

THE USE OF THE ENGLISH LANGUAGE IN SERBIAN TOURISM AND HOSPITALITY TERMINOLOGY

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Abstract: *As a language of international communication, 'English as a lingua franca' is generally accepted as a consequence of globalization. As a result, English has a great impact on almost every language in the world, including Serbian.*

This research is based on a corpus which was extracted from numerous web sites and brochures of Serbian hotels and tourism agencies. The paper analyses the influence of the English language on Serbian tourism and hospitality terminology. The initial assumption is that the lexical and morphosyntactic potential of Serbian, as the receiving language, often gets neglected or misused in an effort to comply with the standard of English, as the giving language. Accordingly, the aim of this paper was to give a critical review of some common practices in adaptation of tourism and hospitality terminology from English into Serbian, as well as to propose the procedures how to handle the matter properly by offering possible solutions as well as state the reasons for the use of Anglicisms in the Serbian language.

Key words: *tourism, hospitality, Anglicisms, translational equivalents, Serbian language, English language*

Introduction

English is spoken almost all over the world and has a similar role as Latin used to have in the past – it has become the language of international communication (*lingua franca*). The impact of English can also be seen in the Serbian language.

Anglicisms are defined as lexemes from the English language which are used in Serbian, with the different degree of integration into its system (Prcic 2005:155). Anglicisms are nowadays increasingly used in many technical terms or simply as expressions considered to be more prestigious and sophisticated.

The global culture is transmitted through the English language, especially its American variety into the vocabulary of Serbian. The Serbian linguist Tvrtko Prcic (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 them and thus 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, and computer science, trade, economy, banking, politics, education. This global culture includes the following phenomena: *McDonald's, Coca - Cola, Pepsi - Cola, Valentine's Day, Halloween, a personal computer, Microsoft Windows, Microsoft Office, rap, hip-hop, and other types of popular music, break dancing, Walkman, skates, skateboard, baseball cap, television quizzes and reality shows.*

Consequently, Anglicisms are very frequently used in Serbian especially in the domain of tourismology and increasingly in hospitality terminology. Anglicisms have an impact on their Serbian translation equivalents at all levels: written, spoken, grammatical, semantic and pragmatic.

Anglicisms in serbian

The research conducted for this paper has shown that the impact of English is most often seen at the lexical level (e.g. *blockbuster, junk food, lifestyle, play-off, wellness*). Lexical units i.e. words which are either taken from English (e.g. *monitoring*) or are influenced by the English language and used in Serbian (*education / edukacija, evaluation / evaluacija*). Such words are called **obvious** Anglicisms. They are more or less integrated into Serbian. Sometimes, they can be found in their original English spelling (e.g. *e-mail, air bag, etc.*). Such anglicisms are also called **raw** Anglicisms.

All these Anglicisms incorporate the semantic subsystem of Serbian and create meaningful relationships of hyponymy, synonymy and antonymy with existing domestic and domesticated 'foreign' words. However, the most important, most interesting and most complex synonymy is, when an Anglicism becomes a synonym to an already existing word in Serbian, (e.g. *fan / obozavalac*). By the term "synonymous" we consider at least two words which share a unique descriptive (primary) meaning and are therefore comparable and interchangeable in certain contexts (Prcic 2005:146).

Anglicisms act as fierce competition to their Serbian 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. Above criteria, with negligible exceptions, is applicable to Anglicisms - particularly evident with, raw Anglicisms, and therefore their use is increased primarily in the language of the media. 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 synonyms are different only in style since they reflect the status and desire to belong to particular social patterns (Prcic 2005:151).

Corpus

The research conducted for this paper is corpus based. The corpus consists of 200 Anglicisms obtained on websites of Serbian travel agencies and hotels as well as printed materials such as brochures, hotel booklets, advertisements...

The translational equivalents have been extracted from the following dictionaries: *Recnik srpskohrvatskog književnog jezika*, *Veliki hrvatsko-engleski rjecnik*, *Veliki englesko-hrvatski rjecnik*, *Recnik novijih anglicizama*.

