

THE CULTURE OF LANGUAGE A TENDENCY TOWARDS "MODERNITY" OR A SLOW "DESTRUCTION"

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Abstract

In a free and open society such as the Albanian society, many of us may think that this "freedom" can mean anything and everything. Given that this "freedom" creates opportunities for everyone to write in newspapers, in magazines, give opinions on various shows and even publish books a very important fact, which should not be left behind, must be kept in mind. Do these articles adhere to a language in written standard or are they just written to fill the pages? This question becomes even more worrying when these articles are written by the people who are professionals in closely related fields to the language. An issue that can be considered as crucial nowadays is the expression of the linguistic culture in the language of the newspapers or other media. It seems as Albanian language is not being taken proper care by the people who use it in these media. These people, along with the school, should be the first one, not to destroy and change it, but give the best model of it. Empirical observations, which we kept in mind in this paper, highlight a question that requires an answer: Can this used language be justified as a tendency towards "modernity" or probably a "slow destruction" which is (not) being observed and is changing the Albanian language? The aim of this paper is to highlight that the alienation of Albanian language is becoming a real problem in periodicals and visual media, but there are also not missing cases in school publications, which have a direct impact on the daily users of the language and, what is worse, on the new generation, which is probably getting the worst model from these sources.

Key words: *culture of language, media, modernity, destruction, real problem.*

Dear participants of the scientific conference.

First at all, I would like to thank you for this important activity with multidisciplinary value in education. For some time, I was sensitive to some linguistic phenomena that have made me reflect, this being influenced by another fact. For several years, as a teacher of the Albanian language in secondary and upper secondary education, I could not stay indifferent at what is happening with the users of Albanian language and with the language itself. Within twenty years of freedom of any kind in Albania, understood or misunderstood by everyone, even the language could not escape this "freedom". The Albanian language problem, nowadays, is very serious. Taking care of it today is not enough. The way how Albanian language is destroyed is very obvious. By reading all the black on the white, creates the impression that the use of unnecessary foreign words, the syntactic constructions, the absence of punctuation marks, etc. have become "fashionable." Our democratic society should be more worried and also react.¹ Claiming that the language development goes along with the society development, there are many elements, which have nothing to do with this development, still housed under this "cover". Albanian language is

¹ A. Jashari. The Albanian language in the today's stage. Pp.564. The Albanological publications, Tirana, 2011, Albanology Research Center

like a river, flowing and flowing for centuries. It has derived from Arber, is enriched through the centuries, with the most beautiful words of people and has its own perfection of the most prominent men of letters the our nation.²

What can be noticed, without much effort, is the fact that the Albanian language is filled with unnecessary borrowings, as if those who use them, show a higher level of usage and possession of language. These borrowings are often so numerous and irrelevant that sometimes we need dictionaries or assistance of an interpreter to understand what is being said. By this we definitely should not mean that the language should not accept borrowings or new constructions, since it is known that the language, especially its vocabulary, is subject to change as a result of developments occurring at times. By studying the linguistic reality, borrowings should not be seen as something foreign in the body of the Albanian language, but as part of its culture, as a sign of bilateral relations in the cultures of peoples.³ We are not talking about those borrowings that have become part of the Albanian language, but mostly about direct borrowings from foreign languages, especially those entered the last twenty years. By this, we mean the constructions and borrowings that do not need to be used because their corresponding in Albanian language, still preserve not only semantic value, but also fully respond to developments that might occur. There is no reason to use completely unnecessary terms or foreign words, a part of which can also bring misconceptions or misunderstandings to language users. So there is no need to use : "*Gia*⁴" for "*tani*⁵" or "*tashmë*⁶". (... *gia* (*tani*; *tashmë*) *është ndërtuar* (...now is built...) ... TV Klan, April 10, 2013), or "*fashionues*⁷" for "*tërheqës*⁸" (*..Është me të vërtetë fashionues... (tërheqës). ... (Is really attractive...)* TV News 24, April 10, 2013); "*kondicion (condizione)*⁹" for "*kusht*¹⁰" (*Kondicionet (kushtet) e ndërtimit ... (...Conditions of building ...)* Top Channel TV, April 10, 2013), "*Influence*¹¹" for "*ndikim*¹²"(Top News TV, April 18, 2013), "*Oral*¹³" for "*gojore*¹⁴" (... *kaluam nga tradita orale (gojore) tek shkrimtari i madh...* (From the oral tradition we passed to the great writer ... (Klan TV, April 16, 2013) and other cases as: *lançim, prevalim, kompilim, kalkulator* etc, from which are formed even family words, subject to rules of establishing words in Albanian language, such as e g.: (*lançoj-lançim- i lançar; prevaloj-prevalim-i prevaluar; kalkuloj-kalkulim-i kalkuluar -kalkulator...*).

