

# ON THE DYNAMICS OF THE CURRENT LEXICON OF THE ROMANIAN LANGUAGE FROM THE PERSPECTIVE OF GLOBALIZATION

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## Abstract

This article aims to highlight some sources of the renewal of the lexicon of the contemporary Romanian language, which is in close relationship both with certain cultural paradigms that characterize not only the Romanian society, but also society at present, in general, and with the major events at planetary level. These new lexical elements in the sphere of self-help, in the context of the coronavirus pandemic or in that of armed conflicts anchor the ordinary speaker in the global reality of the contemporary world. These words or phrases, borrowed mostly from the English language, some already recorded in the dictionaries of neologisms of the Romanian language or even in academic dictionaries, others being present only in the press or in the vocabulary of the ordinary speaker, contribute to the dynamics of the lexicon of the current Romanian language in the spirit of globalization.

**Keywords:** *lexical renewal, cultural borrowing, globalization, social and cultural patterns, current Romanian language*

## Résumé

Cet article vise à mettre en évidence certaines sources du renouvellement du lexique de la langue roumaine contemporaine, qui est en relation étroite à la fois avec certains paradigmes culturels qui caractérisent non seulement la société roumaine, mais la société actuelle, en général, ainsi qu'avec les événements majeurs au niveau planétaire. Ces nouveaux éléments lexicaux dans la sphère de l'entraide, dans le contexte de la pandémie de coronavirus ou dans celui des conflits armés ancrent le locuteur ordinaire dans la réalité globale du monde contemporain. Ces mots ou locutions, empruntés pour la plupart à la langue anglaise, certains déjà enregistrés par les dictionnaires de néologismes de la langue roumaine ou encore par les dictionnaires académiques, d'autres n'étant présents que dans la presse ou dans le vocabulaire du locuteur ordinaire contribuent à la dynamique du lexique de la langue roumaine actuelle dans l'esprit de la globalisation.

**Mots-clés:** *renouveau lexical, emprunt culturel, globalisation, schémas sociaux et culturels, langue roumaine actuelle*

The great changes of today's society are clearly reflected in the dynamics of the current vocabulary which records new lexical elements brought to the fore by social, economic and political realities. The pandemic, geo-political conflicts, communication in the virtual space, the field of personal development, that of *business* or of spiritual evolution represent fertile sectors as regards the renewal of the vocabulary. In all these areas, the lexical items are generally borrowings from English, and more than that. The phenomenon of *coaching* or that of *parenting*, like everything that falls within the sphere of *self-help*, together with the language of the pandemic or that of the *online* environment, as a whole, leave their mark on the dynamics of the current vocabulary in the spirit of globalization.

Personal development is a recently explored field in Romanian society, comprising a borderland between psychology, economics, *business*, even spirituality, and having as objectives the better self-knowledge of individuals, the attainment of their maximum potential, the efficiency of activities, while relating to a certain system of values, professional and financial success. The concept of "personal development" imported into our society from the United States is part of the *New Thought* movement of the 19th century on which the entire industry created by the phenomenon itself is based. *New Thought* is a movement centred on emotional healing starting from various religious and metaphysical concepts<sup>1</sup>.

Personal development involves a long-term process, which can be carried out individually or under the guidance of a *coach*, mentor respectively. The *coach* is meant to help somebody to optimize their activities, in fact their whole existence, to reach the state of equilibrium with themselves and to achieve success as a result of putting into practice the set of values representative for them. The word *coach* (not recorded in DOOM<sup>3</sup>), frequently used in the *online* environment within various personal development programs, currently denotes one of the fashionable occupations in Romanian society, too. Thus, we meet the following types of *coach*: *Business Coach, Career Coach, Executive Coach, Family Coach, Financial Coach, Leadership Coach, Life Coach, Marketing & Sales Coach, Personal Coach, Relationship Coach, Spiritual Coach, Team Coach*.

Social networks promote various personal development programs for which the generic term is used, a loan from the English language: *self-help* or *self-improvement* (both not recorded in DOOM<sup>3</sup>). Among the very fashionable terms, intensively circulating in the field, not recorded in DOOM<sup>3</sup>, we mention: *mindset*

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<sup>1</sup> *Encyclopedia Britannica*: <https://www.britannica.com/event/New-Thought>

(“attitude”, “mentality”), *mindfulness* (“conscious attention”, “state of presence in meditation”), *retreat* (“centre of meditation retreat”, “meditation retreat camp”).

