

WORD FORMATION IN CONTEMPORARY JOURNALISTIC LANGUAGE

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10.52846/SCOL.2023.1-2.22

Abstract

The media, including printed media, plays a major part in establishing and protecting the democratic values in a state. The press does not only have the role of informing; it shapes behaviours, educates, amuses, draws the public's attention to the abuses and illegalities perpetrated by more or less well-known people. In the written press, the most important thing is the vocabulary. Our paper presents some general aspects of journalistic language and also analyses the formation of some words from contemporary Romanian press by means of several vocabulary enrichment methods. We have also presented examples collected from the most important newspapers in Romania, between 2020 and 2023.

Keywords: *journalistic language, lexis, derivation, productive words, diversity*

Résumé

Les médias, y compris les médias imprimés, jouent un rôle majeur dans l'établissement et la protection des valeurs démocratiques dans un État. La presse n'a pas seulement pour rôle d'informer ; elle façonne les comportements, éduque, amuse, attire l'attention du public sur les abus et les illégalités perpétrés par des personnes plus ou moins connues. Dans la presse écrite, le vocabulaire est la chose la plus importante. Notre article présente quelques aspects généraux du langage journalistique et analyse également la formation de certains mots issus de la presse contemporaine roumaine au moyen de plusieurs méthodes d'enrichissement du vocabulaire. Nous avons également présenté des exemples recueillis dans les journaux les plus importants de Roumanie, entre 2020 et 2023.

Mots-clés: *langage journalistique, lexicque, dérivation, mots productifs, diversité*

1. Introduction

Considered by most linguists a derivative language, like its mother tongue, Latin, from which it inherited a very rich suffix system, Romanian is increasingly trying to use its own means when it feels the need to create words or phrases that did not exist before.¹

Journalistic language consists of a wide array of texts and everything that has to do with their production, formation, reception. Generally, when an article is written, the audience interested in that type of article is also known. Therefore, it is very important that the language used is understood by the intended audience. Journalistic language has certain rules and, if they are not observed, communication may be impossible or may have an undesirable result. Of course, there may be situations when grammatical rules are broken in order to achieve a special effect that catches the reader's attention.

2. Derivation with Suffixes and Prefixes

A first technique that proves to be very productive in journalistic language is derivation, especially derivation with suffixes. The Romanian press from the period 2020-2023 records new nouns and adjectives regarding various fields: political, cultural, entertainment, economic, social, sports, technical, etc.

The suffix *-ist* belongs to the category of suffixes naming the agent and is considered the most productive neological suffix. Therefore, in journalistic language we encounter terms such as: *facebookist*, *instagramist* [follower of Facebook or Instagram], *uberist* [practitioner of the urban transport service Uber], *putinist*, *trumpist*, *johannist*, *clintonist*, *băsescianist* [supporter of the regimes of presidents Vladimir Putin, Donald Trump, Klaus Iohannis, Bill Clinton, Traian Băsescu], *covidist* ['believer' in COVID-19], *pesedist*, *aurist*, *userist*, [regarding the political affiliation to the Social Democratic Party, the Alliance for the Romanian Union, the Save Romania Union], *vaccinist* [supporter of vaccines], *kaghebit* [follower of the Soviet Security Service], *simionist*, *șoșocist*, *drăgnist*, *dăncilist* [supporters of the politicians George Simion, Diana Șoșoacă, Liviu Dragnea, Viorica Dăncilă], *părerist* [one who gives his opinion], *miștocărist* [one who is ironic], *rapidist*, *dinamovist*, *stelist* [supporter of a football team: FC Rapid Bucharest, FC Steaua Bucharest, FC Dinamo Bucharest], *wikipedist* [follower of the Wikipedia online encyclopaedia], *haștagist* [with the meaning of protester], *kremlinist* [supporter of the Kremlin regime], *ziarist* [journalist], *pianist-concertist*, *parodist*, *melodist*, *gimnazist*, *postdecembrist*, *cincizecist* [referring to timelines – during

¹ Vârlan, Mariana, *Derivarea sufixală nominală în româna actuală*, Craiova, Editura Universitaria, 2012, p. 31.

secondary school, after the Revolution of December 1989, from the 50s], *cotidianist* [writer for a daily newspaper], *televizionist* [working in television], *anafist* [working at the National Fiscal Administration Agency], *alarmist* [a person who spreads alarming news], *orangist*, *vodafonist* [working for the Orange, Vodafone mobile phones companies], *darwinist* [related to Darwinism].

