



THE USE OF LOANWORDS IN THE TEXTILE AND FOOTWEAR INDUSTRY

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Abstract: *This paper focuses on the words borrowed from English, French, Italian, Turkish, Slavic and other languages used in the textile, fashion and footwear industry. We are well aware of the fact that after the Second World War, globalization spread the English language, thus influencing more and more the language of technology, science and commerce and last but not least fashion and textile industry. With some of these words we are already so used that we do not even think to consider their origin, we take them as our own words. In the present paper we will try to clarify some of these aspects, i.e. their origin and how they were introduced into Romanian language, how popular or unpopular they are and how relevant they are for our day-to-day vocabulary. The idea of globalisation is that, with time, there will be a progressive integration of national economies which will eventually lead to a single global market, the same being true of words taken from different languages and being integrated into our own language. The fact is that the technical vocabulary of the world nowadays tends to become global – so, more and more English lexical items achieve incontestably international status and our language makes no exception, especially among young people.*

Key words: *loanwords, globalisation, fashion, textile and footwear borrowings*

1. INTRODUCTION

The role of a language is, in many ways, similar to that of money. Just like money, which helps people to sell their ware and get the goods they need for daily existence, a common language enables people to get things (objects, information, help), to convey and exchange ideas, etc.[1]

The economic and political power of Britain and the United States in the last two centuries has enabled the English language to take on a dominating role in today's world. Its global use in fields such as publishing, science, technology, commerce, diplomacy, air-traffic control and popular music makes it necessary to define it as a WORLD LANGUAGE.

Economic as well as cultural goods are being exchanged along with the current process of globalisation. This implies that not only the economy (i.e. production, transportation, trade), but also cultural products such as art, music, fashion, lifestyle, communication (World Wide Web) and language are being globalised. The globalisation process is thus taking place on various levels. In this paper, however, the issue of language is the main aspect of interest.

In the years after the fall of the communist regime in 1989, when Romania opened to the West, the influence of English on the Romanian language rose to an unprecedented level. Nowadays, English words can be found in all Romanian newspapers and journals, can be heard on any Romanian TV channel.[2]

Languages use different internal or external means to create those lexical units (with different degrees of specialization) in order to adapt themselves to those specific nonlinguistic circumstances, as well as to satisfy the users' needs to account for them in linguistic and meaningful terms. Accordingly, languages may either build new forms from old ones by resorting to internal means, that is, to the so-

called word-formation or morphological processes, or also they may borrow words or terms from other (foreign) languages.

In the *Article on Linguistics* from Encyclopædia Britannica [3] it is stated that languages borrow words freely from one another, a process that usually takes place when some new object or institution is developed for which the borrowing language has no word of its own.

2. WHAT ARE LOANWORDS?

A **loanword** (or **loan word** or **loan-word**) from the German *Lehnwort* [4] is a word borrowed from a donor language and incorporated into a recipient language without translation. It is distinguished from a calque, or *loan translation*, where a *meaning* or *idiom* from another language is translated into existing words or roots of the host language.[5] *Calques* are different as they do not refer to lexical borrowings but to the borrowing of translations.

Young people find loan words *cool*, in a way that the other generation does not. Many social domains are now actively introducing and using English words, for example in advertising where the use of English lexicons can help to sell goods. [6]

Romanian language has taken over a great number of words from English. These *borrowed words* or *loanwords* have nevertheless become a permanent part of Romanian. Most of them have been modified to bring them into line with the phonological rules of Romanian, and as such they can help a non-native English speaking Romanian or they can, on the contrary, confuse him.

Lexical borrowings or loanwords are a necessity of a language to cover a notion or concept that did not exist before and the Romanian language cannot create a correspondent to cover that meaning. Sometimes a borrowing may never become nativized and occasionally the loan word will actually affect the borrowing language itself. Researchers measured the degree of a loan word's integration into the language by frequency of use, native synonymy replacement (i.e., existing words in the Language 1 will be replaced by the new loan words with similar meanings), morphophonemic/syntactic integration (adapting to the sound and grammar systems of the Language 1), and speaker acceptability.

3. LOANWORDS IN ROMANIAN

The process by which a foreign word becomes a loan word is gradual. True loan words are typically regarded as phonologically, morphologically, and grammatically integrated into the host language. We can recognize two levels of borrowing: 'pure' borrowing, where the word retains all its native features, and 'adjusted' borrowing, where the word adapts to the structural criteria of the host language. Different linguists, like Bloomfield[7] and Olmsted[8], distinguish between three levels of linguistic integration: words used but retaining foreign phonology, words partially integrated into the borrowing language, and words fully integrated and indistinguishable.

