

## **Introduction**

This book has two main objectives: descriptive and applicative. On the one hand, it presents the analysis, from a lexical and semantic perspective, of a particular aspect of the vocabulary dynamics of Romanian: the position and the role of English in the online communication between young people. On the other hand, it presents Anglicisms from an applicative perspective. The influence of English on Romanian language has been the object of numerous studies, mainly from a descriptive perspective. Since English can be seen as a bridge between culture and communication, the author of this book considers that Anglicisms could play an important role in the process of second language acquisition. Descriptive elements regarding the structure of the current Romanian vocabulary are explored to illustrate the way in which English loanwords could be exploited as a facilitator in the teaching of English as a second language. The title of the book engages two major fields: Anglicisms and online communication. For a better comprehension of their theoretical and practical implications, the topic is approached from an interdisciplinary perspective.

Globalisation, technological advances and foreign cultural models have had a significant impact on how younger generations communicate nowadays, especially when using online communication systems. Present-day Romanian appears to be increasingly influenced by the encroachment of English into the current lexicon. On the one hand, we are currently living in a *global society* in which English is the language of global communication,

particularly in the cyber space. On the other hand, technological advances developed new means of communication, which imply new forms of interaction. As far as online communication is concerned, this is facing constant changes since new genres are developed. Apart from these developments, English became *Lingua Franca* and is frequently used in internet communication. Since English usage has spread widely in various fields, English loanwords constitute a linguistic and socio-cultural phenomenon.

Based on the various forms of online interaction provided by communication technology, we can refer to a society of *digital residents* (people who were born before the widespread adoption of digital technology) and *digital natives* (people who were born during the digital age), (Prensky 2001: 1, 2). That is to say those who witnessed the evolution of telecommunication and those who were born when the mobile phone was created. Since *digital natives* are multimedia oriented, they seem to prefer multi-tasking and instant communication on the wide range of social media networks available, through *a new type of language*. This does not follow a standard pattern and involves new forms of both spoken and written interaction. Therefore, it can be asserted that digital technology has been continuously creating a new space where language innovations for inter-human communication appear every second. The evolution of this phenomenon can be regarded as a relevant and interesting object of study in the fields of linguistics, psycho-sociology and communication. As Dossou and Klein (2012: 8) put it, “any type of message is perceived and interpreted and barriers in the communication process occur on the basis of the cultural and personal differences of the two interlocutors in perceiving and interpreting the message and in the aspect of the message”.

Elements of current general theories on globalization and technological advances are presented in Chapter 1 as influential factors in the electronic discourse. The English language has become the main means of communication between certain age and social groups of different nationalities. Moreover, individuals’ need for

socializing and for interaction implies the use of modern communication systems and of a specific language, which deliberately ignores linguistic norms. This is the result of one's desire to become distinctive, independent and non-conventional. Since globalisation brings nations together, it is necessary to consider certain aspects regarding cultural interference. Cultural identity plays an important role in intercultural communication and it directly links culture and communication. Cultural interference can be influenced by numerous factors (social, economic, political, etc.), which are continuously developing and which determine a new cultural identity. Chapter 2 describes the aspects which determine the redefinition of the cultural identity as a result of interpersonal contacts and the main factors which favour the interference of some elements of English culture in the Romanian culture.

In order to support the analysis, the following chapter (Chapter 3) presents examples of Anglicisms used in various widely spoken languages. Chapter 4 contains general theoretical aspects regarding the classification of Anglicisms and their usage, role and distribution in Romanian. These are used as an introductory part for the main section of the book, which aims to analyse the role and the functions of Anglicisms in the Romanian youth communication (Chapter 5). This chapter is structured in seven sections that illustrate and discuss examples from various online sources in which English loanwords are frequently used by young people, as follows: online fashion publications, websites of interior design companies, websites of branding agencies, Vlogs, Podcasts, Youtube videos and various websites, and social media networks. The analysis focuses on *necessary* and *luxury* Anglicisms, which are frequently used in Romanian online communication: *assimilated* and *non-assimilated* loans, stylistic borrowings, new semantic meanings and their text distribution (as isolated words and/or in various word combinations). The purpose of the analysis is exploratory, which leads to a qualitative analysis of the data. The aim is to identify the influential factors of this linguistic phenomenon, the linguistic forms

and the communicative functions of the English loans, and to present potential quantitative evaluations of the corpus.

The fact that English prevails as a communication tool and that it has become a requirement for performing a great number of activities in various fields leads us to consider Anglicisms from an applicative perspective. Since Romanian youth are constantly exposed to the use of English loans, this could be viewed as an advantage in second language acquisition, and English loanwords could be used as authentic material in English language teaching. An account of general theoretical aspects is given regarding the acquisition of English as a second language, which results from adopting an intercultural perspective (Chapter 6). Furthermore, Chapter 7 presents a number of new teaching methods and approaches, aimed to prepare students for the modern labour world and for the multicultural future, which requires technological, social and communicational skills that enable group cooperation and collaboration as well as linguistic and intercultural competencies. Chapter 8 presents a number of proposed teaching activities in which largely known Anglicisms are used as an important anchor when teaching English as a second language, either face-to-face or online. Chapter 9 contains a synthesis of the main results of the research. The bibliography is followed by a list of the Anglicisms analysed in the corpus.