

LINGUISTIC ANGLOGLOBALIZATION

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Abstract: *The contemporary concept of globalization and interculturalism has launched the English language as a superior and dominant language. Consequently, the English language is has found its way into almost all languages of the world. And in such a way it has indubitably become the language of world communication, moreover its worldwide use is generally considered a consequence of globalization.*

This paper examines the effect globalization has upon the use of the English language as “lingua franca” of the modern world as well as the influence of the English language on hospitality and tourism terminology in Serbian and Romanian.

Keywords: *globalization, angloglobalization, anglicisms, hospitality and tourism terminology, translational equivalents*

1. INTRODUCTION

At present, we are all witnessing the linguistic angloglobalization. Explicitly, globalization itself exists hand in hand with a linguistic globalization. The English language has indubitably become the language of world communication and as such it is generally accepted as a consequence of globalization.

This paper presents two aspects of the global use of the English language brought upon by globalization. The aim of the paper is to analyze the influence of the English language on a global and on a local scale. Obviously, the global being the “lingua franca” status of the English language and the local being the influence of the English language on other languages, in this case Serbian and Romanian.

The first aspect contemplates the idea of the English language as the world’s official administrative language. It is a well known fact that English is the most widely spread language in the entire world. Current estimates suggest that 1.5 billion people speak English today. Namely, over 375 million people claim that English is their mother tongue and over 750 million speak English as their second language. Furthermore, many western nations have adopted it as their first language. Also, English is used as

the official language in many countries where the first language is not necessarily English, making it almost mandatory to learn the language for administrative purposes.

It is a well known fact that the knowledge of the English language is tested during the entrance examination at almost all universities in the world. Scientific papers are printed in the English language. And last but certainly not the least, the majority of information is provided in English via internet.

The second notion discussed in this paper is the influence of the English language on a local scale, i.e. the influence of the English language on Serbian and Romanian in the field of tourism and hospitality. The research conducted for this paper has shown that anglicisms are very frequently used in Serbian and Romanian even though there is a Serbian and Romanian equivalent. Moreover, they are slowly but surely suppressing and replacing the existing Serbian and Romanian hospitality and tourism terminology. In such a way anglicisms act as fierce competition to their Serbian and Romanian synonyms. As a result, anglicisms serve as a powerful symbol of the new, modern times.

1.1. The Corpus and the Research

The research conducted for this paper is corpus based. The corpus consists of 300 sentences and anglicisms obtained on websites of Serbian and Romanian travel agencies, hotels and restaurants as well as printed materials such as brochures, hotel booklets, advertisements...

The corpus included all the Serbian and Romanian sentences in which an English word or phrase has been used. The sentences were copied as they occurred in the above mentioned web sites and printed materials, this is why some Serbian and Romanian sentences from the corpus consist of words with the original English spelling and in some sentences the phonetic transcription has been used.

The examples from the corpus were carefully analyzed with the aim to determine the relationship between the anglicism and its Serbian and Romanian translational equivalent.

2. ENGLISH – THE LANGUAGE OF GLOBALIZATION

Today, the English language has indubitably become the language of world communication, a “lingua franca” for economic, scientific, and political exchange of information. The world wide use of the English language in the modern world can be explained by the great influence and

importance of the British Empire during the 19th and the beginning of the 20th century. The British colonization spread the English language throughout the globe, making it one of the most influential languages, even in nations where English is not the first language. The global expansion of the English language was continued in the second half of the 20th century, when USA became the leading world force in every domain, thus having a crucial role in the global expansion of the use of the English language. The concept of globalization is an ancient one, but the modern approach to this theme was also triggered by the downfall of the Communist regime and the Soviet block with the aim to create a global market and a global village.

Furthermore, the fast-growing technological prosperity, the computer revolution and invention of the internet brought upon the absolute domination of the English language. Rapidly, various scientific, educational, entertainment and other information have become available in the English language to millions of people. Consequently, through mass media and the internet, the English language found its way into every kind of written and spoken means of communication.

With over 375 million people claiming English as their mother tongue and over 750 million more speaking English as a second language, English is the most widely spread language in the entire world. That is to say, English is now the most commonly used language in the world as many western nations have adopted it as their first language. Furthermore, English is used as the official language in many countries where the first language is not necessarily English, making it almost mandatory to learn the language for administrative purposes.

