Abstract

In this paper we present an analysis of the Romanian e-commerce terminology, taking into consideration that the English language has had a major role in the linguistic globalization of the specialized languages. Therefore, e-commerce does not make an exception because its terminology is used worldwide and, concerning the Romanian e-commerce terms, we distinguished both the use of partial loan translations and full loan translations which make up fixed collocations, as special means of expressing the e-commerce terminology in Romanian. Furthermore, members of The Panlatin Network of Terminology have collaborated and made glossaries for various specialized languages. We gave examples of terms from The Panlatin Glossary of e-commerce, underlining that their conceptual equivalence is expressed in many ways, both in Italian and Romanian. This aspect leads to synonymy, because a “terme vedette” was not enforced.

Keywords: e-commerce terminology, loan translation, fixed collocations, concept, conceptual equivalence

1. Trends in terminology

Cabré (1999: 12-14), speaks about three trends in terminology in her book, mentioning Auger’s approach, too:
   a. terminology directed to linguistics (the linguistic-terminological trend),
   b. terminology directed to translation (the translation trend)
   c. terminology directed to linguistic planning (the standardisation trend).

The linguistic direction in terminology (Cabré, Depecker, Gaudin, Bejoint, Angela Bidu-Vrânceanu) deals with the expression and communication means and it is also interested in the connection between concept and term, taking into account the accuracy in the communication process. The results of this direction can lead to the standardisation of notions, in order to improve the scientific and technical communication.

The role of linguistics is also significant in the terminology directed to translation. In this respect, the great terminological multilingual data banks (Termium) point out that these materials are made by international multilingual bodies, that aim to find and establish terminological equivalences, to be used by translators.

**The pedagogic, economic, social and cultural importance of the terminologies had been growing, thus justifying the interdisciplinary approach and the greater interest in various specialized fields, beyond a certain scientific specialty. In this respect, one can speak about the progressive secularization of knowledge, even from this interdisciplinary**

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approach” (Angela Bidu-Vrânceanu 2000: 71). All graduates must accurately distinguish
the words of the common language from the words of the specialized language.
Sometimes, he can notice the lack of the standardized terms; in this case, he deals with a
technical language, characterized either by forms of expression spread only in the medium
of that society or dialects met in society to designate procedures, materials and operations
of the information technology. If this phenomenon is quite frequent, we witness a
”determinologisation” of the specialized language, which mainly concerns the connection
between the common language and the specialized one (Angela Bidu-Vrânceanu 2007:
15-17).

The standardisation trend, directed to the standardization of the terms, considers that
terminology is a subject which spreads the technical and scientific knowledge, according
to the terminological triangle (ibidem: 57), which enforces the terms by linking the names
to the definitions from a certain field. Last but not least, at this level, the establishment
of specific terms, is based on the linguistic descriptions from the linguistic and descriptive
direction in terminology. The typologic evaluation of various terminologies is made
according to several empirical, intuitive or rigorous criteria; their comparison and
differentiation is made according to a unitary framework, leading to the desideratum of
many specialists – the functional terminology, based on the operating of terms, as a result
of the connection in which the knowledge is structured and the way terms appear in

The e-commerce terminology was firstly expressed in English, the concept of e-commerce
being strictly linked to the rapid and efficient transations over the internet in our society,
addicted to consumption. Lately, the impact of English on Romanian has been
remarkable, because the number of English loans is quite impressive in different fields:
economy, information technology, e-commerce. Generally speaking, the English loans
have become known by the public at large, thanks to the written and spoken press, which
keeps the readers posted with the significant events from social and economic life at the
international and national level (see also Stoichiţoiu-Ichim 2006). “The English influence
is not a negative phenomenon in itself, there is nothing to concern about it, as it is not
more dangerous than other foreign influences” (M. Avram 1997: 9). Taking into account
the impact of Internet upon the Romanian society, we dare say that loans are necessary
and a great need for the Romanian e-commerce terminology. Furthermore, quite often the
English collocations are translated into Romanian, emphasizing the international and the
utilitarian feature of the e-commerce terminology.

