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**DOCTORATE IN PHILOLOGY**

**SUMMARY**

**ANGLICISMS IN ONLINE ADVERTISING DISCOURSE.**

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*The role of advertising in the diffusion of anglicisms  
in Romanian, French and Spanish*

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## Summary

**Keywords:** anglicisms, loanwords, discourse analysis, advertising discourse, language contact, romance languages, travel and tourism.

### I. Our Study

The rise of English and Anglo-American culture has meant a strong position versus other languages and cultures in modern society. This dominance has led to social, cultural and economic influence in European cultures, one of the most notable being the penetration of English into other languages through anglicisms. Currently, there is no active language in the global market that has not been influenced by the proliferation of the English lexicon (Pulcini, Furiassi, and Rodríguez González 2012:2). Thus, in the last half of the century, many debates about the influence of Anglo-American society—so penetrating and visible that it interferes with the identity and independence of other cultures—have hovered over the Romance languages (Graddol 2000, 2006; Truchot 2002; Phillipson 2003; Pulcini, Furiassi and Rodríguez González 2012: 2).

Anglicisms are borrowings from English present in other languages. They are usually words originating from or inspired by English, which are commonly used in other languages for various reasons, such as filling lexical gaps, communicating in specialized languages, or stylizing communications. This study focuses on the contemporary use of Anglicisms in three Romance languages—Romanian, French, Spanish—in advertising discourse in the Travel and Tourism sector. The main objectives of our study are: firstly, a synthesis of general data on the penetration of anglicisms in the three languages, data provided by literature; second, the analysis and comparison of the use of anglicisms in a similar discourse and sector in these three languages. We aim to explore the diversity of types of Anglicisms, including “hidden” anglicisms such as those that are indirect (fre. *application*), derived (spa. *Vueling*) and semiotic (rom. #, spa. ♥ ); to demonstrate the various roles and discursive usefulness of anglicisms; to compare and highlight findings across three Romance languages.

The main objectives require, on the one hand, a lexicological approach and, on the other hand, a discursive approach. The lexicological approach aims to highlight what anglicisms represent in the evolution of the lexicon of each of the three languages. The discursive approach aims to show the function and role of anglicisms in the discourse under investigation.

We place ourselves in the multidisciplinary field of Sociolinguistics: where one part is linguistic and another part is extralinguistic. This second sociocultural element has a significant influence on contact between languages to determine the depth of influence of one language on the other. We address many sociolinguistic topics, from language contact and linguistic interference to linguistic borrowings (lexicon, grammatical structure) to new and emerging terminologies. Our study aims to present and discuss both components—linguistic and sociocultural—that generate changes in lexis and contemporary advertising discourse in Romania, France and Spain.

Despite the many types of linguistic borrowings, the most common and visible borrowing is the loanword according to Whitney, Pritzwald, Dauzat, Weinreich (1967:67), Picone (1996:10), Pulcini, Furiassi, and Rodríguez González (2012), Oncins-Martínez (2012: 217) and other researchers in the field. We focus on lexical anglicisms because lexicology is the linguistic field most impacted by anglicisms, even though the amount of interference is difficult to measure and therefore compare (Weinreich 1967:67). It is also this aspect of language that is most relevant to everyday life in our speech communities.

The term “anglicism”, compared to “americanism”, suggests a borrowing from Anglo-Saxon English or English from England and the United Kingdom, but the term and field of study have evolved, now referring to borrowings from any variant of English.

Although we will argue that modern influences of English largely originate in the United States, we will recognize the influence of British English or other variants of English if it applies to the anglicisms or thematic areas we are discussing. Finally, the exact influence is often impossible to prove outside of hypotheses and general agreement based on historical and cultural factors.

Our general hypothesis is that the influence of the Anglo-American language and culture on Euro-Romance languages and cultures is manifested through the English language, which increasingly permeates various popular discourses, such as advertising communications, in Romania, France, and Spain. We believe that anglicisms are the main driver of the globalization triggered by the United States, which enters and profoundly affects the advertising discourse in these three countries. However, we argue that Romanian, French, and Spanish borrow anglicisms in different ways and degrees depending on their history of sociolinguistic contact with English and the United States. Socioeconomic differences between countries can make it difficult to

compare advertising discourses directly due to the different resources and objectives of advertising and the Travel and Tourism sector in each society.

