

## **THE IMPACT OF USING NEGATIVE WORDS IN THE CONTEXT OF NORTHERN IRELAND PROTOCOL – POST BREXIT SAGA**

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*The word „Brexit” became as dominant in British Business Language as the word “sorry or commentary on weather”. But for those who aren’t yet fully Brexited, there exist some interesting parallels between “Brexit” as a word and “Brexit” as the political phenomenon. Another word “Grexit” which preceded “Brexit” was used for the first time by City group economists in February 2019. It referred to the possibility of Greece leaving eurozone.*

*Many linguists (not only) are interested in solving the mystery of language change. The aim of the work is: 1. to determine the socio-linguistic factors that influence the appearance of negative words provided by a) negative markers and b) by hidden/presupposed hints; 2. to demonstrate that the positive meaning of a word may be influenced by lots of negative words as to finally change the former into a negative one; 3. to exemplify the power of negative illusions, suggestions, indices that exercise pressure on the positive words without using a single negative marker create confusing with the interpreter during translation. Examples: 1. If I had liked it so much I would have bought it; (+) (Expressing positive meaning); 2. I wouldn’t have been so angry if you had apologized in time (-) (Expressing negative meaning).*

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The most persistent and predictable mistake communicators, teachers, managers, leaders, and parents make in service to their students, clients, colleagues and children in the casual and intentional use of negative words and expressions. In any position you are, in any situation you are, any outcome you desired, if moving ahead is the desired action, hope or motive, it is positive language and direction that will achieve the goals (you) sought.

But if consternation, confusion, contention, and conflict are your goal, by all means one happens to use negative language. The most known negative statements, throughout the world from generation to generation like “*I didn’t take the money*”, or “*I am not a thief*” remain the symbols of credibility destroying impact of negative language.

The modification of meaning occurs because the words are constantly used and what is intended by speakers is not exactly the same each time. In case, a different intention for a word is shared by the speech community due to certain events becomes established in usage (by a major or minor part of the population) only then a semantic change/ mutation has occurred. The process is called semantic shift. It happens for various reasons and in various ways.

Over the centuries, human negotiative behaviors, rituals, approaches have evolved in form, adapting to shifts and changes in the surrounding social, biological, political, cultural, and economic environment. The human brain itself, which has increased in size over centuries, is due in part to an increased use of negotiative processes. The scientists in the domain of negotiation consider the change in the behaviors of human biology, physiology, and language appeared in the process of managing and dealing with the increased complexity of social and political affairs and the need to process and deal with those interactions.

For people living in more dense cities, there appeared a great need to be able to detect and protect themselves from deceptions and threats and be prudent in their own dealings. The reaction/response to the change nature and demands of social (political) relationships there were involved the continued language and communication skills.

The natural negotiative behaviors and rituals do not only exist with the human species: all animal species exhibit rudimentary forms of protection through behavior, oral patterns, signals in order to manage internal group tensions and conflicts and to coordinate protective defense against external threats.

**Outcome:** Humans undoubtedly have accumulated:

- 1) a higher level of apprehension / intelligence;
- 2) the ability to think conceptually;
- 3) advanced language skills, at core;
- 4) an innate biological instinct to survive (both men and other species); 5) a developed cooperative protocol (Darwin, Charles, “The expression of Emotions” ...).

### **Many reject negotiation**

Most people like the idea of cooperating in theory, finding the actual practice of compromise to be far more problematic. Thus ambivalence has shadowed the negotiative processes throughout history. Regardless of culture, conflict management practitioners (mediators) often cannot afford to minimize the emotional depth of people’s historical processes in their understanding.

These are four Primary Sources of Resistance:

1. **The “fight-fight” syndrome:** a neurochemical release in brain (under threatening) to either withdraw and avoid situation, or fight back; no trigger (Ro.: a impulsiona, a activa, Ru: сопротивляться, импульс, побуждение) to negotiate. Negotiation is a secondary response, which requires a) an effort feel, b) conscious and intentional decision to engage the threat alternatively;

2. **Cultural Sources of Resistance to Negotiation:** the ability (psychological) of a person in conflict must overcome the initial impulse, minimize such inclination by training and experience and consider a compromise. Not even experienced negotiators are immune to this bit/element “*predictable human irrationality*”. Accepting compromise, the people enter a dispute of being right, justified in their position considering that the compromise is akin (similar) to “giving up” and “selling out” their principles.