2. Linguistic globalization through English loans

In the study ”Linguistic globalization and English addiction”, Cristina Călăraşu presents
the concepts which appeared in the linguistics of the latest decades of the 20th century:
the former refers to the English addiction, the latter refers to the linguistic globalization.
The author mentions that the English addiction represents the current tendency of
different languages to allow the English influence, especially in vocabulary. Therefore,
this influence acts as an over stratum element. The phenomenon becomes even more
interesting when it takes place between languages that are not genealogically kindred.
Taking into consideration that nowadays it includes a great number of languages, it has
the tendency of becoming international, pointing out a new dimension of the contact between languages”. On the other hand, the author mentions that “in linguistics, the globalization idea turned up as a direct sequel of the economic situation, so it mirrors a certain aspect of the connection between the society’s dynamics and the communication needs (…) the concept of linguistic globalization must be understood as a deliberate acceptance of common / unique means of communications in the international economic ties (…) From clear conjunctural reasons in the technical, scientific, social and economic development process, the English language was the only accepted language, as the language of globalization (…) it is obvious that the soaring development of the information technology, as well as of the financial, banking field was firstly registered in U.S.A., therefore registered in an English-speaking territory” (C. Călărașu 2003: 323-337).

Taking into account that in recent years the new type of commerce – e-commerce, has become popular in our country, we can say that the development of this field worldwide, justifies the presence of the necessary loans from English, and we also consider the concept of linguistic globalization as a common, deliberate means for the communication in the e-commerce field, in order to make electronic transactions successfully. Thus, in Romanian, some terms are English loans, without graphic or phonetic modification (E-PAYMENT, E-COMMERCE, E-AUCTION), but these terms adapt themselves to the Romanian language concerning their pronunciation and graphic form (E-COMERŢ, E-COMERŢ, E-LICITAŢIE). Furthermore, loan translation is often met in the Romanian e-commerce terminology, and we noticed both the presence of the partial and the full loan translation (ELECTRONIC COMMERCE – COMERŢ ELECTRONIC, ELECTRONIC CONSUMER – CONSUM ELECTRONIC, ONLINE ORDER – COMANDĂ ONLINE, ONLINE STORE – MAGAZIN ONLINE, ONLINE BOOKSTORE – LIBRĂRIE ONLINE, OPT-IN LIST - LISTĂ DE INCLUDERE etc.), and the phrasal loan translation (ELECTRONIC DATA INTERCHANGE – SCHIMB ELECTRONIC DE DATE, ELECTRONIC PAYMENT MECHANISM – MODALITATE ELECTRONICĂ DE PLATĂ, SECURED ONLINE PAYMENT – PLATĂ ELECTRONICĂ SECURIZATĂ etc.)

Because the e-commerce terminology is used worldwide, we take into account the unitary statute of the fixed collocations, which we verify through the interlingual correspondence: whether for a unitary unit at the conceptual and semantic level, there is an identical or a similar correspondent in another language. As for the Romanian e-commerce terminology, we noticed that it respects the English pattern for the e-commerce terminology. The English influence is also obvious when expressing e-commerce terms in Romanian, by adding the ONLINE component, which provides the e-commerce meaning, thus making up fixed collocations with this unique determinative (ONLINE) specific to the e-commerce field, such as: ONLINE STORE - MAGAZIN ONLINE, ONLINE OFFER - OFERTĂ ONLINE, ONLINE CATALOGUE - CATALOG ONLINE, ONLINE PAYMENT – PLATĂ ONLINE, ONLINE PRODUCT – PRODUS ONLINE, ONLINE CONSUMER – CONSUMATOR ONLINE).

3. Translation and conceptual equivalence
Lately, translation has become more and more important and, therefore, it is necessary for us to study the key-problems, such as the conceptual equivalence in the process of translating the e-commerce terms. We would like to bring back especially the studies of a few authors regarding the translation of terms and conceptual equivalence, taking into account their opinion: the conceptual correlation degree varies from one field to another. In other words, there are different degrees of equivalence for the equivalent term, in comparison to the basic term (Arntz and Picht 1989, Bertozzi 1999 and Koller 1995: 191-222):
- total equivalence: two concepts overlap completely;
- partial equivalence: two concepts have many characteristics together, but they do not overlap completely;
- non-equivalence: the equivalent term is semantically the closest to the main term, but there is not an overlap. In the last case, because there is not a conceptual equivalence and, therefore, there is not an equivalent term, we should limit ourselves to offer a translation for the term of the source language.

We took into consideration the achievements of Realiter, The Panlatin Network of Terminology, that reunite the institutions, the people and other representative bodies from the latin countries operating in the terminological area. The members of The Panlatin Network of Terminology elaborated many glossaries, such as: the emodynamics vocabulary, the artificial intelligence glossary, the panlatin glossary for the cultivation and the genetic improvement of plants, the vocabulary of bioethics, the panlatin vocabulary of e-commerce, the panlatin vocabulary of the economic marketing, etc (see more at http://www.realiter.net/spip.php?rubrique38).

