

## THE TRANSITION OF THE ROMANIAN LANGUAGE IN THE JOURNALISM SPHERE. INACCURACY, SLIPPAGE AND NORM ADJUSTMENTS

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*Abstract:*The paper wants to emphasize how the Romanian language is used and taught at the 100th anniversary of Romania. The evolution of the language in these one hundred years is related to the development of the country, to the widening of spheres of education in newly introduced disciplines, to the development of the media, to the introduction of words from other languages and their transformation into common words, to the invention of new professions, to the introduction of new industries in our country, but also to the combination of Romanian education with those from other parts of the world. The entire mass media industry focuses, on a declarative level, on evolution and modernity, and at a specific level, within working spheres, on cliché development, promoting big language mistakes, supporting and developing a language that is not in line with academic standards. These issues, at the speech level, are happening due to the lack of a deep and correct education of journalists and due to misconceptions and inherited skills. We'll discuss about skews, moods, about the desire to look bigger than we are, not to show that we are actually small. We'll refer to the current reality of the Romanian language, bringing together examples, collected selections from the Romanian press of our times. We'll make the Romanian language the main character on the scene of the 100th anniversary of Romania.

*Keywords:* journalism, communication, Romanian language, mass-media, clichés

Both people and the language of a nation change as time passes. Most of the time, it is a natural process of growth and transformation, adapting to new realities. Globalization plays an important role in this transformation, as it comes with new words, new jobs, new functions and new ways to create media. Media has multiplied and differentiated, and it has been enriched by new techniques to promote message expression. The media channels have adopted broadcast formats from other countries and other continents and have tried to adapt them to the preferences of the Romanians. In this adaptation they brought new habits, new words, so as to innovate and surprise the audience.

Media channels live out of advertising, and audience growth is their main purpose, often at the expense of increasing quality. The same goes for advertising, where the rules of academic language are most often violated. The desire of all media channels is to reach the heights at all costs, and to this end, "televisions reflect without straining the aspirations of the Romanians. In a country that has lived for decades on the cartel, force demonstrations can only take place on the horizon of the food."<sup>1</sup> And in support of these statements, the author says: "1<sup>st</sup> of May is always a good opportunity for TV stations to revise the old obsession. [...] The great news they can tell at Pro TV news is that in a park from Bucharest the people can drown out of a sausage 64-meter long. In the notion of haute cuisine and fine dining, we get where we like: in the area of

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<sup>1</sup> Paraschivescu, Radu, *Two brooms talk*, Bucharest, Humanitas Publishing House, p. 10.

«the best him and the best her».”<sup>2</sup> The same news discusses, in fact, banal, profoundly popular issues, with the role of attracting and earning the least educated audience with the most free time. Such notions, which do not put the mind of the audience to work and do not have the capacity to help educate and cultivate, are completely disapproved and even ridiculed.

Of course, ProTv TV station is not the only one targeted by Radu Paraschivescu. In another notation, the author ironizes the TV station Realitatea (Reality TV), which he calls *Ireality*. The reason is the performance of a moderator who, according to Paraschivescu's monitoring, blames in front of the guests and the viewers. In some edition of the show, which discusses the Bookfest book fair and the Romanian literature, the presenter seems to have made great mistakes of speech, propagated false information and became ridiculous. Paraschivescu explains: "Things started badly from promotional videos, when the one who gave the voice of the text accentuated the word editor on the second syllable instead of the third. When you pronounce an editor, instead of editor, in preview of a show about books and publishers, you are already starting to talk about the rope in the house of the hangman. And when, as a developer, you say in the very first sentences of «twelve times more», the rope becomes halter.”<sup>3</sup>

Competition in television is as big as in other areas of activity, such as sales, sports, technology. Things are not exactly transparent, as would be required by journalists' professional ethics, and respect for the profession and the viewers is desirable. They are lied in different ways, such as the induction of subliminal messages in statements, in presentations, in questions, the transmission of truncated information, shooting in angles that do not correctly reflect reality. Everything is done to manipulate the audience, to get good results and to win advertising contracts.

At Romania TV, the show *Romania presents the report*, presented by the moderator Andreea Cretulescu, is announced this way: "We give the exact news! Fresh, accurate, objective, and documented information on the latest news." The exclamation mark actually accentuates the word we. Like they mean us, not the others, not others. Between this presentation and that of the *Synthesis of the Day* from the Antena3 TV show, "In the last ten years, just us told the truth," one can see fierce competition, which can even offend, which does not have respect for the profession and for the free choice of the viewer. This viewer's choice should be based on its preferences for the content presented, the quality of the message and its accuracy. All this is checked over time.