The *coaching* formula represents a well-defined reality at the global level and a phenomenon on the rise in the last ten years in Romanian society. Originating in sports terminology, the word *coach*, the *coaching* activity respectively, implies a partnership relationship between a person with a certain expertise in a field and another person in a process of clarification, change, or even in a situation of crisis. The fields in which *coaching* is practiced are among the most varied, from *business*, career, to family, personal relationships, and spirituality. It is certain that a whole universe has been created around this activity with a well-articulated structure that involves concepts, strategies, existential attitudes which propose a desired model of success. The magnitude of the phenomenon, the impact it has on the public seems to be generated by the alert pace of society, the imperative of efficiency and success in whatever the individual undertakes in the current context. Regardless of the target area, what is important is success and the formula by which it is attained. This is how *coaching* schools, *coaching* companies or individual *coaches* appear on the Romanian market, developing a language that shapes our lives, creating new social, emotional and spiritual *patterns* that replace traditional attitudes. *Coaching* is an approach focused on developing exceptional performance. As a result, *coaching* is naturally about pushing one’s own limits, which allows anyone to reach their full potential, train and achieve a goal initially perceived as unattainable. *Coaching* is one of the fields in which an algorithm is adopted for the development of work and interaction with other people, which can help clients to develop their personal capabilities, interpersonal skills and the ability to empathize with others or understand them. In the stage of hasty transformations in which human society is at the global level, *coaching* represents a possibility of adaptation and anchoring in the new realities. The fields most involved in the coaching phenomenon are those of *business*, *leadership* and spiritual evolution, therefore the two poles which establish the dynamics of existence itself: *material* and *spiritual*. The phenomenon implies a major change in mentalities, thought *patterns*, aspects of language and a new dimension of social, cultural and *business* life.

The word *coaching* (not recorded in DOOM<sup>3</sup>) designates the mentoring activity in a certain segment, so we find in the *online* environment, within corporations, companies different types of *coaching*: *life coaching* (“achievement of self-knowledge by the client with the aim of identifying one’s own values and the purpose of life”), *business coaching* (“business performance”, with different *business* areas: *sales coaching*, *marketing coaching*, *entrepreneurial coaching*, *leadership coaching*, *management coaching*), *individual coaching* (“1-1 relationship between a *coach* and a client”), *career coaching* (“optimizing the professional

path”), *executive coaching* (“development of *leadership skills*”), *team coaching* (“team work efficiency”), *spiritual coaching* (“*coaching* focused on spiritual elevation”), *internal coaching* (“the *coach* is part of the organization that requests it”), *external coaching* (“the *coach* is outside the corporation”), *assumed coaching* (“the request comes from the client”), *prescribed coaching* (“the request is made by the management of the corporation”). Among the terms of English origin used in the field of *coaching*, we also mention: *autocoaching* (“a method that helps somebody organize their thoughts to improve their state of mind, in order to achieve the performance of the coaching act”), *backtracking* (“repetition or summary of what another person said, either last words, word-for-word sentences, or a summary of the information”), *brainstorming* (“a group creativity technique designed to generate a large number of ideas for solving a problem”), *breakthrough* (“major discovery or exceptional innovation through creative approach”), *counselling* (“talk therapy involving a therapist trained to listen and help find a way to cope with emotional problems”), *feedback* (“reaction response within a system that operates with an information circuit”), *feed-forward* (“focusing on the future”), *grow* (“growth, transformation from the point of view of mentality or evolution”), *leadership* (“ability to motivate a group of people to act towards a common goal”), *mentoring* (“guidance or direction provided by a mentor”), *team-building* (“process of increasing cohesion, productivity and efficiency of a team by coming up with activities that require members to work together”)<sup>2</sup>.