The Albanian equivalents can fully replace these words and on the other hand, there is a reason why using them can bring trouble in understanding the phrase or text where they are used. Such cases occur in press, where is less care, such as:

"*even*" "*implementohet*¹⁵" "*nacional*" "*prezencë*¹⁶" (The "Metropol" Newspaper, March 15,

² A. Jashari- International Seminar of Albanology, Tetovo, September 2007, Pp.102.

³ Po aty, fq. 102

⁴ Italian

⁵ Albanian; In English - now

⁶ Albanian; In English - now

⁷ Italian

⁸ Albanian; In English - attractive

⁹ Italian

¹⁰ Albanian; In English -condition"

¹¹ English

¹² Albanian; in English- influence

¹³ English

¹⁴ Albanian; in English -oral

¹⁵ From English language

¹⁶ From Italian

2013), “*azhornoj*”, “*proporcion*”¹⁷ (... *nuk ngelet pas dhe tregon se është i azhornuar...*; (... Not lagging behind and shows that it is updated) *Çmimi i biletës do të jetë në proporcion me ...*(Its price will be in proportion to ...) (The “Shekulli” Newspaper, March 14, 2013). To respond to the development of language, perhaps even some of them can be seen as a trend towards this development, such as: event, presence, national, or even oral, proportion and in keeping with the international terms in respective fields, starting to feel like part of the language itself and as part of its vocabulary along their equivalents in Albanian language. We can also, see them as a trend in the use of language alongside Albanian words: *festoi*, *mbizotëron* the words: *celebroi* (celebrated), (prevails, dominates), which are increasingly used, although their full replacement is not made, as the respective Albanian word has not lost its semantics that it marks. But by no means there is no need for using some other words as some of them mentioned just above (*kondicion*, *fashionues*, *gia*, *azhornoj*) or any other because the equivalents in Albanian do not create any gaps in responding new developments in language and, on the other hand, does not have to destroy the originality of language itself. Another phenomenon observed both in print and on television is the one that has to do with the misuse or more correctly with the distortion of the Albanian spelling and pronunciation. The cases are endless just as you open pages of newspapers, just as you read headlines on television reports and what is worse, this distortion is not lacking even to news different speakers of stations or television broadcasts executives in them. Among the elements with many problems that can be seen is the fact that, there is the "massacre" of the vowel "ë", dots of which are set in writing only when those who write are remembered¹⁸. If one ranks cases of wrong spelling of this vowel, probably we will not have time, enough, because they are so many, but most cases are especially visible on the pages of newspapers and less on the headlines of various TV stations. Misunderstanding caused as a result of this abuse, has mostly to do with the forms of words where the plural of the masculine is the same as the feminine in such words as: *këshilltare* for *këshilltarë*, *patriote* for *patriotë*, *studente* for *studentë*, *politikane* for *politikanë*.¹⁹ (The cases are taken by television stations: Channel 7, UTV News, A1 Report, April 18, 2013. The “Mapo” Newspaper April 19, 2013). Categorically, the letter “Ë” is never written as such, but in any case as “E”, and it is evident in all the titles and subtitles given in writing in all Albanian TV stations. Another aspect that can be brought to attention relates with the wrong pronunciation of words, most of which are of foreign origin, especially from the TV speakers and various TV shows. There are cases such as: *proçes*,(process) *proçedim*,(proceeding) *proçedurë*, (procedure),*ballancë* (ballance), *llogjikë*,(logic),²⁰ which are used without considering the pronunciation and spelling rules of the Albanian language and, what is more, by the speakers in the media or presenters of different programs. (Cases explained above are taken from ABC News TV, AS-TV, Ora News TV, Publik TV (TVSH)). Such cases can be added to other cases using the wrong pronunciation of words where it is not taken into account any use of the rules of the right spelling and pronunciation. These cases were identified in spoken and print media. For illustration we are presenting some examples:

Rekumandimet (rekomandimet) për proçesin (procesin) zgjedhor ... (...Recommendations for

¹⁷ From Italian

¹⁸ One of vowels Albanian language which differs from other vowel “e” only by two points was placed above

¹⁹ In Albanian language the distinction between female gender and plural number in words of this type, is made only by the vowel “ë”.