Paraschivescu observes all this and penalizes the conduct of these television channels: "*Romania presents the report* self consolation is just a fade near the radicalism of *Synthesis*, although both programs are offending, veiled or straight the competition.”<sup>4</sup> The explanation also comes: "The comparison between *Romania presents the report* and the *Synthesis of the Day* is not accidental, because the TV stations that house them look like very much alike. Three to four months ago, in the name of truth spelled out with holiness, the *Synthesis of the Day* presented a chain of lies and an embarrassing fabric, titled *How to Steal the Forests*. In return, *Romania presents the report* has a strange relationship with its own statement of intent. More precisely, it contradicts it. Without hesitation and without any remourse related to the professional consciousness of the moderator.”<sup>5</sup> Of course the plea continues, but the point of view was very clearly highlighted and demonstrates by the above statements.

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<sup>2</sup>*Ibidem*.

<sup>3</sup>*Ibidem*, p. 16-17.

<sup>4</sup>*Ibidem*, p. 33.

<sup>5</sup>*Ibidem*, p. 33-34.

It is worth mentioning blogs or citizens' journalism. Blogs are a form of interacting with the public, civil society, and sending any kind of message to the general public via the Internet. It is a constantly expanding form of communication used by many journalists who feel free to communicate with people without having to comply with internal rules or political restrictions. It is the way in which, in real-time, people can share their thoughts, free and can get answers to their own initiatives. Through blogs, revolutions have begun in recent years and, through them, people, ideas, books, places, forms of education, products, services, beliefs have been popularized. It even creates a language of bloggers, quite elevated and elegant.

Regarding the language used in the blogs, Tatiana Slama-Cazacu makes a few observations: "First of all, these words appear (mostly) in blogs (very rarely on TV, Radio, Press). They belong, indeed, to a style in any case not a formal one, but a style without violent language, no vulgarity, no triviality, a style of conversation between people who have relationships of familiarity, somewhat of friendship between which critical points change to some behaviors or people somewhat overthrown, ironically, but without expressing this kind of invective. Some epithets that turn some phrases into clichés (big stupidity) are revived, because, protesting with the shadow of rebellion, they hyperbolize what is no longer noticed as originally an augmentative."<sup>6</sup>

In the Romanian press, Romanian language mistakes are constantly made, and some of them are subject to doctoral theses, numerous articles in scientific volumes and even many TV parodies. There are old programs on both the radio and television that identify, analyze and ironize the mistakes of journalists. Journalists should be ambassadors of the Romanian language, those who know it and master it best, those who promote it and teach it further. Well, it's not like that. They misrepresent a lot and seriously, demonstrating that they do not master the grammatical rules, do not own the terms, and cannot be positive examples for viewers. For example, HomeTv TV station states: "Doina Lungu is the first student to write a bachelor thesis based on her own novel. The book is a detective and it's called a *Crime Symphony*."<sup>7</sup>

The examples may continue, and in this regard, we find in the *Cotidianul* newspaper a title that sounds like "IMF: We do not advise reversing the 25% wage cut in 2011," and in *Financial Newspaper* is titled "Federal Reserve Chairman, Ben Bernanke, presented, on Wednesday night, a new one-hundred dollars bill, which has many safety features through which US authorities are hoping to give a heavy blow to counter-buyers, the Wall Street Journal writes."<sup>8</sup>

In *La Măruță* TV show from ProTV, the moderator asks: "Costin, tell me, menly: did your wife beat you or not?" And the answer is "Basically not. I had a divergence and I struck myself." KanalD is not inferior: "The languages of the earth do not know so much love! But Marinela Nitu loves Miron Cozma differently in every language."<sup>9</sup> National newspaper writes "Mihaela Rădulescu has accomplished a quarter of a century from the revolution" and at B1TV, the reporter says "The driver lost control of the steering wheel because it was driving at excessive speed".<sup>10</sup>

<sup>6</sup> Slama-Cazacu, Tatiana, *Confusions, mistakes, nonsense and maliciousness in Romanian language, today*, Bucharest, Tritonic Publishing House, 2010, p. 37.