A largely globalised transnational economic market, with distribution coordinated between English-speaking countries, also requires that people understand English in many of the emerging markets. An enormous amount of information is processed in English. Over 80% of the information stored on computers is in English, and more than half the world's technical and scientific papers are published in English as well. Due to the fact that the internet and computers have rapidly influenced the world so that almost every household in developed nations owns a computer, consequently, the internet has revolutionized the ways of human communication as well as English language use in a global context.

The last few decades have seen a growth in the role of the English language around the world as the "lingua franca" for economic, scientific, and political exchange. What is more, the English language entered almost all spheres of life: leisure time, mass media, entertainment, traveling, tourism, hospitality.

Globalization has been viewed primarily as an economic phenomenon, involving the increasing interaction, or integration of national economic systems through the growth in international trade, investment, and capital flow. However, the definition has expanded to include also cross-border social, cultural, political, and technological exchanges between nations and in particular, between people. Computer-mediated communication is one of the features of globalization. The spread of English as an international language and the emergence of the internet as a fast communication channel that has no boundaries, are mutually enforcing trends in an age of globalization.

Research shows that 85% of the world's international organizations use English as their official language in transnational communication. About 85% of the world's important film productions and markets use English as well, and 90% of the published academic articles in several academic fields are written in English. In many cases, the increased growth in the use of the English language can be attributed to educational, economic, or cultural globalization.

2.1. Angloglobalization and its Influence on Hospitality and Tourism Terminology

The globalization and global expansion of the English language initiated another phenomenon. Namely, in the last ten years, we witnessed a great inflow of English words into almost all world languages. This unique linguistic, sociological and cultural phenomenon initiated the linguistic anglomania and became a recognizable status symbol.

The global culture is transmitted through the English language, especially its American variety into the vocabulary of Serbian and Romanian as well. The Serbian linguist Tvrtko Prčić (2005:144) introduced the term 'Global angloCOOLture' which can be defined as a network of popular opinions, beliefs, customs and behavioural patterns typical of those who are exposed to the influence of English, who are consciously or unconsciously adopting and actively using English words, considering themselves to be more fashionable, refined and socially superior – in other words, more COOLtured. The elements of this (sub?)culture exist in almost every domain of our lives: entertainment (music, film, television, radio), fashion, sport, tourism, food, art, science and technology, computer science, trade, economy, banking, politics, education.

2.2. New Hybrid Languages

The massive influence of the English language on Serbian and Romanian brought upon a gradual hybridization of the Serbian and

Romanian language creating in such a way, a new language which can be named Angloserbian and Angloromanian respectively. Angloserbian and Angloromanian are new sociolects used mostly by young urban people who are consciously or unconsciously using English words in the Serbian and Romanian language considering themselves to be more fashionable, refined and socially superior.

These hybrid languages are in fact a variety of Serbian and Romanian which have adopted the semantic, pragmatic, grammatical and even spelling norms of the English language (Prčić 2005: 56). It is safe to say, that Angloserbian and Angloromanian languages represent a linguistic anomaly which developed parallel linguistic norms which are incorporated into every linguistic domain (Panić-Kavgić 2006: 21, Prčić 2005: 78).

Anglicisms act as fierce competition to their Serbian and Romanian synonyms. Within any set of synonymic pair, the unyielding member is proven to be more frequent, and it is, in general, the member which is newer, shorter, and above all, which is more fashionable. The above criteria, with negligible exceptions, is applicable to anglicisms, and therefore their use is increased. Consequently, both the spoken and written language is strongly influenced by anglicisms. This phenomenon is predisposed by a widespread belief of global angloCOOLture followers and fans, i.e. users and promoters of anglicisms who consider their COOLture to be at a higher level and in enviable position if they use as many anglicisms in speech and writing as they can.

As a result, this mental attitude reveals two general trends in the use of anglicisms:

(1) **professional** use, which is usually motivated by the common belief that the use of anglicisms in almost all areas of professional life is the only authentic and compelling way to express specific terminology, while the existing Serbian words are ignored or even unknown.

(2) **status** use, which is usually motivated by unfounded beliefs that the use of anglicisms in speech and writing is modern, posh and elegant, because it creates the impression of belonging to a more powerful anglophone cultural and linguistic form.

