

# ***Rochie mulată* and *Vestido bodycon*: Anglicisms in Romanian and Spanish Fashion Vocabulary**

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Universität Regensburg

67. StuTS in Bayreuth  
23 May 2020





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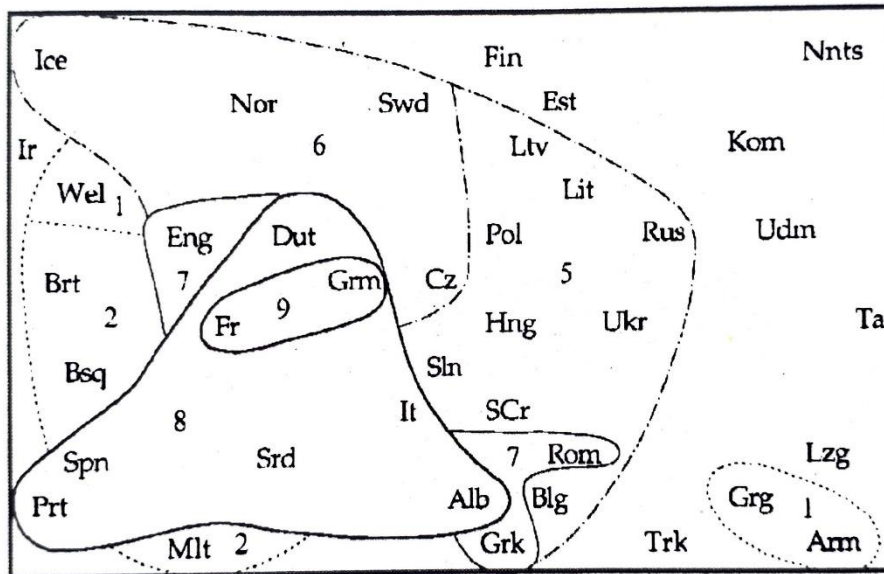


## Content

1. Europe as a linguistic area
2. Anglicisms and English in Europe
3. Anglicisms in fashion (RO and ES)
4. Study: Method, Examples, Results
5. Further questions and directions

## Europe as a linguistic area

Haspelmath 2001: 1505

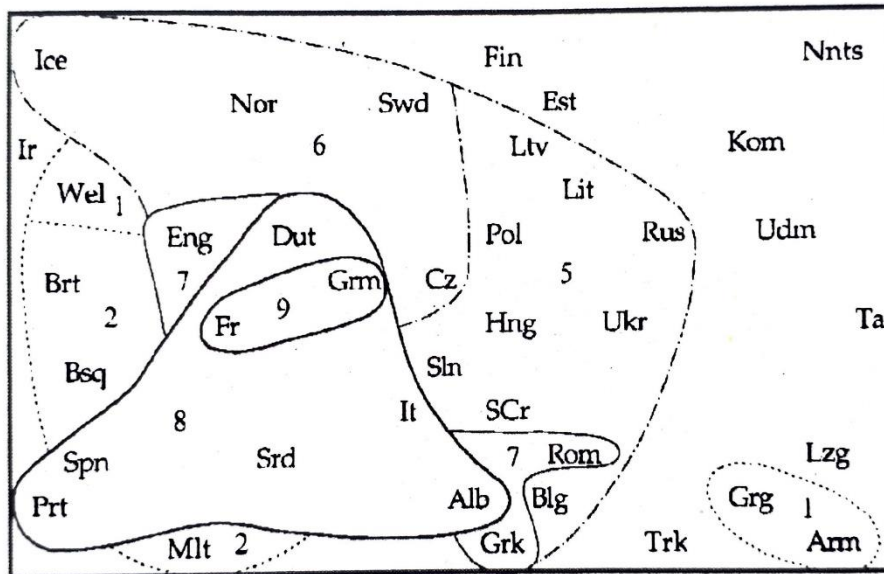


Map 107.13: A cluster map combining nine features

→ Morphosyntactic similarities across European languages

## Europe as a linguistic area

Haspelmath 2001: 1505



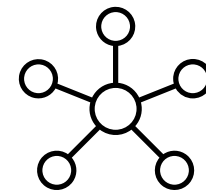
Map 107.13: A cluster map combining nine features

→ Morphosyntactic similarities across European languages

Keipert 2010

„Die lexikalischen Europäismen auf lateinisch-griechischer Grundlage“

- Includes lexis
- Today: Europeisms on the basis of English??



**“An anglicism is a word or idiom that is...**

- 1. recognizably English in its form (spelling, pronunciation, morphology, or at least one of the three),**
- 2. but is accepted as an item in the vocabulary of the receptor language.”**

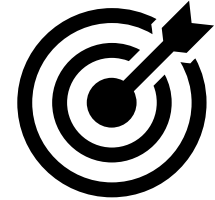


Görlach 2003: 1

## English in Europe

- **French** and **German** absorb and spread Anglicisms (19<sup>th</sup> c.)
- Sports, **clothing**, technology
- Influences from **BrE** and **AmE**
- **Prestigious** lingua franca
- Taught in schools
- Different handling of the English influence depending on (language) policy
- **Prognosis:** Even more Anglicisms in the future; influence also outside the lexical level

Görlach 2002: 3ff.



