

TRANSLATION AND LANGUAGE CHANGE: WHY CHOOSE TO BORROW?

Carmen MILOTOIU¹

***Abstract:** Based on an analysis of lexical borrowings from technical and business English into Romanian, this paper attempts to illustrate how translation can bring about external language change if the translator chooses to borrow linguistic items from the source language into the target language. The issue is presented in connection with the idea of cultural inequality between the source language and target language communities.*

***Key words:** linguistic imperialism, loan word, loan translation, assimilation, standardization*

¹ Dept. of Foreign Languages, Transilvania University of Braşov.