

# “THE INFLUENCE OF ENGLISH LANGUAGE IN THE ALBANIAN MEDIA”

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## **Introduction**

In recent years people are increasingly concerned about the inability to understand the meaning of certain words and expressions heard every day in their immediate environment. This is about the English words, which intensively and more accelerated enter into the Albanian.

Today also our communication takes place with increased use of foreign words with whose help we try to emphasize our knowledge, the knowledge of different areas of life etc., Without paying attention to their negative impact on the native language on the other side. That's why this research is done, in which we will see the influence of the English language in the printed and electronic Albanian mediums .

English has become one of the most popular languages in the world and it is spoken by millions of people. That is the reason why he quickly became the only language used in international communication language which provides an opportunity to meet with many research papers, discoveries from all fields, such as economics, technology, and diplomacy.

We will mention that anywhere in the world dominate advertisements and expressions in English, and many English words widely used in many other languages. Despite the fact that this language is considered as an international language, however, this does not mean that English words should be used inappropriately. Therefore, it is necessary to refer to the analysis of English terminology and its use in Albanian printed and electronic mediums.

This research is done within 2 weeks, in the period from 31.12.2012 to 01.11.2013, and for this purpose was followed the program of the National Albanian Television "Alsat" and articles in the Albanian newspaper "Koha".

## **1. The role of media in preserving the pure Albanian language**

Albanian mediums have a duty but also a professional responsibility to use the standard Albanian. But let ask ourselves which Albanian TV or Albanian radio has employed at least one lecturer of Albanian language? The answer is more than clear. Unfortunately the situation says that there is no hiring appropriate experts in our media, which should take care of the proper writing, correct pronunciation, semantics etc. and who will advise the presenters of various programs to abide toward the use of standard language. Therefore, we are faced with the problem of the daily permeation of foreign words, especially the English words.

The media have that ability in the fast monitoring of news and information, and therefore they have a major role in the preservation of the standard Albanian. They should pay attention on how they write, but also how they speak like because they are daily life of our lives and should seriously realize their responsibility to the public and to be aware of the consequences that are introduced through them

Therefore we will say that with the goodwill everything can \_ be achieved. We will quote Shakespeare, who said "Where is the will there is the way"

### **1.1 How much linguists and writers contributed to the preservation of Albanian**

It is understandable that the Albanian language, as most of other languages, borrows new words that do not exist in his vocabulary, and then the same words adapts by giving a proper grammatical characteristics. All this occurs as a result of the accelerated development of

the art technology, but also the numerous discoveries in different areas of society. But when the use of foreign language is excessive, then we have already damaged of the mother language. Because of that all of its users are required to take measures to prevent the uptake of unnecessary English words and expressions.

The negative side is that English words has been intensively use in everyday communication and mostly use people who we expect to do at least, and these are linguists, journalists, but also the media.

Why do we say that linguists most responsible in preserving the Albanian language? The answer is short and clear: because they deal with the language and the rules of its use. If they use correctly and fluently their native language, even though they know and speak English, then we will not have English words written between the lines of text in an Albanian part of the Albanian newspapers. As a confirmation of what is said it's unavoidable to mention wise sayings spoken by many Albanian, but also world thinkers who arouse deep thoughts for need of knowledge of language and its preservation:

*Albanian language is the only means of lightening to moral advancement.*

**(Holger Pedersen)**

*- We never have no right to be called civilized nation although we learn foreign languages , because a nation is not built just by learning a foreign language, but learning their own language. (Filip Shiroka)*

*- Signs of a civilized nation are:*

*1.How to care for their trees*

*2.How to care for their children to elderly*

*3.How treats its language*

*A language is the most important. Is his duty to protect to nurture as a cultural value and identity attribute. (Ervin Chargaff)*

*- While you read the authors that write good, you learn to speak well.(Volter)*

*- The language best of all other things, gives light or misery at one time. (Ismail Kadare)*

## 1.2 How much the media is trying to use standard Albanian?

In order to reach a satisfactory and ethical journalism should the Albanian language to be cherished and by the journalists or the media. What is happening today is the opposite what is said, although we are aware that the media have a big impact on the public. Therefore, they should strive towards the use of their own language and towards smaller intake of English words, but unfortunately, as we mentioned, we are facing with the opposite.

I think that in the media of the Republic of Macedonia should be implemented a law for preserving the pure language. Why not to be a task, obligation, and even under the condition that would worked all the media in our country?

It is worth to mention that some of the Albanian printed and electronic mediums, which are the subject of research in this article, are named with English words, for example: "Alsat" - the most popular national television in Macedonia in its name contains the abbreviations English words "Albanian Satelite ". This TV has a great influence on the Albanian public and can high speed for a short period to contribute to the improvement of the Albanian language in the whole area.

Since language is the most precious value of a society, it should be protected and nurtured, and it can best do the media, therefore is necessary to write and speak in their native language, without use everyday English expressions, such as "Hello" and "bye bye", when they can not shake hands with "Tungjatjeta", "Mirdita" and "Mirupafshim".