Most of the times, there are many ways to describe the same concept, at the level of a language. For instance, the e-commerce concept supposes many ways to describe it in other languages: there are two ways to describe the e-commerce concept in Italian, whereas in Romanian, there are four ways to describe the concept. This aspect is controversial in specialized languages, because it leads to instances of synonymy in Romanian, owing to the lack of the ”termi vedette”, because it was not established and enforced by terminologists and e-commerce experts. We present several terms, whose concept is presented in many ways, both in Romanian and in Italian (see http://www.btb.gc.ca/btb.php?lang=eng&cont=r_408):

**e-commerce**
*ita* commercio elettronico (n.m.), e-commerce (n.m.)
*rom* comerţ electronic (s.n.), e-commerce (s.n.), comerţ online (s.n.), comerţ virtual (s.n.), e-comerţ (s.n.)

**add button**
*ita* pulsante aggiungi (n.m.)
*rom* butonul adaugă (s.n.), buton de adăugare (s.n.)

**advertising banner**
*ita* striscia pubblicitaria (n.f.), banner (n.m.)
*rom* banner de publicitate (s.n.), banner publicitar (s.n.)

**cost per click**
*ita* costo per click (n.m.), CPC (n.m.)
*rom* cost per clic (s.n.)
cyberstore
*ita* negozio virtuale (n.m.), cybernegozio (n.m.), negozio elettronico (n.m.)*
*rom* magazin virtual (s.n.), magazin online (s.n.), magazin electronic (s.n.), magazin web (s.n.), cibermagazin (s.n.), e-magazin (s.n.), magazin internet (s.n.)*
cyberwallet
*ita* borsellino elettronico (n.m.), portafoglio digitale/elettronico (n.m.)*
*rom* portofel digital (s.n.), portofel electronic (s.n.), portmoneu digital (s.n.)*
digicash
*ita* moneta elettronica (n.f.), moneta digitale (n.f.)*
*rom* bani digitali (s.m.pl.), bani online (s.m.pl.), bani electronici (s.m.pl.), monedă electronică (s.f.), numerar digital (s.n.)*
dot-com company
*ita* società commerciale (n.f.), azienda .com (n.f.), dot-com (n.f.), società punto-com (n.f.), azienda punto com (n.f.)*
*rom* firmă dot-com (s.f.), companie dot-com (s.f.), companie de tip «dot.com» (s.f.), dot.com (s.n.)*
e-shopping
*ita* fare acquisti in rete/ in linea/ online*
*rom* cumpărături electronice (s.f.pl.), cumpărături online (s.f.pl.), cumpărături pe Internet (s.f.pl.)*
m-commerce
*ita* acquisto via cellulare (n.m.), commercio via cellulare (n.m.)*
*rom* comerț electronic pe mobil (s.n.), m-commerce (s.n.)*
online auction
*ita* asta in rete/ in linea/ online (n.f.), asta su Internet (n.f.)*
*rom* licitație pe Internet (s.f.), licitație online (s.f.), licitație virtuală (s.f.), licitație electronică (s.f.), e-licitație (s.f.), e-auction (s.f.)*
online catalogue
*ita* catalogo in rete/ in linea/ online (n.m.)*
*rom* catalog online (s.n.), catalog electronic (s.n.)*

**Conclusions**

Many actions have been taken to facilitate the translators’ work and the communication between specialists: data banks, computer-assisted translations, norms of the standardization bodies. So, it is highly important for us to place the methodology of terminologic research at the heart of the researchers’ preoccupations, by collecting, using and spreading the data. The standardization activity creates a significant linguistic stock, which keeps up with the mobility of the subjects and the applied techniques, following the route of the words, the textual forms and the expression ways, either specialized or non-specialized.

The e-commerce vocabulary is monoreferential and constant, taking into account the accuracy and the precision of the specialized information. The impact of English upon the the expressing in Romanian of the e-commerce terminology consists of full, partial and phrasal loan translations, showing the dynamic aspect of Romanian for expressing the e-commerce terms. All in all, the translating and the terminologic activity focuses on a planning which cannot be understood without individualizing the consumers’ needs and
without evaluating the methods of online communication, taking into account that the creation of the e-commerce terminology in Romanian, through loan translations is a necessity, because it is part of the linguistic globalization.

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