The verbal suffix *-iza* underpins the derivation for some verbs, especially from nouns: *auriza* [to become a supporter of the political party AUR], *dănciliza* [to make someone follow the doctrine of Viorica Dancilă], *bugetariza* [to budget], *covidiza* [to covidize], *ucrainiza* [to adopt the language, culture, customs of the Ukrainians], *pietonaliza* [to turn into pedestrian use], *marketiza*, [to marketize], *bancariza* [to turn something into a banking service], *iohaniza* [to make someone follow the doctrine of Klaus Iohannis], *telenoveliza* [to turn into a soap-opera], *vesticiza* [to westernize], *uberiza* [to uberize], *turciza* [to give Turkish features], *oengiza* [to turn into an NGO], *baliverniza* [to say nonsense], *ingineriza* [to turn to engineering], *infracționaliza* [to criminalize], *simioniza* [to make someone follow the doctrine of George Simion]” *somatiza* [to somatize], *moguliza* [to turn something into an affair run by moguls], *cocainiza* [to treat or anesthetize with cocaine], *corporaliza* [to corporealize], *penibiliza* [to make something seem embarrassing], *standardize* [to standardize], *procuroriza* [to prosecute], *voucheriza* [to vouch], *musulmaniza* [to Muslimize], *baroniza* [to turn something into an affair run by important or powerful people], *politiza* [to politicize], *olteniza* [to impose the habits from Oltenia], *conformiza* [to comply], *secundariza* [to put something in the second place], *loializa* [to make loyal], *amelioriza* [to improve], *voluntariza* [to make someone become a volunteer], etc.

The nominal suffix *-ism* is often used in the language of today’s media: *halepism* [the act of becoming Simona Halep’s fan], *alarmism* [the act of transmitting anxiety], *mesianism* [messianism], *bruxellism* [specific to Brussels], *dorelism* [demeaning, alluding to the stupidity of workers who always damage things instead of fixing them], *harvardism* [Harvardism], *blagianism* [Lucian Blaga’s doctrine], *blondism* [demeaning, alluding to the stupidity of blondes], *nichitism* [Nichita Stănescu’s doctrine], *clientelism* [clientelism], *colectivism* [collectivism], *diferențialism* [differentialism], *pesedism* [the Social Democratic Party’s doctrine], *aurism* [the Alliance for the Romanian Union’s doctrine], *barbanism* [barbarism], *șoșocism* [Diana Șoșoacă’s doctrine], *cîțism* [Florin Cîțu’s doctrine], *ruscism* [Russianism], *bădărănim* [behaving without manners], *trumpism* [Donald Trump’s doctrine], *yesmanism* [yesmanism], *servilism* [obsequiousness], etc.

Derivation with prefixes plays an important role in the language of advertising. Recently, new terms formed with the help of prefixes have been circulating in journalistic language: *antivaccinist* [against getting vaccinated],

netargetat [untargeted], *dezesescaladare* [de-escalation], *antialcool* [against alcohol consumption], *anticovid* [anticovid], *antiputinism* [current against Vladimir Putin], *antiputinist* [against Vladimir Putin], *antibăsescian* [against Traian Băsescu], *derusificare* [de-Russification], *bipartisan* [bipartisan], *neaccizare* [non-excise], *neaderare* [non-admission], *nearmonizare* [disharmonisation], *nebanca* [non-banking], *neuropean* [non-European], *antibăsism* [against Traian Băsescu], *preelectoral* [before elections], *antimaghiarism* [anti-Hungarianism], *postdecembrist* [after December 1989 – The Romanian Revolution], *antiacademic* [anti-academic], *nonvaloare* [nullity], *antiorbire* [against blindness], *antiparkinsonian* [against Parkinsonism], *contraterorist* [counterterrorism], *dezaxat* [crazy], *dezinflaționist* [non-inflationary], *redotare* [re-endowment], *recentralizare* [recentralization], *resofta* [to re-soft], etc.

3. Composition

Composition is another process that increases the inventory of the Romanian language lexicon. In the language of today's press, one finds terms obtained by composition that designate, in particular, the many political parties, banking institutions, governmental or non-governmental organizations, computer concepts, clothing stores, medical terms, etc. Most terms are abbreviated: *PRIMER* (Patronatul Producătorilor Industriali de Medicamente din România – The Industrial Medicine Manufacturers' Patronage from Romania), *USR* (Uniunea Salvați România – The Save Romania Union), *AUR* (Alianța pentru Unirea Românilor – The Alliance for the Union of Romanians), *BT* (Banca Transilvania – Transylvania Bank), *ATI* (Anestezie și terapia intensivă – Anaesthesia and Intensive Care Unit), *CEE* (Comunitatea Economică Europeană – The European Economic Community), *GPL* (Gaz petrolier lichefiat – Liquefied petroleum gas), *OMS* (Organizația Mondială a Sănătății – The World Health Organization), *ISJ* (Inspectoratul Școlar Județean – The County School Inspectorate), *VAN* (Valoare Actuală Netă – Net Present Value), *SARS* (Sindromul Acut Respirator Sever – The Severe Acute Respiratory Syndrome), *CCR* (Curtea Constituțională a României – The Constitutional Court of Romania) *UAT* (Unități administrativ-teritoriale – Administrative-territorial units), *SRI* (Serviciul Român de Informații – The Romanian Intelligence Service), *CTP* (Cristian Tudor Popescu), *VMG* (Venit minim garantat – Guaranteed minimum income) *H&M* (Hennes & Mauritz), *C&A* (Children and Adolescents – Copii și Adolescenți).