### **3. The balance is hazardous / critical:**

From the evolutionary perspective on the one hand – human irrational commitment, determination and dedication to a belief had proven helpful in accepting many ideas. On the other hand, if dedication/commitment that lapses into stubbornness/ inflexibility and intransigence/rigidity can lead to faulty judgments and poor decisions.

### **4. Psychological Sources of Resistance to Negotiation:**

For many inveterate or deep-rooted rationalists who believe there is a correct

answer to a problem or a proper resolution for a complex issue negotiation or mediation seems unnecessary, obligates an unjustified compromise and denial of facts, thus participation in negotiation is viewed as a derogation of the truth.

### **5. Negotiation began to be approached as a science**

Over the course of the last 20 years the legal landscape has changed significantly with mediation and negotiation being far more prominent in law school curricula and language practice.

**Summation:** Presupposing the practice of negotiation has effectively begun in the last 50 years seriously compromises the dynamic development of negotiation that has preceded practice in the present day, and continues to directly influence that practice.

-The way the people negotiate and mediate conflicts reflects strategies and techniques that have been cultivated over many centuries.

-Past tactics a simply dismissed as primitive and outmoded, still they continue to be displayed with regularity. Some of them have gone extinct because a new practice style or approach has been announced.

-Negotiation will almost always include an element of survival and the fear and ambivalence of being played for a fool.

-Negotiation, done well, as in the case with Brexit. “**The Deal is Done!**” also requires strategic thinking a measure of deception and the necessity of game playing.

-The future negotiator will be obligated to learn how to anticipate and how to take into account their own and other parties “Predictable irrationalities” suited to deal with the complexity of modern-day conflicts.

### **Predictable irrationalities**

Brexit deal negotiation has explicitly demonstrated one of the most vivid example of (human) irrationality that is minimizing the importance of painstaking (particular) assessment and analysis (if so) of the conflict terrain and methodical consideration of available options when two sides of Brexit Deal signed the Agreement on Christmas. When Boris John and the UK negotiator Mr. Frost were celebrating the protocol with Northern Ireland there occurred the unhappiness – due to an article “*EU threatens legal action against the UK –again – over Northern Ireland deal*” written by Silvia Amaro, Thu. March 4<sup>th</sup>, 2021. It describes the violation of the Northern Ireland deal. Brandon Lewis, the UK secretary of State for INY, admitted on Thursday that the UK’s plan to unilaterally implement its own rule.

The European Union told UK Prime Minister Boris Johnson on Thursday to scrap (Ro.: a arunca, a da la gunoi, Ru: выбрасывать за ненадобностью,) his plan to overwrite the Brexit deal he signed last year or face legal action.

In case he does not, the EU would “not be shy” to use legal action, the bloc said in a statement.

The government of the UK has admitted that its plan would break international law.

Simultaneously Maros Sefcovic, a European Commission Vice President told

the UK Minister Michael Gove that the plan was “*an extremely serious notation*” of law that had “seriously damaged trust”.

### **The Language of Brexit Negotiators**

The qualitative characteristics of the Language of Negotiation is rendered by its participants both the politicians and organizations. The negotiators are the EU and the UK with Boris Johnson as an active participant of the main protocol. These unfitted words suit the lexicon of negotiation.

1. to rip up (Ro.: a taia, a despica, Ru: разорвать)
2. to scrap (Ro.: a ameninta, Ru: угрожать, устраивать скандал)
3. to sue (Ro.: a da in judecata, Ru: подавать в суд)

All these expressions are capsulated in a single sentence where the EU is represented by the European Commission President Ursula von der Leyen.

The main tone and attitude is rendered in the sentence: “*The EU threatens to sue the UK unless Boris Johnson scraps his plan to trip the Brexit deal*”

Another group of negative words are concentrated in the next two sentences

5. “*not be shy*”
6. *to use legal action or to fare legal action*
7. *to break international law*

Among the negatives there are other language units utilized to with positive expressions as in the sentence “*The UK has admitted that its plan would break International Law*”.

As through the grown up negotiators they could not help admitting that they violated the rule of NJ Protocol.

Let’s see the next negatives that were uttered by Maros Sefcovic to the UK Minister Michael Gove. He said that the plan was:

8. “an extremely serious violation” of law that had
9. “seriously damaged trust”
10. that the plan held emergency talks

11. Sefcovic also said that they had to unilaterally overwrite to withdrawal treaty

12. their plan caused consternation

13. He accused some participants of seeking to break international law

14. and that they admitted to unilaterally implement one’s own rules for trade across the Irish Sea

15. to be a “very specific and limited breach of international (adopted) law”.