The phenomenon of *parenting*, which is also recent in Romanian society, also belongs to the field of personal development. It is spreading rapidly in the virtual space and takes shape in various forms of education for contemporary parents, which materializes in courses, seminars, *workshops* aimed at helping the aspirants to the title of modern parents to get rid of the stereotypes of education taken over from previous generations and even of their own instincts inherently manifested in the relationship with the family, the child<sup>3</sup>. DOOM<sup>2</sup> does not record the word *parenting* (“the raising of a child by its parents” or “the act or process of becoming a parent” and that of “the taking care of someone in the manner of a parent” or “the process of caring for your child or children” - *Webster Dictionary* and *Oxford Dictionary*), it is present in DOOM<sup>3</sup>, but without its antonymic counterpart, *antiparenting*. The lexical element *parenting* is found in several structures that indicate different types of

<sup>2</sup> Terms selected from Alain Cardon, *Dicționar de coaching comentat*, transl. by Laurențiu Zoicaș, București, Editura B.M.I, 2018.

<sup>3</sup> Voica Radu-Călugăru, *Parentingul: limbaj și atitudine*, in “*Philologica Banatica*”, 1/2019, *Ediție omagială Sergiu Drincu*, Societatea de Științe Filologice din România, Filiala Timișoara, p. 34.

*parenting: authoritarian parenting, traditional parenting, positive parenting, permissive parenting*<sup>4</sup>.

In order to educate their children, parents seek the help of an education *coach*, who can create a *parenting* school, they enter specialized *blogs*, exchange opinions with other parents in various groups within social networks, read specialized literature, i.e. from the field of *parenting*. Thus, there occurs a series of terms, borrowings from the English language, among which: *baby-boom* (“birth rate increase”), *baby-blues* (“postnatal depression”), *babyfriendly* (“adapted to children”), *babynest* (“baby mattress”), *babyphone* (“monitoring device”), *babyshower party* (“surprise party dedicated to the maternity period”), *babywearing* (“ergonomic carrier”), *co-sleeping* (“sleeping with the baby”), *homeschooling* (“home education”), *jumper* (“trampoline for children”), *learning tower* (“tall step stool”), *motherhood* (“maternity”), *parenthood* (“the quality of being a parent”), *rear-facing seat* (“special child car seat”), *tantrum* (“an outburst of anger typically in young children”), *toddler* (“young child”), *secured attachment* (“fastening strap/equipment”), *smash the cake* (“celebrating the child when reaching the age of one”), *wrap* (“cloth carrier for carrying the baby”).

The phenomenon of the pandemic generated a social and economic earthquake, which is obviously also reflected in the language. Precipitous events, protective measures, economic transformations, all were transposed into lexical structures that became a reflex of the speaker from any point on the globe. If we strictly refer to the dynamics of the Romanian language vocabulary in this new global context, we can consider both recent borrowings from the English language and other lexical innovations. In this sense, the written and audio-visual media played an important part.<sup>5</sup>

The reality of the pandemic can be seen in the language through a series of lexical elements, words, phrases which have articulated a language of the pandemic as it is based on certain structures of thought, a state of mind, respectively a system of ideas specific to the current era. Since 2020, all the languages of the globe have advanced certain words or linguistic structures specific to the pandemic, which have marked the collective mindset, becoming a characteristic of any language at planetary level. Each language has activated, in the context of the pandemic, its own

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<sup>4</sup> Voica Radu-Călugăru, *op. cit.*, p. 35.

<sup>5</sup> Voica Radu-Călugăru, *The Language of the Pandemic: lexical renewal and affective emotional patterns*, in *Proceedings of The International Conference Literature, Discourse and Multicultural Dialogue* – 9th edition, *Reading Multiculturalism. Human and Social Perspectives*, section: *Language and Discourse*, The Alpha Institute for Multicultural Studies, “Arhipelag XXI” Press, Târgu Mureș, 2021, p. 46.

pandemic vocabulary, but certain terms were taken from English by most languages. In this regard, a good example is the word *lockdown*, which, we can say, is not only the word of the year 2020, but of the entire period marked by the pandemic (<https://www.mediafax.ro/cultura-media/cuvantul-anului-2020-este-lockdown-care-ar-putea-fi-cuvantul-anului-in-limba-romana-raspunsul-institutului-limbii-romane-19742268>)<sup>6</sup>.

