

MASS-MEDIA AND COMMUNICATION TERMINOLOGY

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Abstract

This paper aims at demonstrating that neither already existing mass-media and communication dictionaries, nor comprehensive ones can fully meet the demands for complete information in these two fields of knowledge. This is why further cooperation with mass media and communication lexicographers, on one hand, and communicators, on the other hand, is needed.

Key words: mass-media, communication, and terminology.

A good knowledge of mass media and communication terminology is of great importance for both communicators and media people: beginning with the middle of the 20th century and still going on, is the fertile coinage of commercial, communicational, mass-media, scholarly, scientific, political, and technical terms that have swelled the Romanian vocabulary to such proportion that even the largest unabridged dictionaries can select and define only a small portion of the total number of words that actually exist.

MATERIAL AND METHOD

Our analysis is based on the English-origin terms supplied by Mirela Lazăr (French-Romanian dictionary of mass media and communication terminology, 1996). Our main purpose was to see if and how English terms have settled on Romanian „soil”, and if there is any similarity between Romanian and French from this point of view.

We have inventoried 63 terms of English origin of which 16 are in the Romanian comprehensive dictionary and 47 only appear in French comprehensive dictionaries but have also been met (heard or read) in Romanian.

RESULTS AND DISCUSSION

Among the following 16 English borrowings (nouns) belonging to mass-media and communication terminology that appear in both languages:

- 12 terms have preserved the original form: background the social, historical, and other antecedents or causes of an event or condition; the

set of conditions against which an occurrence is perceived, comics (< comic strips) a section of a newspaper featuring comic strips, design an outline, sketch, or sequence of something to be executed or constructed, as a work of art or a building, flash a brief dispatch of communication, as television and newspaper, that reach great number of people, play-back the reproduction of sound or pictures or both from a disc, tape, or film recording, reporter a person employed to gather and report news, as for a newspaper or TV station, soft(ware) programs for directing the operation of a computer or processing electronic data, spot (< F spot) a brief radio or TV message inserted between programmes or segments of programme, tabloid a newspaper about half the size of an ordinary newspaper, usually heavily illustrated, and often concentrating on sensational or lurid news, and feds it to other circuits in the set for further processing, walkman a small, portable stereo cassette player and radio used with headphones;

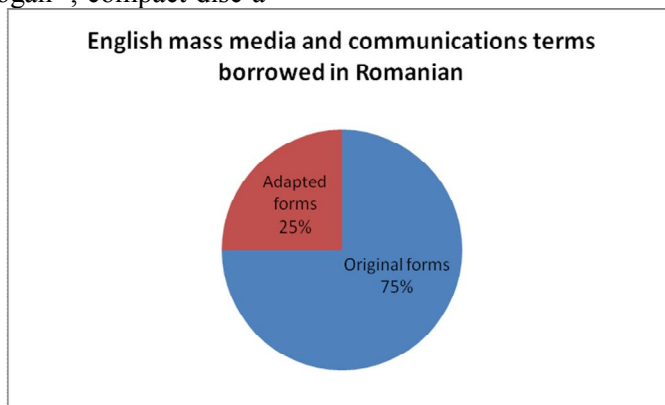
- 4 terms have been assimilated in Romanian: interviu (F interview) a conversation or meeting in which a writer or reporter obtains information from one or more persons for a news story, broadcast; the report of such a conversation, offset (< F offset < E offset) a process in which a lithographic stone or metal or paper plate is used to make an inked impression on a rubber blanket that transfers it to paper being painted, spicher (iță) (F speaker(ine) < E specker) a person who speaks formally before an audience, travling (F travelling) a hoisting and transporting apparatus which moves along a supporting frame or bridge, the frame itself moving on tracks.

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Other 47 terms are not in the Romanian comprehensive dictionary, but appear in French ones. Among them:

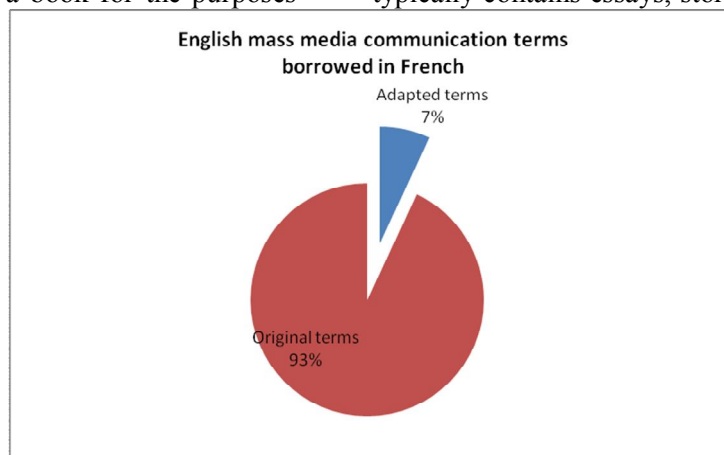
- 30 terms also appear in English dictionaries: baffle any boxlike enclosure or flat panel for mounting a loudspeaker, by-line a printed line in a newspaper or magazine, usually below the title or subhead of a story, giving the author's name', catch-phrase a phrase that attracts or is meant to attract attention; slogan', compact disc a