The reasearch

One of the aims of this paper was to determine the relationship between the Anglicism and its Serbian translational equivalent. The research has revealed that the competitive relationship between the existing domestic and domesticated 'foreign' words in Serbian signifies several linguistic and non-linguistic phenomena, which are derived from both the semantic-pragmatic theory and practice.

Namely, the research has indicated a parallel use of the existing Serbian words and Anglicisms, without overtly distinguishing their

meanings. For example: *management* and *rukovodstvo, uprava / marketing* and *reklame, EPP*. Often Serbian synonyms i.e. translational equivalents are used interchangeably with the corresponding Anglicism leading to tautology, and redundancy. Tautology can be defined as the use of compounds consisting of two or more coordinated synonyms which repeatedly expresses one and the same basic meaning. For example: *hotdog virsla, workshop radionica (workshop workshop), hemendeks sa sunkom (ham and eggs with ham), fast food hrana (fast food food)*.

In other cases, the anglicism suppresses the existing synonyms in Serbian. The Serbian translational equivalents become obsolete: *implementacija* vs. *spvodjenje (implementation), edukacija (education, training); evaluacija (evaluation, assessment)*.

Finally, the research has proven that in majority of cases the Anglicism almost fully superseded Serbian translational equivalent: *sertifikat (certificate, diploma)*.

Furthermore, the research has shown that English hospitality and tourism terminology has been simply adopted into Serbian without any attempt of translating the term. Moreover, the Anglicism is used even though there is a Serbian equivalent. Consequently, the Serbian hospitality and tourism terminology is neglected in an effort to comply with the standard of English.

The table below summarizes the results conducted for the purpose of this paper. It offers the anglicism i.e. the English term which has been domesticated into Serbian, the original English term and finally the Serbian translational equivalent proposed by the authors of this paper.

The research has shown that most hospitality and tourism terms are adopted or simply copped from the English language. The obtained raw Anglicisms are presented in the table below.

Table 1.

ANGLICISM	ENGLISH	SERBIAN
fast fud	fast food	brza hrana
finger fud	finger food	meze
ketering	catering	pruzanje ugostiteljskih usluga
servis	service	usluga
menadzer	manager	upravnik, direktor
izmiksati	to mix	izmutiti
nutritivna vrednost	nutritional value	hranljiva vrednost
miks, mix	to mix	mesavina, kombinacija
bukirati/bukovati	to book	rezervisati
meni	menu	jelovnik

tajm-menadzment	time management	upravljanje vremenom
biznis centar	business center	poslovni centar
rent a car	rent-a-car	iznajmljivanje automobila
marketing	marketing	reklama
brend	brand	marka, ime, zasticeno ime
hostesa	hostess	domacica u hotelu, restoranu
dresing	dressing	preliv za salatu
rum servis	room service	posluzivanje u sobama
dzim	gym	teretana
hot dog	hot dog	kifla sa barenom virslom
gril	grill	peci na rostilju
last minute ponuda	last minute offer	poslednja ponuda
first minute ponuda	first minute offer	prva ponuda
on-line rezervacija	on-line reservation	rezervacija putem interneta
ol inkluziv	all inclusive	svi troškovi su uključeni u cenu aranžmana
destinacija	destination	odrediste
marketing menadzer	marketing manager	rukovodilac sektora za propagandu
F&B menadzer	F&B manager	rukovodilac sektora za hranu i pice
menadzer u turizmu	manager in tourism	rukovodilac u turizmu
PR menadzer	PR manager	predstavnik za odnose sa javnoscu

Conclusion

English influences the majority of the world's languages, and Serbian is no exception. The research conducted for this paper has shown that Anglicisms are very frequently used in Serbian even though there is a Serbian equivalent. Moreover, they are slowly but surely suppressing and replacing the existing Serbian 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, whose target groups are mainly foreigners. Nevertheless, they are Serbian hotels and as such should take care of proofreading, since the attitude towards one's language shows also the attitude to their own country and culture.

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