Here is the respective sentence: “*The move caused both consternation in the UI and in Brussels, with Members of the UK Parliament – including several in Johnson’s own Conservative Party – accusing him of seeking to break international rules*”

**Table 1. The distribution of parts of speech and negatives in the context No.1**

No	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles determiners	pronoun	numeral	preposition	conjunction	interjection
1	EU	+									
2	threatens		+								
3	legal										
4	action	+									
5	against								+		
6	the										
7	UK	+									
8	again				+						
9	over								+		
10	Northern Ireland	+									
11	deal	+									
	<b>Total</b>	5	1	-	1	-	-	-	2	-	-

**Note 1:** The verb “*threatens*”, the “*legal action*” as a noun, the preposition “*against*”, “*over*” and preserved the innate negativity while the adverb “*again*” acquired negative connotation due to (vicinity) rank of closeness in the context bound with the violation of negotiation international laws.

**Table 2. The distribution of parts of speech and negatives in micro-context No.2**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles determiners	pronoun	numeral	preposition	conjunction	interjection
12	(The										
13	European										
14	Commission)	+									
15	will		+/au x								
16	respond		+								
17	to								+		
18	these					+					
19	developments	+									
20	in accordance to			+							
	<b>Total:</b>	2	2	1	-	1	-	-	1	-	-

**Continuation of Table 2**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles / determiners	pronoun	numeral	preposition	conjunction	interjection
21	the					+					
22	legal			+							
23	means	+									
24	established		+/ed								
25	the					+					
26	statement	+									
27	also				+						
28	said		+								
	<b>Total:</b>	4	4	2	1	3	-	-	1	-	-

**Note 2:** The following words – “will respond” acquired negative connotation, the other two like “developments” and “legal means” acquired the negative meaning as it was derived from context No.1 closely bound with negative co notational vicinity exposed in items No.3. No.4-5-6-7. The entire micro-context condemns the violation of the negotiation law. This denotes that negative closeness influence the “next-door” neighbors due to indirect intercourse.

Note 3, 4, 6, 7 will be presented by the analysis depicting the behavior of negatives in the next four corresponding tables Nos. 3-7. The analysis continues with the data described in table 3.

**Table 3 The distribution of parts of speech and negatives**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles / determiners	pronoun	numeral	preposition	conjunction	interjection
29	This					+					
30	is		+								
31	not				+						
32	the					+					
33	first							+			
34	time	+									
35	that									+	
36	Brussels	+									
37	and									+	
38	London	+									
39	are		+								

40	at								+		
41	odds	+									
42	over								+		
43	their			+							
44	post-Brexit			+							
45	arrangements	+									
	<b>Total:</b>	5	2	2	1	2	-	1	2	2	-

**Note 3:** This type of annunciation for the first time to come to odds. The second statement has enough power of negativity as to influence the previous closest utterance (No.1). Evidently, the declaration was strongly marked and influenced by the negative innate root of odds. As to the “Post-Brexit arrangements” it was explicitly / unmistakably (Ro.: - transparent) visible in the article written by Mr.Frost (the UK’s negotiation) who obviously violated the rules.

**Table 4 The distribution of parts of speech in the context No.4**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles/ determiners	pronoun	numeral	preposition	conjunction	interjection
46	London	+									
47	(the										
48	European										
49	Union)	+									
50	(is										
51	threatening)		+								
52	now				+						
53	(legal										
54	action)	+									
55	against								+		
56	(the										
57	UK)	+									
58	over								+		
59	differences	+									
60	on								+		
61	their			+							
62	post-Brexit			+							
63	trading			+							
64	arrangements	+									
	<b>Total:</b>	6	1	3	1		-	-	3	-	-

**Note 4: NOTE:** 1. Nouns (6) dominate in the statement, among them are the names of several states and a city (the EU, the UK, London) plus the combination of words with negative meaning if considered as a separate concept (legal+ action),

taken one by one it loses its negativity (“legal” as an adj. and “action” as a noun, both carrying positive meanings).

2. The second part of speech (“action”) which carries negativity is the present continuous tense of the verb “to threaten” i.e. “is threatening”.