<sup>7</sup> Paraschivescu, Radu, *We speak, we don't think*, Bucharest, Editura Humanitas Publishing House, 2015, p. 55.

<sup>8</sup> *Ibidem*, p. 21.

<sup>9</sup> *Ibidem*, p. 66.

<sup>10</sup> *Ibidem*, p. 105, 106.

And we can continue the series of examples: "Osama bin Laden was killed by the US forces along with one of his sons and two other adults," said the American President, at Realitatea TV, "At only six years old, the little girl is five times fatter than it should", "Alcohol, responsible for 10% of cancers in men. Find out how much you have to drink to have no trouble", in the *Adevarul* newspaper.<sup>11</sup>

In the same register, with the misgivings between laughing or crying: "This decision was taken after repeated investigations, because it was close to losing sight," part of *Gazeta Sporturilor* news,<sup>12</sup> "And to Toni Grebla's all the presumption of innocence is being charged", at Realitatea TV, "The Clock of Revelation has only three minutes to sharp" at [www.mondonews.ro](http://www.mondonews.ro), "Drama for Klaus Iohannis! A close friend was found hanged. Grow your breasts and throw old bras", on [www.realitatea.ro](http://www.realitatea.ro).<sup>13</sup>

The National Audiovisual Council published in November 2016 a report on the monitoring of radio and TV stations in Romania, conducted by the Romanian Academy, on the use of the Romanian language and the gaps in it, in radio and TV programs. There were chosen 12 TV stations (TVR 1, TVR 2, Antena 1, Pro TV, Kanal D, Prima TV, National TV, Antena 3, Romania TV, B1 TV, Realitatea TV and DIGI 24) and two radio stations (Radio Romania Actualități and Europa FM), chosen by audience, by national coverage, by the weight of informative and debate programs and by assuming a cultural and educational role. According to the report "300 hours of monitoring was carried out, as in the previous stages, with first-class broadcasts, especially news and debates. Were monitored linguistically only verbal interventions and written messages (titles, crawls) for which the editors and co-workers of the respective posts assume responsibility. In rare cases where verbal sequences belonging to studio guests were noted, the errors reported gave rise to simple recommendations, without impact on the final evaluation of the job."<sup>14</sup>

Errors were analyzed at spelling, punctuation, morphology, syntax, semantics, stylistics. We have even analyzed the commercials or cartoons: "We have included in our monitoring (with a small number of hours) and advertising programs and allocated a few hours, experimentally, the monitoring of the Romanian language used in duplicating the cartoons."<sup>15</sup>

We will continue to exemplify the types of errors encountered in the contemporary Romanian press. Thus, at the level of spelling, we find mistakes generated by the lack of hyphen or its presence where it is not the case: "The incident occurred last night at the old people's home in Roman" (TVR 2, 3.XI) - right: last-night; "Deputy Chief Prosecutor" (Prima TV, 21.XI) - correct: Deputy- Chief Prosecutor; "Interview event" (Antena 3, 21.XI) - correct: interview-event; "Will bring lords to the key position" (Antena 3, 11.XI) - correct: key- position; "People demand the resignation of the South Korean president" (TVR 2, 12.XI) - right: southkorean; "I have no common sense" (Kanal D, 4.XI) - right: common-sense; "Record time" (Antena 1, 15.XI) - correct: record-time, "anti Trump music" (TVR 21, XI) - correct: anti-Trump; "First Prosecutor" (TVR 2, 14.XI) - right: First-Prosecutor.<sup>16</sup>

<sup>11</sup> *Ibidem*, p. 106, 107.

<sup>12</sup> *Ibidem*, p. 110.

<sup>13</sup> *Ibidem*, p. 117, 118.

<sup>14</sup> Romanian Academy, *The results of the monitoring of radio and television stations*, [http://www.cna.ro/IMG/pdf/Raport-01-30\\_noiembrie-2016.pdf](http://www.cna.ro/IMG/pdf/Raport-01-30_noiembrie-2016.pdf), accessed at 05.12.2018., p. 1.

<sup>15</sup> *Ibidem*.

<sup>16</sup> *Ibidem*, p. 2.

