenți”, “Sunteți real?”, “un bărbat, o femeie și un copil, *aparent* locatari ai acestui centru de cazare”, “*piramida se crede a fi* (...), “De fapt [femeia], a fost *pronunțată moartă*”).

Interestingly enough, only 92 of the terms and phrases excerpted by us illustrate the **Anglo-Saxon** (or else, Germanic) lexical domain – not only through their etymological roots, but also through their morpho-syntactic structure (involving cases of *calque*): *babysitter, beach-bar, blockbuster, body, bowling, broker, browser, businessuri, business, “Business report”, chat, cheeseburger, chips, click, clown, corner, curling, dealer, desktop, drive test, e-book, evergreen, fast food, fitness, gag-man, hacker, henț, high-life, hotdog, ice tea, laptop, milkshake, nickname, off-road, ofsaid / off-side, road show, roll-on, sandviș / sendvici, screen saver, show / șou, showroom, skateboard, slapstick(ul), snack, snooker, snowboard, software, stunt-man, swanky, top, T-shirt, week-end (trip), windsurfing, “a bana”, “a da ban”, “pentru a-și găsi un job”, “pentru un lookdramatic”, “Vedete în ținute glam”, “la un eveniment glam”, “unglamour esențializat”, “cu statut de commonwealth”, ‘Bullying-ul, o formă a violenței tolerată în școli’, SandraTrading, “Vila Old Cars”, “Ciuc Premium”, “servicii de buy back”, “star-sistem/system”, “wireless Internet”, “Dezvoltarea pieței locale de outsourcing”, “investiții greenfield”, “magazine (de tip) do it yourself”, “operatorii hub-urilor”, “Cluj Arena” (cf. *Național Arena*), *Agora Art, Cosmetic Plant, “Timișoara Air Show”, “Transalpina Ski Resort”, “Travel ghid”, “Unirea Shopping Center”; Life&Style, “Euroguard Security 2007”, TVR News, “USS Zumwalt”, “Direct debit: Serviciu ce permite (...), “în incinta Trivale Shopping Center”, “Se iau riscuri”, “haita de hateri ai Simonei”, “Vino în (...) să faci combinații istețe!*”, “au vrut să *rănească* guvernul și băncile”, “Destul este destul!” (cf. Eng. *Enough is enough!*), “Cerule este limita” (cf. Eng. *The sky is the limit*), “Sunt o socialistă și cred în democrație”.*

It would be an axiom to say that most Romanian employers seem to have Western aspirations, which are illustrated, among other things, by the “original” names of their companies, which have tended, for some two and a half decades, to sound like the businesses one usually sees in the American or West-European movies. Some really pompous names are used by such local investors to emphasize the fact that they are *owners* or *CEOs*, and so their businesses should conform to the image of the

Western multinational companies. According to an analysis conducted by *KeysFin*, most of the active companies in Romania are called “Consulting”, while other firms have such names as “Invest”, “Company”, “Design”, “International”, “Construct”, and “Trans”. Also on the list of the most popular firm names are the terms: *Star, Trading, Tech, Business, Management, Media, Expert, Soft, Concept, Logistic, Best, Smart, Industrial, Marketing, Universal, West, Fast, Gold and Mega*. Such names prove that Romanian investors (despite the sheer size of their companies) try to secure a solid public image, in accordance with the idea of stability, earnestness and seriousness. They want to make an impression on their domestic customers, while trying to be able to negotiate with potential foreign partners on a would-be equal footing. If we tried the same percentage analysis as the one above, we would have to admit that the proportion of the Germanic roots as against the Latin and Romance ones is a bit higher: 22 (the sum total) to 9 (*Star, Trading, Business, Soft, Best, Smart, West, Fast, Gold*) – so, an almost balanced (50% to 50%) ratio.

In the same context – that of the practically absolute predominance of English as a provider of such “refined”, “modern” or “high-brow” (i.e. *connotative*) neologistic lexical items – we should also mention the fact that there is virtually no (consistent) *purist*, “anti-Englishing” normative filter in this country – unlike the situation in France, for instance, where there are official bodies like the *General Terminology and Neology Board* and the *Académie Française*, which are actually “policing” the inflow of Anglicisms. On the other hand, the former influence of French on modern Romanian seems to have been long gone – as well as its role as a channel for Anglicisms: for example, nobody would currently say *șocolată* (instead of *ciocolată*) or *futbol* (instead of *fotbal*), or pronouncerugby as [rɔgbi]. Thus today English seems to rule supreme as a world language.

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