Consequently, anglicisms serve as a powerful symbol of the new, modern times. And in both cases, the Serbian and Romanian synonyms are different only in style since they reflect the status and desire to belong to particular social patterns (Prčić 2005:151).

Due to their enormous influence on every aspect of our professional and personal lives, English terms are very frequently used in Serbian and Romanian especially in the domain of tourism and increasingly in

hospitality terminology. The research conducted for this paper has shown that anglicisms have a great impact on their Serbian and Romanian translation equivalents at all levels: written, spoken, grammatical, semantic and pragmatic. A question arises whether this anglomania has positive or negative consequences. And whether the people who encounter English words used in Serbian and Romanian sentences actually understand the information presented to them or the frequent use of anglicisms in fact makes the communication more difficult since the reader does not actually understand the message the writer wanted to convey.

The following examples are taken from various web sites of Serbian and Romanian hotels.

- a) *Montenegro Beach Resort 4* pruža all inclusive usluge svojim gostima.*
- b) *Fiecare cameră de lux are un pat king-size în care te poți scufunda.*
- c) *Najbolji ketering u Beogradu!*
- d) *Adaptarea cvasiinstantanee la societatea de consum, chiar dacă doar la un nivel de fast food, în primul rând. Mereu vine vorba de hamburgeri, de hotdogs.*
- e) *U okviru hotela imate u ponudi: recepciju (24h room service, laundari service, wake up service...), lobby, bazen, snack bar, privatnu plažu, fitnes centar, konferencijski centar, travel desk, biznis centar, besplatni wi-fi, babysitting, doktor na poziv, organizovanje ekskurzija, rent a car, prevoz brodom do lokalnih ostrva.*
- f) *Hotelul dispune de 3 apartamente dotate cu jacuzzi, LCD, minibar, cablu TV, telefon, aer condiționat, room service, internet wireless gratuit si 20 camere double sau single care dispun de următoarele facilități: minibar, TV, telefon, aer condiționat, internet wireless gratuit.*
- g) *Catering-ul (serviciul de asigurare a mâncării la bord) s-a îmbunătățit [în avioane].*

Which language are there sentences written in? It is not Serbian or Romanian, but it is not English either. It is obviously something in between. These sentences are written in new hybrid languages which are called Angloserbian and Angloromanian. They are a random and arbitrary mix of English and Serbian and English and Romanian words.

In the Angloromanian sentences we can notice similar occurrences of English words combined with the Romanian words. It can be pointed out that in the Angloromanian sentences (b, d, f, g), there are no spelling

alternations, i.e. the English terms (*fast food, hamburger, hotdog, jacuzzi, LCD, minibar, room service, internet wireless, catering*) are copied in their original form into the Romanian sentence. Unlike the Angloserbian sentence where we can notice a few spelling changes which were made to facilitate the pronunciation and allow Serbian suffixes to be added to anglicisms (*biznis centar / u biznis centru*). Similarly, in the Angloromanian sentence the suffix denoting plural is also added freely, with or without a hyphen, to the anglicism (*hamburger / hamburger, catering / catering-ul*). Furthermore, the Angloromanian sentence also provides an example of a transparent translation where the structure of the English phrases *cable TV* has simply been copied into Romanian (*cablu TV*) making the “translation” very evident and apparent.

The Angloserbian language has Serbian phonetic and morphological characteristics, but some words have been unnecessarily borrowed from English and frequently poorly incorporated into the Serbian language, often used without any grammatical and spelling rules, and what is more, without clear and precise meaning.

The analysis of the Angloserbian examples (a, c, e) show that some English words are assimilated, or better yet copied into the Serbian sentence together with the spelling norms of the English language: *all inclusive, 24h room service, wake up service, lobby, snack bar, travel desk, Wi-Fi, babysitting, rent a car*. Furthermore, other English words are introduced and used in synergy with Serbian spelling norms: *ketering, travel desk, biznis centar, fitnes centar*. And there were a few unfortunate attempts to translate the English words into Serbian: *konferencijski centar, doktor na poziv*. In the later examples, the structure of the English phrases *conference centre* and *on call doctor* have just been copied into Serbian making the “translation” very obvious and transparent. A special curiosity in this sentence is expressed by the phrase *laundari service* which the writer did not make an effort to translate, what is more, it is obvious that the writer does not know the pronunciation of the word *laundry* so he or she used it arbitrarily.