## Why fashion vocabulary is relevant\*

“The following 40 words were obviously accepted as forming part of the **core lexis** in all five languages:

older words: *banjo, bar, bermuda(s), bestseller, blazer, bluff, boogie-woogie, boomerang, bowling, boxer, brandy, bulldozer, bungalow, bunker, callgirl, camping, charleston, charter, clown, club, cocker spaniel, cockpit, cocktail, comeback, corned beef, cowboy, country, cricket*

modern words: *after-shave, babysitter, baseball, basketball, (blue)jeans, blues, body-building, chips, compact disc, container, cornflakes.”*

Görlach 2003: 21

\* Anglicisms in German, French, Dutch, Frisian, Portuguese were examined



## Anglicisms in RO and ES in the field of fashion

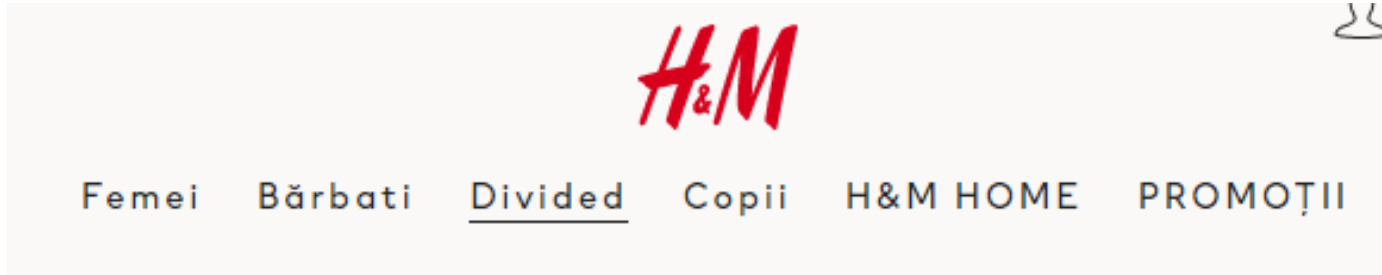
### ES

- Borrowings from the field of textile production already in 19<sup>th</sup> century  
(González 2002: 129)
- Influence from BrE and AmE, e.g. first *jersey*, then *sweater / suéter*  
(González 2002: 130)



### RO

- Influence of English only from the second half of the 19<sup>th</sup> century  
(geographical distance)  
(Constantinescu et al. 2002: 170)
- Fashion terms as an important category of anglicisms; e.g. *blugi*, *nailon*, *șorț*  
(Chițoran 1986: 292)



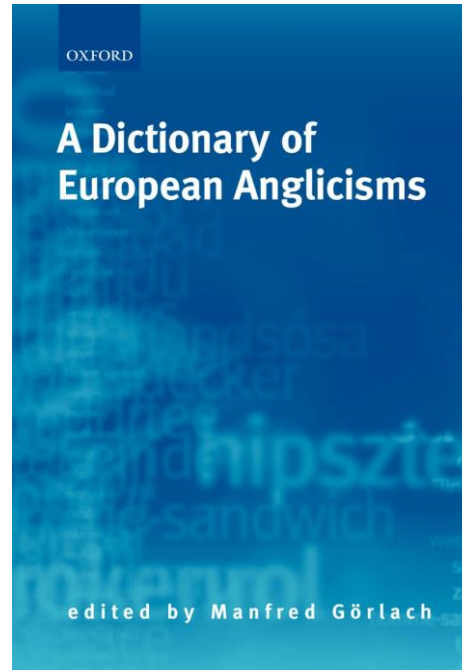
Analysis

<b>H&amp;M RO</b>	<b>113</b> items
<b>H&amp;M ES</b>	
<b>H&amp;M GB</b>	

Accessed: 20 Dec. 2019



751214002	Rochie mulată strălucitoare		<a href="#">Vestido bodycon brillante</a>			<a href="#">Shimmering bodycon dress</a>		
Rochie	mulat-ă	strălucito-a-re	Vestido	bodycon	brillante			
dress	skintight-SG.F.	shiny-SG.F.	dress	skintight	brilliant			



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Rochie mulată cu ținte

[Vestido ajustado con remaches](#)[Bodycon dress with studs](#)

Rochie mulat-ă cu țint-e

Vestido ajustad-o con remache-s

dress skintight-SG.F. with nail-PL

dress tight-SG.M. with stud-PL

## Anglicisms occur significantly more frequently in ES than in RO

( $p < 0.01$ )

Engl. Etymon	Realization in RO	Number	Realization in ES	Number
jacket	jachetă	6	chaqueta	6
cut-out	-	0	cut-out	1
utility	-	0	utility	1
top	top	6	top	14
dress	dresuri 'Strumpfhose'	1	-	0
High Waist	High Waist	1	High Waist	1
jersey	jerseu	6	-	0
body / body suit	body	3	body	7
smoking* < smoking jacket	-	0	esmoquin	1
bodycon < body conscious	-	0	bodycon	4
overall	-	0	mono	4
platform	platformă	2	plataforma	2
pack	-	0	pack	4
ear cuff	-	0	ear cuffs	1
Super Skinny Jeans	Super Skinny Jeans	1	Super Skinny Jeans	1
scrunchy	-	0	scrunchies	1
<b>Total</b>		<b>26</b>		<b>48</b>

## Further questions and directions

- Which Anglicisms may have been "overlooked"?
- Are there "groups" of Anglicisms?
- Role of French?
- How can "irregularities" be explained?
- Translation criteria and direction?  
Original language?



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