Other terms formed by composition encountered in the current journalistic language are:

a) compound words with prefixoids: *anticorporatist* [anti-corporatist], *antieuropeană* [anti-European], *antidemocratic* [anti-democratic], *antivandalism*

[anti-vandalism], *antisentimentalism* [anti-sentimentalism], *autodiagnostic* [self-diagnosis], *autostimula* [to self-stimulate], *autostimulator* [self-stimulator], *criptomonedă* [cryptocurrency], *chinetotehnician* [kinetotechnician], *hiperpigmentare* [hyperpigmentation], *bioactivitate* [bioactivity], *biofarmaceutica* [biopharmaceutical], *etno-dance* [ethno-dance], *eurotaxă* [euro-tax], *microdronă* [microdrone], *motocoasă* [brushcutter], *postliberal* [postliberal], *transfobie* [transphobia], *nanostructurat* [nanostructured], *magnetoreceptor* [magnetoreceptor], *supratonaj* [overtonnage], *neurogeneză* [neurogenesis], *nanostiință* [nanoscience], *subplătit* [underpaid];

b) compound words with suffixoids: *caragialeolog* [a literary critic or historian, specialized in studying the work of Ion Luca Caragiale], *dacofil* [supporter of Dacian origins], *islamofob* [Islamophobe], *ierbologie* [herbology], *cioranolog* [a literary critic or historian, specialized in studying the work of Emil Cioran], *extremofil* [extremophile], *infectolog* [infectologist], *creștinolog* [Christianologist], *holocaustolog* [holocaustologist], *kremlinologie* [Kremlinology], *videolog* [videographer], *imbeciloid* [imbecile], *marxistoid* [Marxist], *sentimentaloid* [sentimental], *prostologie* [stupidity], *sovietolog* [sovietology specialist], *turcocație* [under Ottoman control], etc.

c) parasynthetic compounds: *atotmanipulator* [very manipulative], *antițigănist* [antigypsism], *autocentrist* [self-centred], *intrasemestrial* [intrasemester], *antibăsescianist* [a person against someone specialized in studying the political work of Traian Băsescu], *multicriterial* [multicriterial], *multiperspectivitate* [multiperspective], etc.

4. The Change of the Grammatical Value (Conversion)

By changing the grammatical value, a series of terms are nominalisations of the long infinitive: *bancařizare* [bankarization], *cotrocenizare* [to convert something into an element that is typical of Cotroceni, the Romanian president's residence], *disponibilizare* [layoff], *bulgarizare* [Bulgariazation], *finlandizare* [Finlandization].

5. Loans

We found that most borrowings in journalistic language come from English. Of course, there are also loans from other languages such as: French, Spanish, Japanese, Italian, Greek, etc. Next, we will list some terms found in the contemporary Romanian press and later we will debate the presence of anglicisms in journalistic language:

a) loans from English: *bitcoin*, *coronavirus*, *horror*, *push*, *big-shop*, *live*, *user*, *high-life*, *password*, *fake news*, *burnout*, *homemade*, *instagrammer*, *take away*, *coping*, *nowcasting*, *lockdown*, *stand-by*, *primer*, *screenshot*, *city manager*, *brexitar* [Brexiteer], *deepfake*,

broadcaster, boomer, call, canvas, cashback, fleece, spinning, sneakers, transumanist [transhumanist], *idicrație* [idiocracy], *multicooker, data center, hashtag*;

- b) loans from French: *antipozitivist* [anti-positivist], *butic* [small shop], *problematologic* [problematic], *reparabilitate* [recoverability], *rubensiană* [Rubensian], *a surmonta* [to overcome], *transdisciplinar* [transdisciplinary];
- c) loans from Japanese: *ikebana, bonsai, kimono*;
- d) loans from Spanish: *adiós, chimichanga*;
- e) loans from Italian: *latieră* [milk jug], *pepperoni*;

In our study, we could not help but discuss the presence of anglicisms in recent journalistic language. Many anglicisms have penetrated the literary language and everyday speech, and these phenomena are also found in other languages, not only in our case. The same happens in the language of the press, especially in the case of journalists who are very fluent in English. From the following examples, we will notice how English words are inserted – sometimes, even whole sentences – in articles from today’s Romanian press.