Actualmente, se vorbește despre *lockdown climatic* și *lockdown energetic*/ ‘People are currently talking about climate lockdown and energetic lockdown’ (Victor Ciutacu, 28.07.2022. *Lockdown energetic și climatic, iar pandemia amenință iar* at <https://www.youtube.com/watch?v=7zTwXy33kNE>):

*Căldura extremă în curs a determinat guvernul unei țări să declare lockdown climatic. Restricția obligă populația să rămână în casă, pentru a evita efectele negative ale caniculei.*/ ‘The ongoing extreme heat made the government of a country declare a climate lockdown. The restriction forces the population to stay indoors to avoid the negative effects of the heat wave.’ (*Prima țară din lume care declară lockdown climatic. Toate activitățile în aer liber sunt interzise* at <https://playtech.ro/2022/prima-tara-din-lume-care-declara-lockdown-climatic-toate-activitatile-in-aer-liber-sunt-interzise/>; 25.07.2022)

*Lockdown* opens the series of borrowings and calques from English to this pandemic vocabulary and is accompanied by other lexical elements such as: *anti-COVID*, *coronaparty* (“party organized for the purpose of contaminating to acquire immunity”), *corona pass* (“Covid passport”), *drive-thru vaccination centers* (“vaccination centres in the car”), *booster dose* (“supplementary dose”), *furlough* (“technological unemployment”), *Green Certificate* (“a tradable asset proving that electricity has been generated by a renewable energy source”), *long COVID* (“long-term covid”), *no vax* (“anti-vaccinist”), *pandemic task force* (“operational group for pandemics”) *PCR* (“polymerase chain reaction”), *post-COVID*, *self-isolate*, *social distancing*<sup>7</sup>.

Among the terms that frequently circulate in the press and have reached the vocabulary of the average speaker, we also mention: *anticorpi*, *anti-covid*, *antivaccinist*, *ARN-mesager*, *asimptomatic*, *carantină*, *carantinare*, *comorbiditate*, *confirmat*, *contact*, *contaminat*, *coronavirus*, *coronasceptic*, *covid*, *covizi*, *COVID-negaționist*, *igienizat*, *infectat*, *izolare*, *izoletă*, *mască*, *pandemie*, *pandemic*, *post pandemie*, *post vaccinare*, *pozitiv*, *a se pozitivă*, *pozitivat*, *repozitivat*; *rapel*, *relaxare*, *simptomatic*, *termometrizare*, *termoscanare*, *test PCR*, *testare*, *triaj*, *tulpina Alpha*, *tulpina Delta*, *tulpina Lambda*, *tulpina Omicron*, *vaccinist*

<sup>6</sup> Voica Radu-Călugăru, *op. cit.*, p. 46.

<sup>7</sup> *Ibidem*, p. 48.

(‘antibodies, anti-covid, anti-vaccinist, messenger RNA, asymptomatic, quarantine, putting in quarantine, comorbidity, confirmed, contact, contaminated, coronavirus, coronasceptic, covid, covids, COVID-denier, sanitized, infected, isolation, isolation pod, mask, pandemic *n.*, pandemic *adj.*, post pandemic, post vaccination, positive, to become positive, someone who has become positive, someone who has become positive for the second time; booster, relaxation, symptomatic, thermometry, thermoscanning, PCR test, testing, triage, Alpha strain, Delta strain, Lambda strain, Omicron strain, vaccinist’). The following phrases are added to them: *anticorpi neutralizanți anti-Spike, furtună de citokine, maratonul vaccinării, proteina Spike, relaxare totală/relaxare parțială, zădărnicierea combaterii bolilor* (‘anti-Spike neutralizing antibodies, cytokine storm, vaccination marathon, Spike protein, full relaxation/partial relaxation, thwarting the fight against diseases’)<sup>8</sup>.

*Lockdown* is recorded in DOOM<sup>3</sup> alongside the *lockout* pair. Among the pandemic terms included in this study, DOOM<sup>3</sup> also records *anticorpi, antivaccinist, asimptomatic, booster, carantină, carantinare, comorbiditate, confirmat, contact, contaminat coronasceptic, coronavirus, COVID 19, izolare, izoletă, mască, pandemie, pandemic, rapel, relaxare, simptomati, termometrizare, termoscanare, PCR, pozitiv, a se pozitivă, triaj, vaccinist* (‘antibodies, antivaccinist, asymptomatic, booster, quarantine, putting in quarantine, comorbidity, confirmed, contact, contaminated, coronasceptic, coronavirus, COVID 19, isolation, isolation pod, mask, pandemic *n.*, pandemic *adj.*, booster, relaxation, symptomatic, thermometry, thermoscanning, PCR, positive, to become positive, triage, vaccinist’).