The language as a means of communication, directly involved in the media, in direct way affects us all starting from young children. Although children need to learn to be able to communicate well another languages, however, should at first to make them live able correctly to use their mother language. It is good and our students, teachers, journalists, politicians to learn other languages and in other countries, but it is sad that this knowledge begins to be used incorrectly and have a detrimental impact on the native language. The fact is that in this way, wrongly enriches vocabulary and that means that there will be a time when we may not be able to understand each other, young people (pupils, students) will have a new vocabulary of expression, as opposed to the older generations

who will need translators to translate new forcible words that were never spoken by their ancestors, so a concerned grandmother would not understand when his nephew would say: granny big like for the milkshake.

### **1.3 The reasons for the appearance of the English words in the Albanian language**

The uptake of the English words appears as a result of the industrial and technological development in Western countries, especially the United States. But here as the main culprits, that causes for the appearance of many English words in our everyday life arise and the Internet and its increasingly frequent use, then the media, emails and communicating through them, and through messages etc..

When we talk about technology we instantly think of: TV, radio, computer, video camera. We notice that none of these words is Albanian, but these words are often use in the Albanian language. All of this shows that it is a major impact of technology, not only in the language but also in the culture of the nations.

Shkumbin Munishi in his article titled,, Gjuha shqipe dhe interneti "says:" Given that the information technology mainly developed in the U.S. and other Western places that use the Latin alphabet for writing, we can point out that all this helps Albanian language not facing problems in writing their own graphemes in the electronic texts.

Keyboards for typing of computers are mainly composed from Latin letters also, which greatly helps in writing. "

English words in the Albanian language enter as a result of mutual economic relations with other countries and other languages. In scientific research Isa Mulaj titled "Terminologija ekonomike shqiptare" giving some examples and illustrations for this phenomenon.

Words highlighted in bold in this table are English words.

<b>Makroekonomia aplikative</b>	instead	Makroekonomia e zbatuar
<b>Resurse humane</b>	instead	Burime/Pasuri njerzore
<b>E drejta biznesore nd rkomb tare</b>	instead	E drejta afariste nd rkomb tare
<b>Menagementi kreativ dhe lidershipi</b>	instead	Qeverisja kreative dhe udh heqj
<b>Staf</b>	instead	Kuad r/Personel
<b>Staf miting</b>	instead	Mbledhje e personelit
<b>Ekuitet</b>	instead	Pjesmarje n aksione
<b>Kesh</b>	instead	Para te gatshme
<b>ktivitete</b>	instead	Veprimtari
<b>Aplikim</b>	instead	Konkurrim
<b>Remitanca</b>	instead	D rgesa monetare
<b>Bordi I menaxhmentit</b>	instead	Keshilli drejtues
<b>Termt e references</b>	instead	Kushtet e punimit

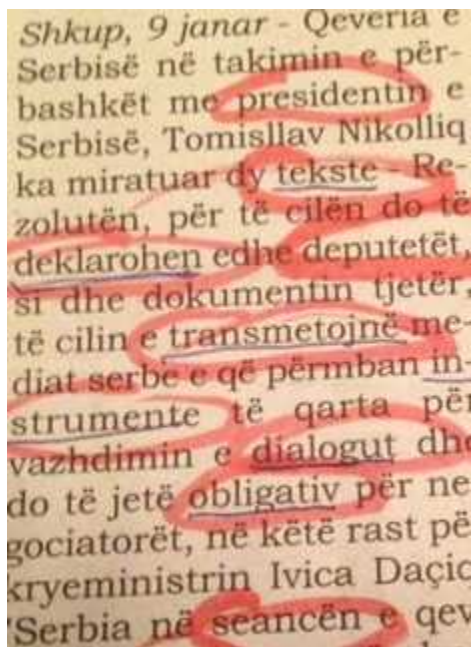
## 2. The influence of the English language in the Albanian media

### 2.1. Interpreted English words used in the Albanian newspaper "Koha"

This phenomenon of the deliberate usage of the English words by Albanian mediums, with negligence of the relevant Albanian words in places where should be written or spoken the Albanian language surely it is happening because the media want to make an impression in public that they up to date with modern trends or perhaps to show that Albanian journalists have mastered the English language. Rather, with these methods they show to us that have a lack of knowledge in their native language, and even more in the English. It's anxious the fact that this happens every day in the printed Albanian mediums in Macedonia. In order to see the negative impact of the English language in the media in this article are distinguished few English words used in the newspaper "Koha".

In this newspaper, in the article titled "Serbia pajtohet për Kosovën" written by VL were allocated a total of 52 unnecessary English words that are transferred from the newspaper also below are interpreted separately.