We already know that languages and communication evolve with changes in societies and the world at large. On the one hand, there is a pragmatic justification in favor of linguistic borrowings from English as part of this development, as it supports and facilitates effective communication. On the other hand, despite their usefulness for modern communication purposes, linguistic borrowings from English can also seem intrusive from the perspective of non-English-speaking cultures. The question that arises in this case is whether the influence of the English language replaces native terminology or complements it and adds to it. The answers regarding the diffusion of anglicisms in Romance languages range from welcoming them with open arms and taking them on, to accepting them with indifference as normal developments, to opposing and rejecting them.

From a linguistic perspective, countless examples and iterations of anglicisms in a receiving language make it difficult to quantify and evaluate them in any corpus of text. But this does not mean that we should not explore, study, and analyze anglicisms. This borrowed vocabulary is an element of the evolution of receiving languages and, as a result, of English itself (Pulcini, Furiassi, and Rodríguez González 2012:2). It is a very important research area in Sociolinguistics, Lexicology and Romance Languages, as the influence of English on other languages is in constant progression (Pulcini, Furiassi and Rodríguez González 2012:21).

Anglicisms are present in all Romance languages today. However, their history, frequency and role vary from one to another, with a different presence reflecting the dynamics of English's language contact with other particular languages to date. To highlight the distinct paths, we conducted a trilingual study and examined the presence of anglicisms in Romanian, French, and Spanish advertising. We then compare and analyse our findings to identify similarities and differences between the three related languages.

The topic of anglicisms persists in part because no common position has yet been reached on how to approach and manage them in any country or language. The influx of anglicisms in the modern era has generated various responses: acceptance as a normal development, social opposition, institutional intervention by state bodies, inaction and disinterest. Some anglicisms enter our languages, while others do not penetrate them, without systematization or control. Some

people use them, while others do not. Some linguists (Weinreich, Picoche, Pratt) and institutions (press, advertising) consider anglicisms as an enrichment of neological terms in the receiving language, while others (Étiemble, Toubon, North, Manea) consider them barbarisms in general and not as a part of Linguistics (Stoichițoiu-Ichim 2005: 85; Manea 2004: 47).

Even though exhaustive research has been carried out on languages in contact, lexical borrowing and the globalization of terminology in specific industries, there are no existing studies on advertising discourse in an economic sector in three Romance languages. Consequently, the importance of our research in the current field of anglicisms is justified for three reasons. First, it represents an opportunity to fill a gap in a scientific field with original research intended to add more evidence to previous discoveries in the domain, and ideally identify new phenomena and trends. Secondly, in addition to achieving linguistic goals and conclusions, we also explore the pragmatic and sociocultural side of contact and exchange between the Anglo-American language and culture and three European languages and cultures. Last but not least, we bring a native American perspective on a subject historically approached from the perspective of researchers who are native speakers of the anglicism-receiving languages.

The present study does not attempt to solve all questions related to anglicisms, but it can contribute to research developments in anglicisms in Romanian, French and Spanish through a relevant and modern corpus. Of course, we take into account many of the aspects already studied by other linguists and researchers, so, on the other hand, we consolidate the main concepts and discoveries of the field. In other words, it is important to confirm what is still relevant in the discipline and contrast this with new findings in the current period.

A comparison of the role of Anglicisms between three languages is a goal that few studies aim to achieve. Only through a comprehensive and interlinguistic analysis of lexical and morphosyntactic elements in English loanwords can we gain insights into common patterns or distinct forms of assimilation (Pulcini, Furiassi, and Rodríguez González 2012:9). Some academic volume editors who have compared the influence of Anglicisms between various European languages include the works of Görlach in 2001 and 2002 with *A Dictionary of European Anglicisms (DEA)*, *English in Europe*, and *An Annotated Bibliography of European Anglicisms*; Fischer and Pulaczewska in 2008 with *Anglicisms in Europe: Linguistic Diversity in a Global Context*; Furiassi, Pulcini, and Rodríguez González in 2012 with *The Anglicization of European Lexis*.

The fact that all three languages come from the same language family and that we have limited the corpus to advertising discourse in Romania, France and Spain makes our study cover, as far as possible, a controlled comparison of standard Romanian, French and Spanish, without being influenced by external linguistic factors, such as regional dialects and their speech communities in different countries.