In the space of contemporary ideas, a new ideology embraced by progressive intellectuals, namely *cancel culture* is increasingly insinuating itself.

The phrase *cancel culture* or *call-out culture* has circulated in recent years in our written or audio-visual media and in the virtual environment (*blogs*, social networks). The phenomenon of *cancel culture*, imported from the USA, has been present for the last ten years and denotes a form of boycott, of cancelling a person who makes offensive statements, in virtual or real space. The following have appeared in the Romanian language press in the last two years:

*Papa Francisc a criticat luni „colonizarea ideologică” în curs, care duce la „cancel culture”, un fenomen care șterge identități și rescrie istoria./ ‘On Monday Pope Francis criticized the ongoing ‘ideological colonization’ that leads to ‘cancel culture’, a phenomenon that erases identities and rewrites history.’ (Papa critică fenomenul cancel culture: „În numele protecției diversității, sfârșim prin a șterge sensul oricărei identități”* at <https://www.digi24.ro/stiri/actualitate/papa-critica->

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<sup>8</sup> Voica Radu-Călugăru, *op. cit.*, p. 52.

fenomenul-cancel-culture-in-numele-protectiei-diversitatii-sfarsim-prin-a-sterge-sensul-oricarei-identitati-1797929; 10.01.2022)

The *woke* phenomenon, considered by some to be synonymous with *cancel culture*, has also been manifest in the USA in recent years and denotes “the state of attention, of being awake in relation to any form of discrimination”. The adjective *woke* (not recorded in the Romanian language dictionaries) is recorded in the 2017 *Oxford Dictionary*, as a derivative of the adjective *awake* (Rom. *treaz*), with origins in vernacular African-American English. The phrase *woke phenomenon* has been present in the Romanian language press over the last two years, in articles that aim either to clarify the new trend, or to express a certain position towards the values promoted by the recent ideology:

*Președintele Academiei Române, prof. Ioan-Aurel Pop, a comentat fenomenul „cancel culture” care se manifestă în Occident și care a început să-și facă apariția și-n țara noastră./ ‘The president of the Romanian Academy, Prof. Ioan-Aurel Pop, commented on the phenomenon of “cancel culture” which manifests itself in the West and which started to emerge in our country as well.’ (Ioan-Aurel Pop despre fenomenul Woke: Să știți că ceea ce se întâmplă e mărturie de dictatură/Au ajuns acum să interzică iarăși, precum au făcut comuniștii, poezia „Doină” a lui Eminescu at <https://r3media.ro/ioan-aurel-pop-dictatura-woke-eminescu-doina/>; 22.08.2021)*

Or:

*Ministrul francez al Educației anunță mai multe ore de Latină și studiul culturii grecești în școlile din Franța pentru re apropierea de “valorile comune europene”, în lupta împotriva ideologiei “woke”, transmite Edupedu.ro. Este o reformă radicală într-o țară care, sub presiune ideologică (curentul “woke”, care presupune renunțarea la rădăcinile clasice ale culturii occidentale), a redus constant studiul valorilor clasice./ ‘The French Minister of Education announces more hours of Latin and the study of Greek culture in schools in France to bring them closer to “the common European values”, in the fight against the “woke” ideology, reports Edupedu.ro. It is a radical reform in a country which, under ideological pressure (the “woke” trend, which implies renouncing the classical roots of Western culture), has constantly reduced the study of classical values.’ (Ideologia “woke”, respinsă de Franța. Guvernul crește numărul de ore de Latină și reintroduce studiul filosofilor greci, ca parte a întoarcerii la valorile clasice at: <https://www.g4media.ro/ideologia-woke-respinsa-de-franta-guvernul-creste-numarul-de-ore-de-latina-si-reintroduce-studiul-filosofilor-greci-ca-parte-a-intoarcerii-la-valorile-clasice.html>; 21.11.2021)*