Illustrated English words used in printed Albanian newspaper "Koha"



Presidenti, tekstin, parlamentin, platformes, publik, legjitimit, territoriale, deklarohen, deputetet, transmetojne, instrumente, dialogut, obligativ, séance, platforme, presidenca, platforme, publikut, presidenti, platformen, public, dialogu, progress, dialog, garancite, individuale, rigide, legjitimitet, territorial, rigide, legjitimitet, rigide, institucionet, parlament, eksplicite, autonomi, parlament, conference, kompromis, detaje, efektuimit, rajonin, gra dualisht, rajoni, stabilitet, kompromis, fraksione, realitetit, presidentit, etapore, rajoni

Qeveria dhe presidenti serb,  
janë pajtuar për tekstin e  
rezolutës për Kosovë, e cila  
do të dërgohet për miratim  
në parlamentin e Serbisë,  
ndërsa për tekstin e  
platformës së Nikoliqit, janë  
marrë vesh që të mos dalë  
në publik. Analistët nga  
Maqedonia e vlerësojnë si  
hap pozitiv dhe si njohje "de  
facto" të legjitimit të  
qeverisë dhe të tërësisë  
territoriale të Kosovës

The English words that are highlighted with red color are used two or three times in the text.

From this we conclude that the one-day study in Albanian journalism has been intensively growing the number of unnecessary words from the English language, which in some cases has changed the whole concept of what is said. Their use in places where it is not necessary is getting a vague language that confuses and does not course. This research points out that this kind of violation of the language is a major drawback that bothers the future and the development of modern Albanian.

## **2.2 Commonly used English words in the Albanian media "Alsat"**



In addition we will look at the analysis of the use of standard Albanian language in the Albanian national television "Alsatsat" in Macedonia which has a major impact on the Albanian public, it represents the elite of the Albanian media, yet, both here we are faced with the same phenomenon .

Researching is done on a known issue with title,, "Rruga drejt ". The show led the famous Albanian journalist Mr. Zeqiri, and guests are Mrs. E. Mehmeti and Mr. E. Rahich. Ms. Mehmeti in this issue within 20 minutes, used a large number of English words, respectively for it shortly 40% of her words weren't Albanian.

English words that she used :

Elita	elitare	mazhoranca	lider
model	disidente	startim	konkluzë
negociues	komente	tension	konjuktiva
tendenca	masive	dilema	struktura

But not only her, but also the famous Albanian journalist M.Zeqiri in his short questions used many English words:

Subjekt,procesi,kandidati,pozita,deklarata,funksional,operator,sinjale,apostrofon,ekzekutiv,forca diametralisht.
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Calculated in percentage, his short questions contained even 25% of English words. Therefore, in this study we emphasize the need, but also the necessity of having a "good" will of media but also of journalists who will stand aside of the unnecessary English words.

### 2.3. Interpretations of the research and the observation

In a society such as ours, the introduction of English words is very popular in this time, and to confirm their strong presence in our everyday lives, we made a questionnaire, which is completed by a group of Albanian students which study at the State University in Tetovo.

## Questionnaire

1. Are you aware of how much English words are used in the Albanian language?
2. Can you accept this as a normal happening, or you think that this is a major fault in particular linguists and the Albanian institutions in Macedonia?
3. What is the risk of their use?
4. How do you think this phenomenon can be prevented?
5. Can you take some English words you use when you speak Albanian?
6. Do you try not to use unnecessary English words when you are speaking or writing in Albanian?

## 2.4 Obtained results of the questionnaire

In the first question "Are you aware of how much English words are used in the Albanian language," 90% of the students responded that many English words are used in the Albanian language, one of them, a student of Informatics said that in a debate with his professor for the word "pending" from English had to search to the dictionary to find the appropriate word in Albanian "pezull", which said that not long ago he used it in its everyday speech.

The fourth question, "How do you think this phenomenon can stop" 70% of them responded that this phenomenon can be prevented through schools, the media, the promotion of themselves proper Albanian institutions and good will to preserve the Albanian as clear as it is possible.

At the question "Can you mention any English words you use when you speak Albanian?" Most of their answers were almost identical, that I noticed the same words they use everyday.

The most common English words:

:kull	kontakt	baground	experience	vip
slogan	impresion	ok	lider	koment
traini	startoj	klik	full	spiker
maus.				

This one week survey, and also the questionnaire helped to come to the conclusion that the English words in Albanian students are present every day, in almost every sentence extended, and the most unfortunate is that they are not yet aware of many Albanian words that have long been neglected and almost forgotten in their vocabulary.

## Conclusion

In this article is treated the phenomenon of occurrence of the unnecessary use of English words in the Albanian language, is the negative impact of the English language in the Albanian printed and electronic media.

Here I represent the view that English words should not be seen as an economic, technological and political phenomenon, but also should primarily be seen as complex and distorting phenomenon that intrude funny and dramatic changes in the Albanian language. Even though English is increasingly becoming a global language, we can conclude that the use of the unnecessary English words in other languages, where they have appropriate words, as is mentioned research the Albanian language, contributing in the future this phenomenon lead towards loss of the beautiful words of native language.

We also believe that printed and electronic media are seen as the main culprits for the spread of the unnecessary English words in the Albanian language.

In the development and existence of the Albanian language should be included media and linguists who need to cooperate with each other to organize different language programs and workshops, and to pay attention on correcting of the English words forcibly entered into the Albanian language.

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