



catch up with the smallest changes of our reality. That is why, according to many linguists we more frequently reach for words of foreign origin, especially anglicisms, in order to name new elements of the surrounding world. Partly, thanks to the mass media, these words are rapidly spreading and getting wide adaptation in our country.

English borrowings can be divided into these whose use seems to be justified because of the lack of their equivalent in Polish and the ones which are unjustified, being the effect of snobbery and wishes of showing off knowledge of English.

As examples of the former group, let's take the product names such as *walkman*, *video*, *timer*, *skaner*, or professions such as *copywriter* or *researcher*. According to researches of the III Forum of Word Culture it follows that it is not the mass media which is responsible for spreading anglicisms but first of all specialists of business fields like: economists, advertising agency workers, computer programmers, scientists, etc. Increasing professional and scientific specialization created huge demand for trade and technical vocabulary. Avalanche growth of this specialistic vocabulary became unavoidable for defining phenomena which specialists meet every day in their professional work.

Other examples of justified loanwords would be: *head hunting* – which in Polish would be „łowienie głów przez agencje doradztwa personalnego”, *networking* – „organizowanie przyjęć, na których można spotkać osoby przydatne w biznesie”, *freephone* – „telefonowanie na koszt firmy”, or *firma deweloperska* – „firma zajmująca się szybkim budownictwem”.

Unjustified anglicisms are, for instance, *grill* instead of Polish „rożen”, *proteiny* instead of „białka”, or *non-stop* instead of „całodobowy”.

English naming is unquestionably an outcome of the globalization process of the Polish economy and its spheres. That is why English expressions have conquered public relations agencies, consulting firms and productive and commercial companies (especially if their owners are persons from foreign lands). Many names of positions in private companies are well-founded because they are untranslatable. However, there is a danger of incorrect reading by persons outside of advertising, media and business environments. For instance, the expression *public relations* does not have its equivalent in the Polish language and there are about twenty descriptive definitions of this profession. Thus, it is a natural consequence to adopt a name from a foreign language. Many advertising agencies state that English names especially suit foreigners and Poles who are familiar with the topic of advertising. They claim that there is a group of words which cannot be translated and show its proper meaning. If you call a *senior account* – „starszym pracownikiem działu obsługi klienta” it will not indicate what his real job is. And next, *copywriter* is „osoba wymyślająca slogany reklamowe” and how such a name would look on a

business card? – asked Iwona Jaworska from an advertising agency *McCann-Ericson Polska* (Klimkowski 2000). In some companies English names are used just to increase the standing and competence of a worker or to inspire customer's confidence. Others use them in order to change emotional interpretation and comfort. What is more, translating the name of a profession adds some prestige and increases social status. Thus, more *press spokesmen* („rzecznicy prasowi”) take the title of *public relations manager*, *market communication manager* or *executive public relation manager*. „Szkoleniowiec” takes a name of a *trainer* and *senior trainer*, „akwizytor” is a *sales representative* or *sales manager*, „sekretarka” is an *office manager* and „magazynier” is a *logistic manager* (Klimkowski 2000).

An example of a company which uses only English names of positions is a global corporation *Pepsico*. *It is important to us that a person from outside will perfectly read from the name of the position the competence of a worker* – explains Małgorzata Skonieczna from *Pepsico* (Klimkowski 2000). Workers claim that English names are adapted because it is their duty to master the ability of using the language. It is also necessary since Americans, thanks to this, know the structure of the branch in Germany, France, Poland or other countries.

An excellent source of anglicisms in business are articles published in newspapers, magazines, leaflets and first of all job advertisements which characterize the most intense reaction to changes and best reflect novelties. Such titles as *merchandiser*, *promotor*, *field sales executive*, *key account manager*, or *field administration manager* have become very popular.

According to Mańczak-Wohlfeld (1995) there are about 1700 anglicisms currently present in the Polish language. Nevertheless, she emphasizes their character because the most recent borrowings are connected with changes in such fields as:

a) Computers: *hacker*, *e-mail*, *logo*, *joystick*, *enter*, *CD ROM*, *hardware*, *input*, *internet*, *notebook*, *cursor*, *laptop*, *modem*, *mouse pad*, *PC*, *procesor*, *software*.

b) Economy: *leasing*, *dealer*, *cash*, *joint venture*, *holding*, *prosperity*, *standard*, *trader*, *franchising*, *boom*, *interview*, *broker*, *billboard*, *business class*, *crash test*, *sedan*, *hatchback*.