As mentioned, the last reason why we want to study anglicisms in Romance languages is a personal one. Pratt (1980: 30) also observed that there seems to be fewer studies of Anglicism from the point of view of native English speakers. Because of the felt influence of a foreign language and culture that seems to surround them, more research is usually conducted by speakers of the receiving languages, so the subject and analyses are focused and discussed from the perspective of the influence of English on their native languages (Pratt 1980:30). This clash between cultures can generate more reactions from linguists, sensitized by such a perceived infiltration of their language and heritage (Pratt 1980:30). Therefore, many of the early researchers were purists and approached the topic of borrowing as a harmful trend, characterized as an incorrect and uncultivated language (Pratt 1980:30). This defensive attitude towards anglicisms as if they were a violation of patriotism, does not bring much new information into objective scientific research in our field, since the approach is distorted by nationalist sentiment (Pratt 1980:30).

As a native speaker from the United States, I participate in this discussion from a different perspective. My point of view is one of curiosity, and I try to be an impartial observer of anglicisms in the three languages I am studying. I am able to determine the appropriateness or distortion of language or other Anglo-American borrowings in texts in our corpus because I have a distinctive awareness of the use of English within a foreign text, whether it be a term or object, or whether it is a concept or idea. In addition, I sometimes see errors in the use of anglicisms or misinterpretations of the original form of anglicisms by non-native speakers and researchers, such as in Air Europa's advertising text "Where do we fly you?" instead of "Where do we fly you *to*?" and Martí Solano's or Humbley's interpretation of the anglicism in French *faire chavirer le bateau* as *to upset the boat* instead of *to rock the boat* (see Martí Solano 2012: 203).

Moreover, anglicisms and English language influences are a reality I face in my daily life living in Europe (I have lived in Romania, France, Spain, Portugal and Italy), and they will continue to manifest themselves here even more in the future. I am drawn to get involved in such a living field, which is still evolving and with an unknown ending. Anglicisms will continue to

influence Romance languages and cultures as long as English remains the dominant language in Europe. For this reason, both formally and informally, this topic organically integrates into my professional and sociocultural environment, and I will have the opportunity to continue to study it closely after the conclusion of this research, too.

Finally, this research aims to determine and anticipate the influence and sociolinguistic implications of anglicisms and the English language in advertising discourse in the field of Travel and Tourism in Romania, France and Spain. Anglicisms live, even are born, in specific languages and discourses. The functionality and perpetuation of their use in advertising, as well as in other contexts, gives them their distinct legitimacy and meaning in the languages and lexicon of the receivers. Therefore, we hope that, together with other studies of this phenomenon in various modern discourses, the results of this research can contribute to empirically highlighting the role of anglicisms in Romance languages and modern communication.

## **II. Research Questions**

The particular objective of the study is the use and forms of anglicisms adopted in Romanian, French and Spanish advertising discourse in the Travel and Tourism industry during the period of 2012-2023. As such, the research questions are complex.

First of all, we want to obtain a global representation, or at least a considerable amount of observations, on the presence and role of Anglicisms in contemporary advertising discourse in Romania, France and Spain. In advertising, ads need to attract attention in one way or another, and we believe that they use anglicisms, among other reasons, because they stand out (attract a lot of attention) in Romanian, French and Spanish texts. The second main objective of advertising is persuasion toward product consumption, and anglicisms play the role of evoking images and connotations of excellence, prestige and other positive Anglo-American characteristics in relation to the brand, product and offer.

Our hypothesis is that there is a significant diffusion of anglicisms in Romanian advertising discourse through specialized terminology and other modern sociocultural contexts, such as colloquial and youth language; that there is a significant presence in France, in specialized and youth language as well, but practical evidence may be limited in French advertising discourse due to institutional policies prohibiting anglicisms; that penetration is more moderate in Spain, with more anglicisms translated or adapted to Spanish instead of directly borrowed.



Secondly, we want to highlight an aspect of anglicisms that often goes unnoticed, namely the variety of their forms (unadapted, adapted, calque, semantic borrowing, etc.) that each language adopts. So what are the forms of anglicisms found in advertising discourse?