We also find these structures in the press and on social networks:

- *woke capitalism* (“advertising campaigns designed to appeal to millennials, who often hold more socially liberal views than previous generations; such



campaigns were generally perceived by customers as insincere and inauthentic and caused negative reactions.”):

*Definiția, destul de vagă, dată în Statele Unite conceptului de „woke capitalism”, aceea că misiunea corporațiilor este de a promova „o economie care să-i servească pe toți americanii”, oferă un teren fertil derapajelor și agendei ideologice promovate de diferitele grupări radicalizate care interpretează aproape tot ce se întâmplă în societate în cheia confruntării dintre „opresori” (reprezentați prin definiție de albi heterosexuali, în principal de bărbații albi) și mai toți ceilalți, „oprimații”. Se ajunge astfel la cereri de boicotare a unor produse sau servicii dacă nu convin opiniile politice sau deciziile luate de conducerea corporațiilor care le furnizează./ ‘The rather vague definition given in the United States to the concept of “woke capitalism”, that the mission of corporations is to promote “an economy that serves all Americans”, provides a fertile ground for slippage and the ideological agenda promoted by various radicalized groups who interpret almost everything that happens in society in the key of the confrontation between the “oppressors” (represented by definition by heterosexual whites, mainly white men) and everyone else, the “oppressed”. This leads to requests to boycott certain products or services if they do not agree with the political opinions or the decisions made by the management of the corporations that provide them.’ (Alexandru Lazescu, *Va putea supraviețui capitalismul asaltului valului socialist?* at <https://www.contributors.ro/va-putea-supravie%c8%9bui-capitalismul-asaltului-valului-socialist/>; 20.03.2020)*

• *woke-washing*: close to *brand activism* (“the use of social equity as a *marketing* strategy, when a company adopts or claims to adopt the values of progressivism in order to promote its brand or products” <https://www.urbandictionary.com/define.php?term=woke%20washing> and <https://www.collinsdictionary.com/submission/21246/wokewashing>):

*Termenii **woke capitalism**, capitalism trezit și **woke-washing**, spălarea trezită au apărut pentru a descrie companiile care semnalează sprijinul pentru cauze progresiste ca un substitut pentru o reformă autentică. Până în 2020, părți ale centrului politic și ale aripii drepte din mai multe țări occidentale foloseau termenul de trezire, adesea într-un mod ironic, ca o insultă pentru diferite mișcări și ideologii progresiste sau de stânga percepute ca fiind prea zeloase, performative sau nesincere. La rândul lor, unii comentatori au ajuns să-l considere un termen ofensator cu asocieri negative pentru cei care promovează idei politice care implică identitate și rasă./ ‘The terms “woke capitalism” and “woke-washing” have emerged to describe companies that signal support for progressive causes as a substitute for genuine reform. By 2020, parts of the political centre and right wing in several*

Western countries used the term awakening, often ironically, as an insult for various progressive or left-wing movements and ideologies perceived as overzealous, performative or insincere. In turn, some commentators have come to regard it as an offensive term with negative associations for those who promote political ideas involving identity and race.’ (<https://trenduri.blogspot.com/2022/03/putina-terminologie.html>; 1.03.22)

- or derivatives on Romanian ground, *wokeism* and *antiwokeism*:

*La câteva luni după ce identificase „islamo-stângismul” – o așa-zisă tendință pe care nimeni n-a fost capabil s-o definească precis – ca fiind lucrul care face prăpăd în universități, ministrul francez al educației, Jean-Michel Blanquer, a găsit un nou adversar: „wokeism”-ul [progresism radical – n.trad.] și „cultura anulării”, scrie The Washington Post, citată de Rador. [...] Într-o epocă post-#MeToo și Black Lives Matter, într-o vreme în care clima se află în centrul problemelor care-i mobilizează pe tineri, „anti-wokeism”-ul este de fapt o modalitate prin care elita își poate conserva statutul./ ‘A few months after identifying “Islam-leftism” – a so-called trend that no one has been able to precisely define – as the thing wreaking havoc on universities, the French Education Minister Jean-Michel Blanquer has found a new opponent: “wokeism” [radical progressivism - transl. note] and “cancel culture”, writes The Washington Post, quoted by Rador. [...] In a post-#MeToo and Black Lives Matter era, at a time when climate is at the centre of the issues mobilizing young people, “anti-wokeism” is actually a way through which the elite can preserve their status.’ (The Washington Post: Franța își intensifică războiul împotriva „woke” și „cultura anulării” at <https://www.g4media.ro/the-washington-post-franta-isi-intensifica-razboiul-impotriva-woke-si-cultura-anularii.html>: 2.11.2021)*