- “Timișoara caută *city manager*. Una dintre cerințe: să aibă o doză de umor” [Timișoara is looking for a *city manager*. One of the requirements: to have some sense of humour] (Adevărul, 17 November 2020, <https://adevarul.ro/>)
- “Consecințele în zona *burnout-ului* post-pandemic pentru personalul medical au fost extreme de severe” [The consequences regarding post-pandemic *burnout* for the medical staff were extremely severe] (Agerpres, 28 October 2022, <https://www.agerpres.ro/>) or “*Burnout-ul* duce la infertilitate.” [*Burnout* results in infertility] (Ziare.com, 5 July 2022, <https://ziare.com/>) –
- “Trump acuzat că vrea un “război civil” și de ce *hashtag-ul* cu *#BlackLivesMatter* face mai mult rău decât bine.” [Trump accused of wanting a “civil war” and why the *#BlackLivesMatter hashtag* is doing more harm than good.] (Europa Liberă, 3 June 2020, <https://romania.europalibera.org/>)
- “Un mic aparat electrocasnic pe cât de indispensabil, pe atât de versatil, *multicooker-ul* oferă multe alte funcții.” [A small household appliance, as indispensable as it is versatile, *the multi-cooker* has many other functions] (Ziarul Unirea, 21 November 2022, <https://ziarulunirea.ro/>)

- “Veți fi notificați când cineva face *screenshot* la un mesaj care dispare” [You will be notified when someone takes a *screenshot* of a disappearing message] (Ziarul de Iași, 2 February 2022, <https://www.ziaruldeiasi.ro/>)
- “Dacă vrei ceva asemănător unui *longboard* dar mai puțin voluminos, ar trebui să alegi un *cruiser skate* care este perfect pentru distanțe scurte în oraș.” [If you want something similar to a *longboard* but less bulky, you should choose a *cruiser skate* that is perfect for short distances around town] (Ziarul de Iași, 16 November 2022, <https://www.ziaruldeiasi.ro/>)
- “*Love is in the air*. Dua Lipa se iubește cu un artist care ne-a înnebunit pe toți cu piesele lui.” [*Love is in the air*. Dua Lipa is in love with an artist who has us all crazy with his tracks] (ZUTV, 3 December 2022, <https://zutv.ro/news/>)
- “Ce aplicații are conceptul de *mindfulness* în *business*?” [What are the *business* applications of the concept of *mindfulness*?] (Ziarul Financiar, 14 May 2019, <https://www.zf.ro/>)

We can see that the journalistic discourse went through a period of changes, undergoing numerous transformations, both from the point of view of content and from the point of view of language. The language used in the written press also has the ability to invent or promote cult expressions or memorable expressions, which belong to personalities from the past or well-known contemporary people. So, in the press of the last 5 years, we have identified some memorable formulas used by journalists with the aim of giving expressiveness to the text and capturing the attention of the audience.

- “*Cum nu vîi tu, Țepeș doamne!* Consolidarea Cetății Poenari începe la doi ani de când trebuia terminată” [*Cum nu vîi tu, Țepeș doamne!* (In order to overcome the tragic reality, a solution is searched in the past, by evoking Vlad the Impaler) The consolidation of the Poenari Fortress begins two years after it was supposed to be finished] (Adevărul, 10 November 2021, <https://adevarul.ro/>)
- “*Ai, n-ai mingea, tragi la poartă*, în varianta cu achiziții la Spitalul Socola” [*Whether you have the ball or not, you shoot it*, in the version with purchases at the Socola Hospital.] (Curentul, 15 February 2021, <https://www.curentul.info/>)
- “Adela Popescu trăiește ca *în sânul lui Avram*. Are bonă pentru copii, șoferi și persoane care îi fac cumpărăturile” [Adela Popescu is living *her best life*.

She has a babysitter, drivers and people who do the shopping for her.] (Rețete și vedete, 30 July 2022, <https://retetesivedete.ro/>)

- “Mii de mașini au trecut pe lângă mine, la doi-trei metri. *M-am dus bou și-am venit vacă. Și eu sunt vinovat!*” [Thousands of cars passed me, two or three meters away. *I returned confused, without having learned or understood anything. And I am the guilty one!*] (MediaFax, 4 March 2019, <https://www.mediafax.ro/>)
- “Nu merge cu grătare, cu cinci cu doi, *cu lasă-mă să te las jumătate de an, performanța se construiește.*” [You cannot do it with barbecues, with five, or two, *you cannot be lazy for half a year, this is how performance is built.*] (DigiSport, 1 September 2022, <https://www.digisport.ro/>)

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