Our hypothesis is that the most common anglicisms are direct ones, without adaptation, and calques, because they are the two simplest and quickest forms of borrowing new words. Given that English is a language of international communication, the original integral form of anglicisms is no longer considered very foreign to any of the Romanian, French, or Spanish societies. There is no strong reason to avoid unadapted anglicisms due to difficulty or a lack of knowledge of English advertising terms, as was maybe the case in the past, before globalization. Since calques are often a form of borrowing as convenient and pragmatic as direct anglicisms, they should be another very common form of anglicism.

Finally, we also want to compare and contrast the findings between the three Romance languages in our trilingual corpus. By analyzing three languages from the same family in the same discourse over the same period of time, we should be able to achieve a convincing synchronic comparison of linguistic and sociocultural approaches to borrowing anglicisms in contemporary Romanian, French and Spanish.

Although we cannot measure the level of linguistic contact in a society, the assumption is that all three languages are overwhelmed by anglicisms in the current era, both in advertising and online media and in everyday matters. However, we believe that differences in bilingualism and cultural acceptance of Anglo-American influences between the three countries have a notable impact on the approach to adopting Anglicisms in each language.

### **III. Methodology**

Certainly, this research topic is not without debate. From the definition of the term “anglicism” to the provenance of anglicisms found in the corpus, many counterarguments can be made to the approaches and analyses carried out, and one can direct the discussion in many other valid directions, even contradicting our interpretations. But we hope to contribute to the field of anglicisms with an original study and bring valuable results to it. We have developed a methodology based on research objectives and questions. It consists of a set of procedures to answer these research questions and verify said hypothesis.

To guide us in conducting research in the field of anglicisms, we conducted our study in five main stages. The starting point of our study was a literature review. We focused on finding works on anglicisms in the three languages studied in order to understand the history and context of the theme as broadly as possible in each language. In the second stage, the theme of anglicisms naturally led us to their root cause and to the central sociolinguistic concept of our study: language contact. We studied books and articles on language contact to inform ourselves about the basic concept and the factors that gave rise to linguistic borrowings, such as anglicisms.

After situating ourselves in the world of anglicisms following our review of the research in this field, we chose the corpus of research for conducting a discourse analysis, namely online advertising in the Travel and Tourism sector in Romania, France and Spain. At this third stage, we also had to investigate business, marketing and advertising resources to teach us about modern advertising. This familiarity and acquired understanding of the discipline has strengthened our reasons for why online advertising discourse is such an opportune everyday social discourse to observe the intersection between language and lexical borrowings.

We investigated discourse analysis approaches from several schools of thought to understand how best to address the role of anglicisms in Romanian, French and Spanish advertising in the Travel and Tourism sector. A structured approach allows us to analyze anglicisms in a systematic and consistent way throughout the study. We believe that the approaches of Dominique Maingueneau (*Analyser les textes de communication*) and Norman Fairclough (*Media Discourse*) are best suited for our study, since their models relate specifically to media and advertising discourse.

We also believe that a theoretical framework with the approaches of these discourse analysts allows us to focus on pragmatic and interdisciplinary aspects of discourse analysis. In contrast to much of the research on anglicisms in the past, this pragmatic aspect, which was largely marginalized in studies of a more technical nature, linguistically speaking, is an equally important part of today's discipline. The texts approached in this way can provide us with pragmatic conclusions about the distinct current influence of the English language on several Romance societies.

In the fourth stage, we arrive at the original research of advertising discourse from the three countries studied. The methodology for examining advertising discourse in the Travel and Tourism

sector in Romania, France and Spain and identifying anglicisms is quite simple, but at the same time laborious. First, we defined the parameters of the corpus. Thus, we started to explore our corpus respecting the boundaries of the advertising genre (online), market (Romania, France, Spain), and time period (2012-2023).

Over a period of approximately six years (2017-2023), we regularly inspected online advertising and collected all identifiable written and audiovisual anglicisms in advertising discourse. What we call advertising text includes the main spoken and written text in the publication's graphic or video, as well as any written text that accompanies them.

Of course, due to the evolution of advertising in social networks, online advertising texts are not only in the form of traditional commercial advertisements, but also in the form of social advertising, such as brand recognition posts or interactive games for community management reasons. We consider these social posts part of advertising discourse if they appear to be for advertising purposes.