Against the background of recent events, of armed conflicts, military language terms such as *blitzkrieg*, *military drone* or *HIMARS (High Mobility Artillery Rocket System)* appeared in the press.

The military term of German origin *blitzkrieg* is revitalized in the current context, the word being used by the written press on the occasion of the Second World War and indicating a military operation of the “lightning” type (from Germ. *Blitz* “lightning” + Germ. *Krieg* “war”). This type of operation involves a concentration of armoured, air and infantry forces that act very quickly, unexpectedly and harshly to destabilize the enemy, so that it does not have the necessary respite to regroup its forces.

The concept of *blitzkrieg* was created within Prussian military tactics of the early 19th century, which were based on the belief that victory could only be achieved through strong and swift action due to Prussia’s relatively limited economic

resources. This theory has its origins in the *Schwerpunktprinzip* (“principle of concentration”) proposed by Carl von Clausewitz in his work *On War* (1832)<sup>9</sup>.

*Oxford Dictionary*, *Merriam-Webster Dictionary* record the word, and in Romanian language dictionaries it is present in MDA<sup>2</sup> (2010), DEXI (2007), DN (1986), MDN (2000) (<https://dexonline.ro/definitie/blitzkrieg>); in DOOM<sup>2</sup>, DOOM<sup>3</sup>, *blitzkrieg* is not recorded.

So, the word *blitzkrieg* was first used in the media in September 1939, on the occasion of the invasion of Poland, by a *New York Times* reporter who used the term to describe Germany’s attack:

*Strategia care a spulberat Polonia, Olanda, Belgia, Franța și Rusia în Al Doilea Război Mondial a fost pusă la punct de generalul german Heinz Guderian. Tactica cunoscută ca „doctrina **Blitzkrieg**” (războiul-fulger) presupune viteză și cooperare între tancuri, infanterie motorizată și aviație, alături de un sistem eficient de comunicații./ ‘The strategy that destroyed Poland, Holland, Belgium, France and Russia in the Second World War was set up by the German general Heinz Guderian. The tactic known as the “Blitzkrieg doctrine” (lightning war) requires speed and cooperation between tanks, motorized infantry and aviation, along with an effective communications system.’<sup>10</sup>*

In the 2020–2022 press, *blitzkrieg* is used in connection with Ukrainian or Russian military operations:

*Faptul că Kievul dezvoltă un plan de recuperare prin forță a Peninsulei Crimeea a fost confirmat și de declarațiile recente ale amiralului ucrainean Oleksiy Neizhpapa, care a precizat că, fără îndoială, Ucraina intenționează să întoarcă peninsula și pregătește “un **blitzkrieg**”./ ‘The fact that Kiev is developing a plan to get back the Crimean Peninsula by force has also been confirmed by the recent statements of the Ukrainian admiral Oleksiy Neizhpapa, who stated that, without any doubt, Ukraine intended to return the peninsula and was preparing “a blitzkrieg”.’ (Ucraina dezvoltă un plan privind efectuarea unui '**blitzkrieg**' în Crimeea, Ionel Copcea, 15.11. 2020)<sup>11</sup>*

Or in a recent publication:

*În același timp, trupele și muniția masate de Rusia la frontieră ar fi suficiente pentru ducerea unui război-fulger „**blitzkrieg**” de cel puțin 7-10 zile./ ‘At the same time, the troops and ammunition massed by Russia at the border would be enough to*

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<sup>9</sup>*Encyclopedia Britannica*: <https://www.britannica.com/topic/blitzkrieg>

<sup>10</sup><https://historia.ro/sectiune/actualitate/cum-a-aparut-temuta-tactica-germana-blitzkrieg-582522.html>