Most punctuation mistakes were still recorded in using the comma. The comma is missing in situations where it should appear: - to separate the vocals from the rest of the statement: "Let's go faster [] boys!" (Digi 24, 17.XI); "I have proofs, [] father" (Kanal D, 3.XI).<sup>17</sup>

At morphology level, mistakes occur in the use of misspellings of verbs, in the use of singular or plural forms of nouns, in the use of mistaken forms of adjectives and adverbs. As for syntax, language problems arise in terms of disagreement between subject and predicate, misuse of the genitive, adjective disagreement, disagreement of the pronoun, lack of preposition, misuse of the adverb, anacoluthon. Let's give some examples of those identified by academics. Thus, in terms of disagreement between the subject and the predicate "The mistakes of expression in this category have different causes or explanations, of a syntactic nature (the misinterpretation of the syntactic relations in the statement, sometimes because of the rush, sometimes the lack of knowledge of the rules), the semantics in the plural with a collective, singular and plural meaning), pragmatic (the discursive prominence of a term can draw the predicate verb) or even extralinguistics (inattention, rush): "The presidency and the vice-presidency are bigger than any of us" - rightly: the Presidency and vice-presidency are more important than any of us (TVR 2, 9.XI); "to RATB was the most [money]: 78 million lei" - right: to RATB went to most [money]: 78 million lei (Prima TV, 3.XI); "Venus and Saturn gives you a job" - right: Venus and Saturn give you a job (Prima TV, 4.XI); "In so many countries, the dead was celebrated" - right: in so many countries, the dead were celebrated (Prima TV, 11.XI); "Including the arrival time of trains in subway stations are checked today" - correctly: Including the arrival time of trains in subway stations is checked today (Digi 24, 7.XI); "So I cannot believe that the Romanian Post binds with wire and send a dog in a box in the country." - Right: So I cannot believe that the Romanian Post binds with wire and sends a a dog in a box in the country. (Kanal D, 1.XI)."<sup>18</sup>

Anacoluthon is another language mistake, commonly found in the Romanian press, and is a "syntactic discontinuity mistake (amalgamation of different syntactic structures), having as its reason the unpredictability of the message, the inattention or the rush, which was frequently recorded at the monitored stations": "he is accused that the he was recruiting pupils he was taking advantage of with two other friends of his" – correctly: he is accused that he was recruiting pupils that he was taking advantage of together with two other friends (TVR 2, 3.XI); "Sweden is a very beautiful country, I respect them very much" - correctly: Sweden is a very beautiful country, I respect very much its inhabitants. (Antena 3, 3.XI)."<sup>19</sup>

Semantic errors are extremely serious, as it denotes ignorance of terms, of meaning of words. Sometimes, these semantic errors also arise from the desire to impale, impress, present a more elegant expression. A significant contribution to the production of these errors is due to the frequent use of English and French languages. Here are some examples: "to serve coffee together" (Realitatea TV, 11.XI) - right: to drink coffee together; "traditional food was even better enjoyed on the music supported by the local ensembles" (Antena 1, 11.XI) - recommended: Traditional food was even better enjoyed on the music of the area's ensembles; "With the onset of the cold season, the emergency room is filled with homeless people" (Antena 1, 24.XI) - recommended: with the beginning of the cold season, the emergency room is filled with homeless

<sup>17</sup>*Ibidem*, p. 4.

<sup>18</sup>*Ibidem*, p. 8-9.

<sup>19</sup>*Ibidem*, p. 15, 16.

people" "from the series of local dramas we should pronounce the hospitals" (Realitatea TV, 30.XI) - correctly: from the series of local dramas we should also remember the hospitals; "Offer for individuals" (Antena 1, advertised at Renault and Dacia Duster, 16.XI) - recommended: offer reserved for individuals; "The supportability of people has reached the highest degree" (National TV, 4.XI) - correctly: the extent to which people can stand is at the pick.<sup>20</sup>

The knowledge of the Romanian language is related to the identity of the nation, the perpetuation of culture and traditions, evolution, accumulated with interest, respect and gratitude for everything that has meant over time building a language and a nation. Journalists represent the interface between politicians and the people, between the virtual world and the real world, between the international and the national, between evolution and tradition. They know everything that's happening in the world and deliver information accurately in real time. In this sense, in order to be able to transmit messages correctly, journalists must correctly master the language they are addressing to the people, in particular, the Romanian language. Without a correct language, there are no correct messages, no professionalism or respect for the population and for the profession. Therefore, knowing and using Romanian language correctly is a condition for evolution and a test of seriousness and respect for the profession and for the audience.

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<sup>20</sup>*Ibidem*, p. 18, 19.

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