Many of the words in the fashion and textile field come directly from Romance languages, especially from French but also from Italian, Spanish and Portuguese. From French we have acquired terms related to sophistication such as *chic*, *haute couture* ('higher tailoring'), *prêt-à-porter*, *boutique*, and *élégante*; style such as *lavalier* ('any of various items of women's clothing in styles associated with the reign of Louis XIV of France or a pendent necklace'); design, such as *mannequin* and *modiste*; types of fabric or cloth, such as *batiste* ('a fine light cotton or linen fabric like cambric'), *broche* ('material, especially silk woven with a pattern on the surface'), *chiffon*, *crochet*, *denim*, *marocain* ('a crepe fabric of silk or wool or both'), *satén*, *voile*; elements related to footwear, such as *chaussure* or *sabot*; garments such as *décolleté / décolletage* ('a woman's dress, blouse, etc., signifying that it has a low-cut neckline, revealing the cleavage and often the shoulders as well'), *negligee*, *chemise*, *chemisette*, *gilet* ('a light often padded waist-coat, usually worn for warmth by women'), *lingerie*, *mask* ('a covering for the face, worn either as a disguise or for protection'), and *salopette* ('trousers with a high waist and shoulder-straps, worn especially as a skiing garment and as a Frenchman's overalls').

From Spanish there are few terms, for example words for different types of garments, such as *bolero* ('a woman's short open jacket, with or without sleeves'). We will only highlight here one of the borrowings from Arabic language related to types of fabric. Thus, the widespread term *mohair*, that is, a fabric in imitation of the true mohair ('a kind of fine camlet made from the hair of the Angora goat') which is made of a mixture of wool and cotton, is also said to be ultimately adopted from Arabic. Although borrowed directly from Turkish, this is a Persian term, *macramé* (a fringe, trimming, or lace of knotted thread or cord; knotted-work; the art of making this).

But the most part of words in our study are of English origin:

babydoll/baby-doll (babydoll style with the laced corsage, adorned with a lace ribbon); *black tie* (1. black bowtie usually worn with a tuxedo. 2. men's evening outfit); *body* (a piece of clothing the *body* is similar to a tight bathing suit, made of an elastic fabric which shows off the figure); *jeans/bluejeans* - the blue fabric was original from Nîmes, France, being called *denim* (nowadays the name was borrowed by a famous cologne for men). This blue fabric became the material used to make the trousers of cowboys, firemen and sailors from Genoa (the French name of the town is Gênes, this being the etymon of the word *jeans*)[9]; *jumpsuit (jump suit* 1. a coverall worn by parachutists for jumping, 2. a one-piece garment consisting of a blouse or shirt with attached trousers or shorts[10]; *little black dress* (which can also be found abbreviated *LBD* – a short dress in black colour)[10]; *leggings (legging* 1. tight-fitting stretch trousers, typically worn by women or girls 2. strong protective overgarments for the legs[10]; *clutch* (a special type of handbag); *smoching (smoking, to smoke* “a fuma”): Etymologically the term *smoching* comes from the gesture of smoking, the reference being made to that moment when gentlemen used to retire quietly, enjoying a brandy and a cigar in one of the corners of their club; *T-shirt* (a shirt that has short sleeves and no collar and that is usually made of cotton)[11]; *top* (a piece of clothing, the top designates the upper part of an outfit, a garment worn on the upper half of the body); *trench coat/trenchcoat* (1. trench coat a waterproof overcoat with a removable lining designed for wear in trenches, 2. a usually double-breasted raincoat with deep pockets, wide belt, and often straps on the shoulders)[11]; *tuxedo* “(the short form for tuxedo coat, named after the exclusivist club Tuxedo Park in New York”): To explain this term, The Webster Dictionary makes reference to the term *dinner jacket (dinner* “cina”; *jacket* “jacheta, haina”): “1. coat worn by a man to an important event. 2. outfit worn by a man to such an event, including a coat, dark colored trousers, with satin or grosgrain facings on the jacket's lapels and buttons and a similar stripe along the outseam of the trousers, a bow tie and, in most cases, a girdle”; *trening (training-* in fashion terminology *trening* refers to sports suits); *catwalk* (A compound (*cat* “pisica”; *walk* “a merge”), the term is a metaphor, the models defiling on the catwalk being performed in a slow tempo, displaying large movements which are meant to draw the attention; *dress code* (“cod vestimentar”- at present, most official events impose a certain dress code, this appearing written on the invitation.); *dressing* (1. the closet is an element of furniture found in any home, 2. The term also entered the domain of gastronomy meaning a cold sauce based on vinegrette or mayonaise used for salads; *fashion* (1. a popular way of dressing during a particular time or among a particular group of people, 2. the business of creating and selling clothes in new styles, 3. fashions: clothes that are popular); *fashionist(a)* (a native word made up by adding the suffix *-ist(a)*); *skinny* (the term refers to a type of jeans similar to leggings, being tight on thighs); *trend* (the term refers to the fashionable articles of clothing at a certain moment in time); *trendy* (1. currently popular or fashionable liking or tending to like whatever is currently popular or fashionable, 2. influenced by trends; *trendsetter* (someone who starts a new fashion, style, etc., or helps to make it popular);