3. “New” as a separate adj. has a neutral meaning, but in the word combination “new legal meaning”, it is influenced by the close vicinity of “legal action” and it acquires a negative (repetitive) meaning. That is the adjective which is neutral in its origin. In the imposed Brexit period a lot of people accumulate dissatisfaction, bad mood, low disposition, disappointment, announce, objection and the positive and neutral words and expressions experience negative tonality.

4. The secondary parts of speech usually convey neutral denotation/drift, but as negative meanings hold up a greater power of weight/control or influence, they may exercise a constraint or an obligation to change its drive in meaning towards negativity. That happens with the prepositions such as: “against” (the UK), “over” (differences), “on” (trading arrangements).

5. Due to lots of mistakes and uncontrolled rapidity and swiftness in signing the NI Protocol (at least) the UK negotiators who overdone it (measures) violating certain rules of this document called “Post-Brexit trading deal” consequently won a merited a poor and unfavorable name, a negative one. So, Post – Brexit arrangements sound as “to play (at) fast and loose” (a umbra cu smecherii, Ru: ходить с трюками), as mass media told it outrightly (Ro: a spus-o raspicat, Ru: он сказал прямо).

6. The words and word-combinations as: threaten, legal, thus, action, against, differences, Post-Brexit, arrangements, came off, victorious) were workable in turning their meaning (except “threatening”) into negative tenor.

7. Only one pronoun “their” succeeded to preserve its predicament or category.

**Table 5 The distribution of parts of speech and negatives**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles/ determiners	pronoun	numeral	preposition	conjunction	interjection
65	As				+						
66	part	+									
67	of								+		
68	its			+							
69	departure	+									
70	from								+		
71	(the										
72	UK)	+									
73	agreed		+								
74	to								+		



75	conduct		+								
76	checks	+									
77	on								+		
78	goods	+									
79	moving			+							
80	across				+						
81	(the										
82	Irish Sea)	+									
83	going			+							
84	from								+		
85	Scotland	+									
86	Wales	+									
87	and								+		
88	England	+									
89	to								+		
90	(Northern Ireland	+									
	<b>Total:</b>	10	2	3	2	-	-	-	7	1	-

**Note 5:**

**NOTE:** The states' like "*the UK, the Irish Sea, the Northern Ireland*" may be considered as three lexical units. The frequency of "the" doesn't influence the grade of word power (at least in this portion of research).

1. Out of 23 words (and word combinations) the dominant position is played by the nouns – 10 units. Among them two words "*agreed*" and "*to conduct*" (checks) maintain positive tenor (attitude). The others are neutral.

2. There are no inherited negative words (but the context is deeply negative; there are no obvious negative markers (but "departure").

3. Still the negativity appears in the process to arranging things, arising a lot of questions. Many things that had to be introduced in the "*withdrawal trade-deal*" occurred for the first time in the history of negotiations. Due to the geographical position and due to the desire of the UK to exit the EU (etc) the departure of the Northern Ireland constituted a separate approach: the issues are: to leave the EU and partially to remain in the EU.

4. The process of repetition reminds the reader that some actions are vociferated purposefully –whether to highlight a whole range of negative announcements or a great number of positive disclosures or statements.

Repetition as a literary term can be used both constructively and destructively. The constructive usage encompasses functions such as, pulling emphasis on a point, confirming a fact or an idea, cohesion, etc. The same literary device when used destructively can disintegrate the entire piece of writing. Redundancies, fragmentation, habitual misuse of repetition are among the destructive / negative

effects. Another sentence “... *moving across the Irish Sea going from Scotland, Wales and England to Northern Ireland*” carries a destructive/negative force. The beauty of using figurative language is that the pattern it arranges the word into is nothing like (Ro.: nu seaman cu, Ru: не похож на) or ordinary speech. It is not only stylistically appealing but also helps convey the message in much more engaging and remarkable way. The aura that is created by the usage of repetition cannot be achieved through any other device. (Ro.: figura de stil).

Being aware of the Pro-and-Post-Brexit developments (where the trade –deal is in the centre of negotiation) the power of repetition in the text “EU threatens legal action against the UK – again-over Northern Ireland deal” is able of making a simple sentence sound like a dramatic one. It enhances the complexity of the sentence and stresses on the point of main significance. Repetition often uses word associations to express the idea and emotions in an indirect manner. The utility of reading a piece with repetition in it is the balance where we, the readers have to think over such associations and understand the underlying meanings. Not only the innate words and phrases can determine their power of influence but also other means as repetition (stylistic device etc. can demonstrate the power of changing of word meaning.