After documenting the profiles of the most representative and interesting anglicisms present in the corpus, we investigated how the phenomenon of borrowing occurs and under what conditions it manifests itself in Romanian, French and Spanish.

The discourse analysis of selected anglicisms aims to achieve our previously stated objectives: to research and identify certain uses and forms of anglicisms in advertising discourse, and then to describe and explain their role and usefulness in specific contexts.

Our findings and analyses lead to several conclusions or final thoughts for each language, which we present at the end of the discussion. In addition to these results, we can now better diagnose sociolinguistic changes produced by the intervention of anglicisms and the English language in Romanian, French and Spanish advertising discourse; in the Travel and Tourism sector in Romania, France and Spain; and even in the general societies of the three countries.

We highlight all of this in the last part of our original trilingual research: a comparison of the use and forms of anglicisms across Romanian, French and Spanish. By studying the same type of discourse, we have the opportunity to compare and contrast the presence and roles of anglicisms in multiple Romance languages. Therefore, we review our analyses and findings side by side to discover and understand the similarities and differences in the diffusion of anglicisms between the three sister languages.

At the end, we present the conclusions of our study, answer our research questions and validate the achievement of our study's objectives. We highlight new discoveries and our original perspectives on previously existing phenomena in the field, as well as our findings that reinforce previous findings by other researchers.

#### **IV. Analysis and Findings**

Discourse analysis interprets communicative effectiveness, including the adequacy of texts, with emphasis on their contexts and inferred goals (Maingueneau 2014:4). This academic field seems to be growing in parallel with the rise of technology and other, unprecedented developments of the modern era (Maingueneau 2014:3). The importance of communication, with the evolution of specialized and popular languages (SMS, emoticons), as well as the creation of new means of online communication (social networks, blogs, vlogs), contributes to the growth of discourse types and the versatile meanings of language (Maingueneau 2014:3). Advertising discourse is one of many discourses that have mobilized language innovation in our increasingly dynamic economies and cultures.

In the social use of languages, the penetration and use of anglicisms can show that we integrate ideologies, feelings, prejudices and positions of power and influence, both consciously and unconsciously, into our way of communicating (Fairclough 1995:54). The aim of the conducted study is to understand the socio-communicative values of languages, and specifically loanwords in advertising discourse, in order to make a pragmatic and operational contribution in the field of iterative discourse analysis (Fairclough 1995:53-54). Therefore, we approached the analysis of advertising discourse, as mentioned earlier, starting from the interdisciplinary theoretical framework of Dominique Maingueneau of the French school of thought, and that of Norman Fairclough of the North American school.

The process of initiating and stimulating discussion consists of examining the context of anglicisms, in a case study of three example advertisements in each language, with a calculated and meticulous analysis. We highlight the uses and forms of the most typical and interesting anglicisms within advertising discourse and explain the possible reasons for their presence and role in texts through discourse analysis. Each example anglicism undergoes a full examination using the methods and techniques of discourse analysis.

These case studies, as well as our other findings and comparisons between Romanian, French and Spanish, aim to present a representative range of the spread and use of anglicisms in online advertising discourse in the Travel and Tourism sector during the period studied. In our corpus, we find that the use of anglicisms in Romance languages is an exciting and dynamic innovation. In addition, we propose research that highlights both the different uses and forms of anglicisms in modern Romanian, French and Spanish, since we believe that diversity of forms is a very revealing factor in the analysis of anglicisms, yet its implications are largely overlooked.

The analysis of anglicisms involves considering their discursive effects taking into account the broader sociocultural context. We aim to provide new and valuable insights into the multifaceted nature, identity, and sociolinguistic dynamics of language contact in contemporary Romanian, French and Spanish societies. Our original research aspires to contribute to a comprehensive understanding of the linguistic phenomenon of anglicisms, describing their lexico-semantic characteristics and value, and addressing sociolinguistic challenges and opportunities associated with the use of anglicisms in advertising discourse.

We presented objective, concrete and comprehensive findings on the anglicisms encountered, exploring semantic nuances, rhetorical functions and varying levels of use in advertising discourse. By exploring the language paradigm of online advertising (which is constantly changing) in the Travel and Tourism sectors in Romania, France and Spain, we propose a documented discussion about language use, cultural identity and effective communication in an increasingly interconnected world to conclude our study.