There are also some borrowed words from the footwear industry from Turkish: *pingea* (<Tk. *pence* – piece of sole used to replace the fore part of the used soles; *târlici* (<Tk. *terlik* - soft, heelless indoor slippers made of cloth or wool).

From French we also borrowed terms such as: *espadrilă* (<Fr. *espadrille* – light footwear made of cloth with a sole made of string or a special material); *botină* (<Fr. *botine* – elegant shoe worn by women and children); *galoş* (<Fr. *galoche* – rubber footwear worn over shoes to protect them against dampness or mud); *sanda* (<Fr. *sandale* – summer light footwear made on plastic, leather or cloth with minimal uppers); *mocassin* (<Fr. *mocassin* – very soft and comfortable footwear with a flat sole and no laces); *şoşon* (<Fr. *chausson, sabot* – winter footwear worn over the shoes, *sabot* – footwear carved out of a piece of wood or made of a wooden sole and thick leather uppers).

There are some terms from Slavic: *opincă* (<Sl. *footwear* – peasant footwear made of rectangular piece of leather or rubber, tight around the foot with leather lacings). From Hungarian we borrowed: *bocanc* (<Hun. *bakancs*- strong military or sport boot made of leather with a thick sole); *cizmă* (<Hun. *csizma* – leather, rubber footwear with a top as high or over the knee). From Italian language in the footwear terminology we have: *ghetaă* (<It. *ghetta* – footwear made of leather or synthetic materials imitating leather, covering the ankle); *scarp* (<It. *scarpa* – dancing shoe, slipper, indoor shoe); *stilletto* (<It. *stiletto* – a spike heel shoe).

From German language there are some loanwords: *șlap* (<Germ. *Schlappe* – flat beach slipper); *cioci* (<Germ. *Socken* – white woolen knee-high socks worn inside the sandals by peasants); *pantof* (<Germ. *Pantofell* – outdoor footwear made of leather, synthetic material or cloth, covering the foot up to the ankle).

From English language we have some borrowed words that have entered into our vocabulary recently: *sneakersi* (<Eng. sneaker – light shoes usually made of textile, having a sole made of rubber); *loafersi* (<Eng. loafer – comfortable footwear similar to moccasins); *peep-toe* (<Eng. *peep+toe* – open toe shoes or sandals); *flip-flops* (<Eng. *flip-flop(s)* – flat sole footwear with a Y-shape strap between the big toe and the second toe); *șlapi* (<Eng. *slipper* – light comfortable footwear, slippers).

Regarding spelling we can notice there are:

- integrated anglicisms: *jeansi/blugi*, *legginsi*, *smoching*, *trenci/trencicot*, *trening*.
- non-integrated anglicisms: *babydoll*, *black tie*, *white tie*, *body*, *jeans*, *jumpsuit*, *little black dress*, *T-shirt*, *trench coat*, etc.

Most registered terms are not integrated phonetically and morphologically into the structure of the Romanian language, not being mentioned in Romanian lexicographical literature. The different orthographic systems of the two languages (phonetic spelling for Romanian and etymological spelling for English) pose the greatest problems.

Fashion anglicisms are divided into necessary and luxury Anglicisms, the terms having in view various categories encompassed by the domain of fashion: fashion styles, articles of clothing, prints, accessories. Most registered terms are not integrated within the system of Romanian, either phonetically or morphologically, their spelling causing great difficulties.

3. CONCLUSIONS

One of the most outstanding features of Modern Romanian is its large and varied vocabulary. Romanian has borrowed many words from so many other languages and made them its own. The English elements, like other foreign elements entering Romanian, are adopted and adapted to the Romanian language system, with little or no resistance. One thing is certain the borrowing of English elements does not alter the Romance character of the Romanian language.

We must keep in mind that the native Romanian speaker has been getting information from all over especially the World Wide Web, information that is primarily in English - which is considered the dominant language of international business, economics and global communication -, thus behaving like a sponge and absorbing words, mostly the younger generation, fascinated by the freedom of expression.

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