**Table 6. The distribution of parts of speech and negatives**

No.	Sentence	1	2	3	4	5	6	7	8	9	10
		noun	verb	adj.	adv.	articles/ determiners	pronoun	numeral	preposition	conjunction	interjection
91	The					+					
92	latter			+							
93	remained		+								
94	part	+									
95	of								+		
96	(the										
97	EU’s)	+									
98	(single										
99	market)	+									
100	for								+		
101	goods	+									
102	active								+		
103	to			+							
	<b>Total</b>	4	1	2	-	1	1	-	3	-	-

**Note 6:** To avoid hard border 1) the context(s) outline that a “hard border with North Ireland may restart a new war if the border Agreement is not observed. The violation of border between two parts created a negative environment conveying (a negative) tension.

**The distribution of parts of speech in POST-BREXIT Negotiation**

article	adj	noun	Verb/aux	verb	prep	pron	noun	adj
The	European	Commission	will	respond	to	these	deve- lopments	In accordanc e to
article	adj	noun	verb	article	noun	adv	verb	
the	legal	means	established	the	statement	also	said	

1. There were identified 4 nouns (commission, developments, means, statement). Nouns have the highest frequency in a negotiation

2. There were also identified 3 verbs (established, said, respond). They were presumed on the second place.

3. Three adjectives were **implied in** the second statement (European, in accordance to (with), legal)

4. It was distributed only one adverb (also), three articles, 1 pronoun and 1 preposition and 0 evidence of numeral, conjunction and interjection.

5. The verb “respond” with necessitate to be explained appealing to one of its connotation (officially requires the answer denoting a positive meaning such as (legal means)).

6. There was also identified a word with negative meaning encapsulated in “developments”. The latter should be understood as “evolution”, “escalation” which echoes with “will respond” from the first part of the sentence. The words “developments” and “respond” correspond the modern lexicon in negotiation.

There were identified nouns: (developments, commission, statement), verbs (established, will respond, said), adjectives (legal, European, in accordance to), articles (the, the, the), one pronoun, one adverb and one preposition. The negative connotation is rendered by “will respond” and “developments”.

**POST-BREXIT Negotiation Consequences. The Power of Words in the context of Negotiation The Withdrawal Trade-Deal Protocol**

The negative power of the noun developments the verb “will respond” as well as the phrase “legal means” and the adverb “also” makes the frame of mind, spirit and tenor of the context dominant. The context required adequate wording used in the negotiation document. The proper terms were figured out by the author (negotiator) of the document.

**Conclusion:**

1. The negative (power) meaning of words and expressions dominate the context of NI Protocol.

2. Short negative questions often occur in the articles reflecting Brexit issues, as it follows: *“Have you heard the latest about prime and what she said about it? May determine the whole tenor/drift”* or intention of the story prolongation and perpetuation;

3. Positive words carry less information. The investigation confirms 50% of negative words in the English language, 30% of positive and 20% of neutral ones.

In the previous research on “Brexit withdrawal’ we had put in picture the new lexicon that emerged in the English Lexicon since 23 June, 2016, the referendum day. It had passed four years to determining the citizens’ choice to remain or to leave (the EU). Some readers use the famous expression: “**to be or not to be**”.

See the articles:

1) Brexit trade deal “the end of ugly division”, Reuters, Dec., 26

2) UK and EU confirm last-minute Brexit trade deal: Merry Brexmas (Christmas): Telegraph, Dec.24

We tried to demonstrate in what context there appeared certain neologisms as (Brexit, Remainer, Leaver, Grexit, Trexit.....), who were the authors of the new words, how difficult the negotiations were provided, how the members of the parties have managed to convince the citizens to reject or to accept the Withdrawal Protocol...etc. Meanwhile the pages of National articles and not only, have flooded the Internet with words and expressions rendering different emotions. The torrent of the words with new meaning reached more than 5000. Negatives became the dominant lexicon, while the positives rarely occurred, and the neutral lexicon with the rarest occurrence almost disappeared until December 2020, when both sides were in a hurry to sign the Exit Deal. In consequence many things there were slipped out, escaped the negotiators’ attention as they were in a quickness/rapidity to survive a wreck.

Important decision “**Withdrawal Protocol**” carried out in a great velocity because of deadline and pandemia.