small optical disc on which music, data or images are digitally recorded for playback, dateline a line at the beginning of a news dispatch, giving the place of origin and usually the date, deadline the time by which something must be finished, submitted, accomplished, desk the section of a large organization, as a newspaper, having responsibility for particular operations, feature a column, cartoon, etc. appearing regularly in a



newspaper or magazine, F.M. (<E Frequency Modulation) a method of impressing a signal on a radio carrier wave by varying the frequency of the carrier wave, flashback the insertion of an earlier event into the chronological structure of a novel, motion picture, play, etc., or the same so inserted, free-lance(r) a person who sells, works, or services without working on a regular salary basis for one employer, I. S. B. N. (< E International Standard Book Number) a unique, internationally utilized number code assigned to a book for the purposes

of identification and inventory control, I.S.S.N. (< E International Standard Serial Number) a unique, internationally utilized number code assigned to a serial publication for to purposes of identification and inventory control, jingle a piece of verse or a short with catchy succession of repetitious sounds, usually of a light or humorous character, lead 'the opening paragraph of a newspaper story, serving as a summ', leade (Brit.) a newspaper editorial, magazine a periodical, usually paperbound, that typically contains essays, stories, poems, and often



illustrations, prime time the hours, generally between 7 and 11 p.m., considered to have the largest television audience of the day, rewriting the news story rewritten, round-up a piece of information or brief listing of facts, figures, scoop a news item revealed in one newspaper, newscast, etc., before all others, off the record not for publication; confidential, slug a. a thick strip of type metal less than type-high number of other

character for temporary use; a line of type in one piece, as produced by a Linotype; b. a short phrase or title used to indicate the content of copy, sponsor a person, film, organization, etc., that supports the cost of a radio or TV programme by buying time for advertising or promotion during the broadcast, sponsoring to act as sponsor for, streamer a headline extending across a newspaper page, usually across the top the front page, stringer

a part-time correspondent covering a local area for a newspaper, magazine, etc., V.H.F. (< E Very High Frequency) any frequency between 30 and 100 megahertz, zoom a camera shot using a zoom lens;

- 11 terms do not appear in English comprehensive dictionaries or they appear out with different meanings: clap a mechanic device, bartering any exchange in trade, as one commodity for another, col (< E colon) the sign (:) used to mark a major division in a sentence to indicate that what follows is an elaboration, interpretation, etc., of what precedes, evening evening paper, morning morning paper, news a newspaper, night-time the time between evening and morning; the time during the night, N.T.S.C. (< E National Television System Committee) an America colour TV system developed by the German Water Bruch from Telefunken, running the course of an event, rush(es) the first prints of a film before it has been edited;

- 3 terms have been assimilated in French: copie(< E copy) the text of a news story, advertisement, TV commercial, or the like, script(e) (< E script girl) script girl, zappeur (< E zapper) a person that skips over or deletes (TV commercials), as by switching channels or fast-forwarding a V.C.R.

We have inventoried only deliberately ignoring verbs derived from nouns such as the French sluguer (< E shunt) to shunt, to shift, sluguer (< slug) a. to make corrections by replacing entire lines of type, especially as set by a Linotype; to read the first and last words of (lines of copy) against copy of the previous typesetting stage to detect errors made in setting the lines, b. to furnish (copy) with a slug, or zapper (< E zap) to skip over or delete (TV commercials), as by switching channels or fast-forwarding a V. C. R.

CONCLUSIONS

It is interesting to note that a series of English terms 'borrowed' in French do not appear as such in English comprehensive dictionaries. Thus, English comprehensive dictionaries mention 73% of the English terms borrowed in French, while they do not mention 27% of them.

The existence of a series of derived such as the Romanian interviuare, mediatecă, mediatic, mediatizare, reporteră, reportericesc (-ească), reportofon, or a interviu, a mediatiza (some of which do appear in the Romanian comprehensive dictionary) show a long time life within Romanian.

Prime time indicates the hours generally between 7 and 11 p.m., considered to have the

largest television audience of the day, and not between 6 and 10 p.m., as indicated by Lazăr.

Two more comments: the Romanian comma - the sign, a mark of punctuation used to indicate a division in a sentence, as in setting off a word, phrase, or clause, to separate items in a list, to mark off thousands in numerals, to separate types or levels of information in bibliographic and other data, and, in Europe, as a decimal point comes from German, not from English, and it has a regional use; as for slogan a distinctive phrase or motto identified with a particular party, product, etc., catch-phase, it has a gaelic, not an English origin.

We think all the notes above for themselves shout the need for specialists from both fields to cooperate in order to make up complete and accurate dictionaries.

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