The further study of the corpus has revealed the fact that existing domestic and domesticated “foreign” words in Serbian as well as Romanian indicate several linguistic and non-linguistic phenomena, which are derived from both the semantic-pragmatic theory and practice. Namely, it revealed parallel use of the existing Serbian and Romanian words, correspondingly, and anglicisms, without overtly distinguishing their meanings. For example: *management* and *rukovodstvo, uprava / marketing* and *reklame, EPP*.

In other cases, the anglicism suppresses the existing synonyms in Serbian and Romanian. The Serbian and Romanian translational equivalents become obsolete: *implemetarea / implementacija* vs. *sprovodjenje* (*implementation*), *educația / edukacija* (*education, training*); *evaluția / evaluacija* (*evaluation, assessment*).

Furthermore, the research has proven that in majority of cases the anglicism almost fully superseded Serbian and Romanian translational equivalent: *certificate / sertifikat* (*certificate, diploma*).

On the other hand, frequently, Serbian synonyms i.e. translational equivalents are used interchangeably with the corresponding anglicism leading to redundancy. For example: *hotdog virsla, workshop radionica* (*workshop workshop*), *hemendeks sa sunkom* (*ham and eggs with ham*), *fast food hrana* (*fast food food*).

It is very interesting to point out that some anglicisms such as *fast food* and *catering* have entered the renowned Romanian explicative dictionary named DEX (*Dicționarul explicativ al limbii române*). The mentioned dictionary does not offer any translational equivalent in the Romanian language.

The recent trends concerning this matter are to simply adopt or copy English hospitality and tourism terminology into Serbian and Romanian without any attempt of translating the term. Moreover, the anglicism is used even though there is a Serbian or Romanian equivalent respectively. Consequently, the Serbian and Romanian hospitality and tourism terminology is neglected in an effort to comply with the standard of English.

The following table shows the common translational mistakes or intentional use of anglicisms from the corpus, and provides their correct translational equivalents.

Table 1. Some of the most commonly used anglicisms in the hospitality and tourism terminology and their accurate translational equivalents

ANGLICISM	ENGLISH	SERBIAN TRANSLATIONAL EQUIVALENT	Romanian translational equivalent
Sr: servis Ro: servis	service	usluga	servicii
Sr: izmiksati Ro: a mixa	to mix	izmutiti	a amesteca
Sr: biznis centar Ro: centru de biznis	business center	poslovni centar	centru de afaceri
Sr: rent a car Ro: rent a car	rent-a-car	iznajmljivanje automobila	a inchiria o mașina
Sr: marketing Ro: marketing	marketing	reklama	comercializare

Sr: brend Ro: brand	brand	marka, ime, zaštićeno ime	marca
Sr: rum servis Ro: room service	room service	posluživanje u sobama	servire in cameră
Sr: hot dog Ro: hot dog	hot dog	kifla sa barenom viršlom	tartină cu crenvurști
Sr: gril Ro: grill	grill	peći na rostilju	grătar
Sr: last minute ponuda Ro: Last minute oferta	last minute offer	poslednja ponuda	ultima oferta
Sr: first minute ponuda Ro: First minute oferta	first minute offer	prva ponuda	prețul rezervării anticipate
Sr: on-line rezervacija Ro: rezervare online	on-line reservation	rezervacija putem interneta	rezervare pe net
Sr: ol inkluziv Ro:all inclusive	all inclusive	svi troskovi su uključeni u cenu aranžmana	totul inclus
Sr:destinacija Ro:destinație	destination	odredište	<u>așezare</u> , <u>punct de sosire</u>
Sr:menadžer Ro: manager	manager	rukovodilac, direktor, šef	director, conducător, șef
Sr:marketing menadžer Ro: manager de marketing	marketing manager	rukovodilac sektora za propagandu	director de comercializare
Sr: F&B menadžer Ro: Manager F&B	F&B manager	rukovodilac sektora za hranu i piće	șef al sectorului alimentar și al băuturilor
Sr: menadžer u turizmu Ro: manager în turism	manager in tourism	rukovodilac u turizmu	director în turism
Sr: PR menadžer Ro: Manager de PR	PR manager	predstavnik za odnose sa javnošću	reprezentant al relațiilor publice

The recent trends concerning this matter are to simply adopt or copy English hospitality and tourism terminology into Serbian and Romanian without any attempt of translating the term. Moreover, the anglicism is used even though there is a Serbian and Romanian translational equivalent. Consequently, the Serbian and Romanian tourism and hospitality

terminology is neglected in an effort to comply with the standards of the English language.

