

ENGLISH AND ALBANIAN IN CONTACT – CHALLENGES AND OUTCOMES

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Abstract

Considering the fact that languages, as well as cultures, are rarely self-sufficient (Sapir, 1921), the Albanian language, being in direct day-to-day-contact with English, is being inevitably influenced. Not neglecting the historical, social and political conditioning of the process (Sankoff, in Trudgill et al, 2001), since this is a synchronic study, heavier focus is placed on linguistic outcomes. Hence efforts are made to ascertain the present status and predict the future trends in contact-induced changes in spoken and written discourse, aiming the prevention of negative impact. Research data was collected from a wide range of sources: print and electronic media (printed/broadcasted in the entire Albanian-speaking area), official documents and websites, as well as speech acts recorded by researchers. A combination of qualitative and quantitative methods was used in corpus analysis. Causes and consequences of the influence of English on Albanian were analyzed, focusing particularly on the impact of over-excessive use of abbreviations and acronyms alongside with the stratified and newly imported Anglicisms. The findings have shown that borrowing is a rather productive word-formation process, as is abbreviation and acronymy. The most influential among the factors for the productivity of the processes are the liberal attitude of Albanian speakers towards foreign influence, their neglectful attitude towards Albanian, as well as media influence in promoting and disseminating particular type of communication models, which are adopted by the public and disseminated further. The result is frequent communication impediment and failure. The conclusive remark is that greater individual and collective, as well as institutional effort and support are required in order to prevent far-reaching negative effects of contact-induced changes in Albanian.

Keywords: *Acronym, Anglicism, Contact, Communication, Influence.*