We start with the similarities, going back to our literature review and corroborating common findings from experts from different languages. If possible, we support those findings with our own findings and examples in this study. We continue with the differences found in borrowings and other influences of English from one language to another. We again compare findings from our literature research as well as those from our study.

We present a synthesis here of the most interesting findings regarding the presence of anglicism, in line with what results from our study.

- The motivation or factors that drive the use of borrowings in online advertising discourse lie in new things, including cultural borrowings, that arrive in or are taken up by the Romanian, French or Spanish language and culture. Resorting to anglicisms or their

original models to name things is a common strategy in all of these languages because they lack pre-existing lexical equivalents or enough time and resources to create thousands of native neologisms. From *vlogger* and *steward* in Romanian to *camping* and *pique-nique* in French to *podcast* and *startups* in Spanish, anglicisms are a tool through which advertising can present and introduce new and foreign terms into ads.

- Advertising is a context that promotes strategies for using anglicisms to name and describe brands, products and services. From *Blue Air* and *Vola Trip Protect*, in Romanian, to *Only Lyon* and *Accor Live Limitless*, in French, to *Hotelbreak* and *Tarifa Excellence*, in Spanish, the affinity for names in English in order to identify and describe companies and their products is a natural way for anglicisms to enter online advertising discourse.
- The use of anglicisms in slogans and headlines attracts attention with their foreign appearance, the prestige of the English language, and familiarity with words and expressions recognized in the *lingua franca*. Examples such as *The sky is the limit* in Romanian, *A new way of flying* in French, and *Love is in the air* in Spanish show how airlines take advantage of impactful slogans and headlines to implement appealing but simple phraseological anglicisms.
- Advertising discourse illustrates the influence of the American language and culture in the three societies targeted: Romanian, French and Spanish. We see the incorporation of American culture into Travel and Tourism markets and advertisements in the three countries, resulting in texts containing anglicisms such as *brunch*, *sandwich*, *VIP*, *Valentine's Day*, *Halloween*, and *XL*.
- We note a significant influence of the American advertising and Travel and Tourism industries on the language used in advertising in Romania, France and Spain in the field of Travel and Tourism. *Black Friday*, *city break*, *flash sale*, *last minute*, *premium*, *ticket*, *snack*, *resort*, *trek*, *upgrade*, and *low cost* are just some of the examples of terms borrowed in all three languages.

- Many anglicisms enter online advertising discourse due to the interdiscursiveness between advertising, the Travel and Tourism sector, and other fields. Other equally specialized discourses overlap with Travel and Tourism advertising with their own sets of anglicisms. Internet technologies, business, and the world of work, sports, and other discourses naturally intersect with advertising texts and, therefore, introduce anglicisms into them; we find examples such as *wifi*, *web*, *email*, *like*, *love*, *playlist*, *business*, *marketing*, *manager*, *fotbal/football/fútbol*, *tenis/tennis*, and *club*.
- Institutional initiatives and actions of resistance against the spread of anglicisms in Romanian, French, and Spanish, respectively, have emerged to varying degrees, but none have had significant success in limiting the use of unadapted anglicisms in the advertising discourse or pragmatic use of those languages. Anglicisms are ubiquitous in our corpora, and there is no significant difference in their diffusion in French compared to Romanian or Spanish, despite the fact that language legislation against them in France has been strongly in place over the years.

Surprisingly, in terms of the number and complexity of English-language borrowings used in Romanian, French, and Spanish advertising discourse, we did not notice many significant differences like we thought we would, given what our research suggested. It is striking, to some extent, and taking into account the degree of knowledge of English (quite advanced) among the Romanian population, that a greater variety of anglicisms has not penetrated the advertising discourse of the Travel and Tourism sector, as anglicisms regularly enter the informal register of interpersonal communication in Romania. However, only certain rather elementary words and phrases seem to penetrate the advertising discourse in Romanian as well as French and Spanish.