It is important to point out that the author of this paper does not consider that the use of anglicisms should be avoided at all costs, however their use should not come down to just copying the English words into the Serbian language.

3. CONCLUSION

English influences the majority of the world's languages, and Serbian and Romanian are no exception. It has become a global trend to use English words and incorporate them in the everyday as well as professional communication. Consequently, anglicisms are very frequently used in Serbian and Romanian especially in the domain of tourism and progressively in hospitality terminology.

This paper analyzed the impact of globalization on the global use of the English language as well as the influence of the English language on hospitality and tourism terminology in Serbian and Romanian.

This research has proven that anglicisms are commonly and very frequently used in both Serbian and Romanian language.

The analysis conducted for this paper has shown that the Serbian and Romanian hospitality and tourism translational equivalents are rarely used, which suggests that anglicisms are favoured and often chosen over the native term. This phenomenon can be rationalized by the attempt of their users to sound more modern, stylish, and sophisticated. As far as the hospitality and tourism industries are concerned this anglomania can have a positive effect aiming, in such a way, to attract as many guests as they possibly can. One other reason may be language economy. Namely, in all the examples analyzed, the anglicism is shorter than the Serbian or Romanian term. Another answer can be that the users of anglicisms are simply not familiar with the translational equivalent in their mother tongue.

Based on the research conducted for this paper, it can regrettably be argued that the languages of communication in hospitality and tourism (in Serbia and Romania) are English, Angloserbian, Angloromanian, and infrequently Serbian, and Romanian.

From the linguistic perspective, it is quite clear that English is the language of globalization, it can even be called the global language. It is present in every nation; it is proclaimed the official administrative language in many countries. Scientific papers are published in it; the knowledge of the English language is one of the preconditions for enrolment in the

universities all over the world, not to mention the role and influence of the internet where the majority of information is in English. This process started a long time ago, and it cannot be stopped. Whether English will have the same fate as Latin and Sanskrit did, it remains to be seen. Today, it IS the language of globalization and it is spoken throughout the world by 1.5 billion people. The positive effect of these circumstances is that it meliorates the communication, it makes the flow and exchange of information easier and in a way it brings people closer together. English is the language of world communication in almost every aspect of human life from the professional (economic, scientific, and political exchange of information) to the personal (entertainment, leisure time, travelling).

On the other hand, this great role and power that the English language has endangered other languages making them prone to losing their identity. This is what happened to the Serbian and Romanian language, after falling under the influence of English. Namely, many English words were introduced or just copied into the Serbian and Romanian language and freely used in Serbian and Romanian sentences. Whether it is just the people's endeavor and strive to sound educated and posh, it certainly brought upon changes. Consequently, both Serbian and Romanian are neglected in an effort to comply with the standard of English.

The research conducted for this paper has shown that anglicisms are very frequently used in the native language even though there is a translational equivalent. Moreover, they are slowly but surely suppressing and replacing the existing Serbian and Romanian hospitality and tourism terminology.

The use of anglicisms in the field of hospitality and tourism is partly due to inconsistent terminology, but to a large extent this is due to the fact that the analysis included hotels from Serbia and Romania, whose target groups are mainly foreigners. Nevertheless, they are Serbian or Romanian hotels and as such should attempt to use of the native language accurately and correctly, since the attitude towards one's language also shows the attitude towards their own country and culture.

It should be pointed out that the writers' superficial and unprofessional translation as well as their relying solely on their own competence (linguistic and extra-linguistic) reflects their negligence and disregard of the communication outcome, than a conscious intention to mislead the reader by making the intended message harder to understand, even when the author consciously or subconsciously wants to sound erudite, sophisticated or follow the latest linguistic trends.

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