Many of them are undoubtedly result of global strategies of American computer, insurance and motor corporations on the Polish market. As Mańczak-Wohlfeld (1994) states:

*[...] older borrowings are well-adapted and are not even felt as loans by Poles not knowing English, as their spelling and pronunciation agree with the rules of Polish, they follow Polish grammar and their meanings are obvious to every Pole. On the contrary, recent loanwords behave differently. Their spelling varies, e.g. the lexeme **business woman** is written in four different ways: **businesswoman**, **business woman**, **businesswoman**, **bizneswoman**.*

Advertising, marketing and public relations managers pay more attention to marketing names and more frequently use foreign names and slogans. Of course the purposes are typically commercial because in many cases English name can sell the brand better than the domestic slogan (e.g. Nokia-Connecting people or Mentos the Freshmaker).

Among specialists of staff management there is the so called „koleżeńska pomoc zawodowa” which is more and more often called *mentoring* or *coaching*. It is a teaching process which takes place at work during performing duties but not on special courses.

All the examples mentioned prove that many anglicisms entered the present-day Polish language. According to many linguists and especially language purists there are too many of them and they claim that this corruption in our language leads to contamination of it and consequently to its impoverishment. That is why the Polish Parliament has decided to enshrine the language and stamp out foreign linguistic encroachment. A group of Sejm deputies has submitted a bill on the protection of Polish language which would result in fines of up to zł. 10,000 for overusing foreign words in, for example, shop windows. The law would regulate the legal status of Polish as the official language, treating it as "national cultural property". The bill emphasizes the duty to protect Polish language and it seeks to make Polish obligatory in names of goods and services in all commercial and economic activities as well as contracts with foreign partners when the terms of the contract will be realized in Poland. Thus, if the bill is passed, all businesses operating in Poland will have to use it in names of products and services, advertising, user's manuals, information on the products' and services' characteristics during the term of warranty, as well as on labels, bills, invoices and receipts. However, the bill allows for exceptions in the following areas: institutions widely known under foreign-language names, scientific and artistic work, philosophy studies and foreign language teaching, scientific and specialist publications and publications for foreigners who don't speak Polish. There is a preamble added which states *the meaning of the Polish language in preserving national culture and its development in the face of the growing globalization process and European cultural variety* (Ustawa Senatu Rzeczypospolitej Polskiej w sprawie ustawy o języku polskim).

Opponents of this legislation emphasize that language is fluid and alive and the encroachment of foreign languages, mostly English, is just an indication of Poland's growing closeness to the rest of the globe. They state that appearance of new words bespeaks vivacity and flexibility of the language they enter and proves its ability to respond to changes. Many individual words in the world of marketing and advertising have been plucked from English because there simply wasn't a Polish one available, and creating a Polish neologism was clumsier than borrowing. And while Poland is catching up in

industry and business, sending its talented managers abroad for training, they need to be able to communicate. They mention that Poland can't afford to do what the French did back in the 1980's. It will be seen as isolationist and against the idea of free trade and business.

On the basis of given examples it is evident that Poland is under the influence of American economy and all this happens thanks to the American promotion of free market conception. Business ethics created according to American standards is something indispensable for achieving global success. A company, which functions according to the accepted ethical standards, no matter which country it conducts business in, gains an advantage over the companies which don't act ethically. It concerns especially enterprises which encroach new markets and build their relations with customers and cooperators.

## References

### Publications:

**Boruc, R.** and **Z. Łeśniewska** 2000. April „Zasada domina”. *Wprost*. 54–55.

**Klimkowski, M.** 2000. January. „Dyktatura tytułów”. *Wprost*. 60–61.

**Mańczak-Wolfheld, E.** 1994. *Angielskie elementy leksykalne w języku polskim*. Kraków: Universitas.

**Mańczak-Wolfheld, E.** 1995. *Tendencje rozwojowe współczesnych zapożyczeń angielskich w języku polskim*. Kraków: Universitas.

### Internet:

**Mańczak-Wolfheld, E.** *Semantic analysis of the 19<sup>th</sup> century and contemporary English borrowings in Polish*. <http://priv6.onet.pl/rze/krysiasz/r.4html>.

*Uchwała Senatu Rzeczypospolitej Polskiej w sprawie ustawy o języku polskim*. <http://ie.senat.gov.pl/K4/DOC/UCH/41/267uch.htm>.