All the unfinished issues, mistaken solutions, erroneous, unjust, unfair, unlawful, wrong course occurred due to miscalculation of time. Historical decisions should be thought in itemization, particularity, otherwise the predicament and misfortune come into sight.

We have analyzed seven fragments taken from the article “*Brexit tension: EU threatens legal action against the UK.*” In Tables 1-6 on the horizontal line were indicated the parts of speech that might occur in the article describing the Northern Ireland Protocol, while on the vertical all were introduced the fragments-sentences depicting the corresponding parts of the speech.

**Conclusion:** the scope was to identify all words with the corresponding grammar index to determining the power of words with their correlative mark/sign: positive (P), negative (N), and neutral / median (M), to determine which category of lexicon (out of three negative, positive or neutral) has the weight to change the valence of the other two, what is the role of evident| tangible Markers compared with the role of the intangible / unseen Markers rendered by mood, tonality, allusion, suggestive, indices, attitude, hint, implication, intimation, token, omen, reference, illustration, disposition, dissatisfaction, etc.

It was identified:

I. 1. The first fragment of the Protocol that covers 10 words and expressions with corresponding correlative marks (N), (P), (M)

2. 2 words with real negative meaning: threaten, legal action. The verb 'threaten(s)' keeps the innate negative meaning; the adj. 'legal' and the noun 'action' used separately save their positivity's, but together they acquire negativity due to the rank of vicinity with the closest words

3. 2 words with acquired negative indirect connotations due to power context of negative provided by negative MARKERS (such as no, not, never, etc.), due to the negative words functioning in a negative immediate proximity where negative words serve as negative MARKERS or due to the context where the negative action or the repetition of negative action is delivered without a single MARKER of any color. Its role is exercised by a special figure of speech.

4. there were identified 5 nouns, 1 verb, 1 adjective, 1 article/determiner. Only one noun (legal-action) represent an innate negative meaning, the other four preserve positive meanings; the single verb (threaten(s)) maintains its negative meaning.

5. 2 prepositions were identified: 'against' and 'over'. The former preposition upholds negative connotation within the negative context (i.e. not a single negative MARKER was used)

6. there weren't identified pronouns, numerals, conjunctions, nor, interjections – they are called determiners and continue to secure their neutral origin.

7. the adj. "legal" carries positive meaning (Ro.: *legitim, legitimitate* and Engl: *legal, lawful*) and the noun "**action**" carries also the positive meaning; taken together per-form a unique transformation into expression with negative meaning (positive meaning versus negative meaning, i.e. legal + action in a negative environment acquires negative signification. The negativity predominates. (Use and teach positiveness).

8. the dominant word power is concentrated over 2 units: a verb and a noun phrase

9. the adverb "again" with the meanings:

1. to do or to say (over) again;

2. to repeat or reiterate (for many times, to repeat for several times (Ro.: *a repeta, a repeta de mai multe ori, a se repeta, Ru: повторять, повторять несколько раз*)

10. the rest of words as EU, the UK, over, Northern Ireland, deal usually function as neutral lexical units. In the English language they constitute 20 %.

**II.** 1. Both minors or adults, employees or employer should eradicate the use of negative phrases, also to be positive.

2. Every negative phrase triggers lots of corrosive attributes of negative language mentioned above.

3. When translating the negative expressions into positive you can demonstrate your mate/support:

**Negative**

1. “There is no reason why we can not cooperate”
2. “There is nothing you cannot achieve”
3. “No”

**Positive**

1. “We can work together”
2. “You can achieve any goal set”
3. “Let’s see what we can do”

4. Teach your audience (even attorneys) always prefer positive, declarative and constructive language. The people from yesterday, who want to stop things or move backwards, almost always use negative approaches, images and mandates.

5. While seeing one positive alternative, keep in mind, there are at least four-six other positive ways to say the same things and achieve a different constructive result

6. Make the leadership, management, parenting, teaching, those who motivate others limit the number of negative words that can be used in sentences and paragraphs. Always make your limit Zero.

7. Those who make speaking positive language a discipline and disavow (Ro. a nu recunoaște, a nega, a dezavua Ru: не признавать, отрицать) and stop negative language have amazingly different and constructive lives, as do those around them. Everybody will wait for you to translate negatives (he should be taught by parents up till learning special courses of etiquette). Now this work is done by many teachers, linguists, editors, journalists and good books.

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