While there are similarities in the degree of penetration, types of terms, and roles of anglicisms in the three languages concerned, we did discover some more unexpected differences between them. For example, we have identified the following peculiarities of anglicisms in Romanian, French and Spanish as follows:

Romanian corpus

- Compared to French and Spanish, in Romanian advertising discourse in the online environment there was much less diversity in the case of anglicisms of proper names or toponyms, as well as less interdiscursiveness with sports.
- Anglicisms seem to be more assimilated in Romanian due to the tendency to borrow only root words, generally nouns, and integrate them into native linguistic structures, such as declension, inflection, and one of the categories of verbs (-a, -ea, -e, -i).
- Online advertising texts in Romanian show signs of anglicization or semi-anglicization in the Travel and Tourism sector.

#### French corpus

- French is the original source (at least of the three languages studied) of the principal models for forming false anglicisms. In addition, it was the intermediary language through which Romanian and Spanish borrowed other anglicisms in the past. Thus, the inheritance of the influence of French on Romanian and Spanish had an important role in the process of penetration of Anglicisms in these languages, either as a model for certain derivatives of Anglicisms (by truncation, ellipsis, use of the English suffix -ing), or as an intermediate language for the adoption of terms (rom. *weekend, wagon*; spa. *smoking/esmoquin, rallye*).
- The creation of false anglicisms in French persists in the current era, even though it is often criticized for its incorrect or incongruous use of terminology and the English language. We propose the alternative term “neo-anglicisms” to reflect the innovative approach in the process of adapting these anglicisms, as well as the awareness of their lack of synchrony or adequacy with English.
- The presence of advertisements belonging to foreign companies was more evident in the case of French texts than in the case of Romanian and Spanish texts. Our observations show that international companies are more active in the French advertising market than in Romania or Spain, so anglicisms, as part of brand names, products, and external (non-French) slogans, are more likely to enter French advertising discourse than they are to enter advertising in Romanian or Spanish.

#### Spanish corpus

- Spanish companies demonstrate a trend toward hybrid anglicism names.



- Spanish is the only language in which there seems to be social resistance against anglicisms, especially unadapted ones, but perhaps even against anglicisms altogether. Following careful examination of our Spanish corpus, we noticed and highlighted, in particular, a common tendency for the calquing of anglicisms, compared to Romanian and French. For example, the English verb “to like” in social network usage is borrowed in Spanish with *gustar* (*me gusta, te gusta, etc.*), compared to Romanian with *a da like*, and French with *liker*. Another sign of this “popular purism” movement is the continuing tendency to invent false anglicisms and pseudo-anglicisms. They appear to be a way of personalizing English words according to Spanish linguistic and cultural preferences, as opposed to adopting anglicisms in faithful English forms and uses. This approach seems to have been inspired by false anglicisms in French, although the motivation may be of a different nature.

As a means of mass communication, online advertising has served us as a way to verify the implementation and effectiveness of anglicisms in a broader social context. Sociocultural and technological changes are making the field of text and discourse, communication and language more dynamic (Maingueneau 2014:38).

The analysis of this discourse demonstrates how the use of anglicisms in three languages can be examined within the framework of the effects of discursivity, intertextuality, receptiveness, social relations, and linguistic norms. It also highlights the dynamic nature of language and the complex sociocultural dimensions involved in the process of incorporating loanwords into a language.

The breadth of the presence of anglicisms, together with their several demonstrated applications, synthesizes and captures a certain diversity and usefulness of this sociolinguistic tool. In addition, it reflects the adaptability and flexibility of the target languages (Romanian, French and Spanish) as they evolve to incorporate foreign terms. Anglicisms and other linguistic borrowings are one way advertising discourse explores new methods of communication and grabbing attention. Another complementary way is to expand interactive spaces between interlocutors (Maingueneau 2014: 4), that is, the mixing and overlapping of communicative genres, such as advertising, in relation to others, such as conversation, interviewing, or entertainment (Maingueneau 2014: 37).

We reiterate the idea that times have changed with technological advances provided by the Internet. For this reason, Anglo-American language and culture can nowadays cross geographical boundaries and have a direct influence on European languages and cultures. Thanks to Internet technologies, most Europeans, regardless of their level of education or social status, can regularly come into contact with English through online media.

Also, the modern context regarding the dominance of English in European educational systems has allowed English to be, today, a widely studied and applied language. Given the usage of English, and consolidation of bilingualism, anglicisms will present themselves more and more frequently in Romanian, French, and Spanish.

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