(Re)Metaphorisation and Demetaphorisation in the Romanian Informatics Language

Language, in general, and the informatics language in particular, make extensive use of the metaphor, be it poetical, linguistic or scientific metaphor. In the present paper we deal with the way scientific metaphor enters the informatics language, a specialized language which verbalizes science and technology. The purpose of the paper is to put emphasis on the phenomenon of metaphorical extension by means of which the informatics language, both in English and Romanian, takes over words from the current language. Apart from the borrowed informatics terms which lose their metaphoricity when entering Romanian, the reconstruction of the metaphorical process of the translated specialized terms is also a central issue to be brought into focus.