<sup>11</sup>[https://www.defenseromania.ro/ucraina-dezvolta-un-plan-privind-efectuarea-unui-blitzkrieg-in-crimeea\\_606357.html](https://www.defenseromania.ro/ucraina-dezvolta-un-plan-privind-efectuarea-unui-blitzkrieg-in-crimeea_606357.html)

wage a “blitzkrieg” war of at least 7-10 days’ (*CNN: Rusia are trupe și armament la granița cu Ucraina suficiente pentru un război „blitzkrieg” de 7-10 zile*)<sup>12</sup>

Along with recreational drones or for various utilities (transport, camera, thermal, or underwater), military drones are in the spotlight as a weapon of war:

*Dronele sau vehiculele aeriene fără pilot (UAV) au fost folosite în alte războaie, dar nu pe scară largă ca în acesta. Sunt arme cheie atât pentru Rusia, cât și pentru Ucraina. Ambele părți au drone militare mai mari - precum Orlan-10 ale Rusiei sau faimoasa Bayraktar turcească folosită de Ucraina./ ‘Drones, or unmanned aerial vehicles (UAVs), have been used in other wars, but not as widely as in this one. They are key weapons for both Russia and Ukraine. Both sides have larger military drones - such as Russia’s Orlan-10 or the famous Turkish Bayraktar used by Ukraine.’ (Veronica Andrei, Războiul dronelor din Ucraina. Unitatea unde luptă „cei mai deștepti băieți” se prăgătește pentru bătălia Slovianskului; 9.07.2022)*<sup>13</sup>

HIMARS, circulating in our press with the English pronunciation [pron. haimars], is an abbreviation for *High Mobility Artillery Rocket System* (R: *Sistem Lansator Multiplu de Rachete*). HIMARS is a light multiple rocket launcher developed in the late 1990s for the United States Army and mounted on a standard US Army M1140 truck frame<sup>14</sup>.

*Principalele echipamente ale primului Sistem Lansator Multiplu de Rachete cu bătaie mare – HIMARS care va intra în dotarea Armatei României au sosit sâmbătă, 20 februarie, în Portul Constanța, transmite Ministerul Apărării. Echipamentul militar cumpărat din SUA este o componentă esențială a sistemului de artilerie terestră al României. Rachetele din sistemul HIMARS pot lovi ținte până la 300 de km./ ‘The main equipment of the first High Mobility Artillery Rocket System - HIMARS that will become part of the equipment of the Romanian Army arrived on Saturday, 20 February, in the Port of Constanța, reports the Ministry of Defense. The military equipment purchased from the USA is an essential component of Romania’s land artillery system. Artillery rockets in the HIMARS system can hit targets up to 300 km away.’ (Mihai Roman, Pas uriaș pentru securitatea națională: Primul lansator multiplu de rachete cu bătaie mare HIMARS a ajuns în România, 21.02.21)*<sup>15</sup>

<sup>12</sup><https://www.digi24.ro/stiri/externe/cnn-trupele-si-munitia-masate-de-rusia-la-granita-cu-ucraina-sunt-suficiente-pentru-un-razboi-blitzkrieg-de-7-10-zile-1758679>; 4.12.2021

<sup>13</sup> <https://ziare.com/ucraina/ucraina-razboi-rusia-invazie-drone-sloviansk-1750376>

<sup>14</sup> [https://en.wikipedia.org/wiki/M142\\_HIMARS](https://en.wikipedia.org/wiki/M142_HIMARS)

<sup>15</sup><https://www.g4media.ro/pas-urias-pentru-securitatea-nationala-primul-lansator-multiplu-de-rachete-cu-bataie-mare-himars-a-ajuns-in-romania.html>

Some of the presented lexical elements have the status of *cultural borrowing*<sup>16</sup>, as they were taken from the source language in order to fill a lexical gap, but at the same time, they bring a cultural concept, a phenomenon, or a system of values specific to the lending culture, which migrates into the culture of the receiving language.

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## ABBREVIATIONS

- DEXI= Doina Cobet, Laura Manea, Eugenia Dima, Elena Danila, Gabriela E. Dima, Andrei Danila, Luminita Botosineanu, *Dicționar explicativ ilustrat al limbii române*, Chișinău, Editura Gunivas, 2007.
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