²⁰ In the Albanian language, these words of foreign origin are written respectively by "c" and "l" and not with "ç" and "ll".

electoral process...) (TVSH, April 19, 2013)

U ziva (u zura) me ... (had a quarrel with ...) (TV News 24, April 1, 2013)

...e ka mshef (fshehur) ... (he has hidden ...) (TV Ora News, April 25, 2013)

Forcat talebane kanë pranuar autorsinë (autorësinë) ... (Taliban forces have accepted the authorship...) (Channel 7 TV)

Ngjarja në Vjenë ka kaluar kufinj të (kufijtë) ... (The event in Vienna has crossed the line...) (ABC News TV)

...kur ndërmori këtë nisëm (nismë)... (...When undertook this initiative...) (“Koha Jonë” Newspaper, April 15, 2013)

...jezuiti i vetëm brenda konklavës morri (mori) 2/3 e votave... (... Jesuit just inside the conclave took two thirds of the votes...) (“Metropol” Newspaper April 15, 2013)

Reklamoni biznesin tuaj në adresat (adresat) (Advertise your business on addresses) (“Agon” Newspaper, March 19, 2013)

Evenimenti promovues i këtij libri u mbajt mbas dite (pasdite)²¹ në ambientet... (The promotional event of this book was held this afternoon to venues) (“Agon” Newspaper, February 19, 2013) etc.

The cases, mentioned above, can never be seen as a trend in the language, but only total carelessness in the application of the rules of right spelling and pronunciation in Albanian language by giving a bad model. We keep mind the fact that they are subjects of information and are addressed to a broad public. Another fact, which is seen, in the language used in written and visual media perhaps it seems to be as a trend of language today, relates with some grammar indicator for a variety of Albanian nouns. There are many nouns in which inflection indicators are not used in the appropriate way. The phenomenon is observed in nouns, in different proper nouns, abbreviations, but also in the other nouns. We can mention some cases for illustration:

Pse jo Putin (Putini) në Prishtinë! (Why not Putin in Pristina!)

Nuk gabova që e zgjodha Liverpool (Liverpoolin) (I was not wrong that I chose Liverpool)

Shpërthimi tek uzina e ARMO (ARMOS)... (Explosion at plant of ARMO) (“Koha Jonë” Newspaper, March 10, 2013)

Lista e ALUIZNI (ALUIZNIT) (The list of ALUIZNI...) (“Panorama” Newspaper, March 13, 2013)

Ironia e Malaj (Malajt).. (The irony of Malaj...) (“Koha Jonë” Newspaper, March 10, 2013)

...kundrejt 12 kilometra (kilometrave) gjithsej që ... (versus 12 kilometers total to) (“Koha Jonë” Newspaper, March 10, 2013)

Ishte PD (PD-ja) ajo që kërkoi ... (It was DP that asked...) (“Koha Jonë” Newspaper, March 15, 2013)

... të njëjtën periudhë të një vit (viti) më parë (...to the same period a year ago) (Ibid.)

Kriza e KOZ (KOZ-së) (The crisis of the KQZ-Central Election Commission) (“Metropol” Newspaper, April 19, 2013)²² etc.

The phenomenon is also observed in the verbal inflection, but not as dense as the nominal one. Let us illustrate the case with some examples.

...gjë të cilën poeti do ta shijoj (do ta shijojë) vetëm atëherë... (... a thing which the poet will then only taste ...)

...nuk ka pranuar të nënshkruaj (të nënshkruajë) dokumentin e kërkuar nga policët, por ka filluar

²¹ All underlined words are the right forms that should be used by the spelling. of Albanian language .

²² All underlined words are appropriate inflection indicators to be used

*të ofendoj(të ofendojë)*²³ me fjalë fyese.. (refused to sign the document requested by the cops, but began to offend with offensive words ..) etc.

Besides this fact we can emphasize another element. It is noticed more and more, in both spoken and written language, the reducing or simplifying of the verbal form in the future time indicator "do të" only in "do".²⁴ Such cases are:

Pse Europiani i Peshëngritjes do zhvillohet (do të zhvillohet) në Shqipëri. (Why the European of Weightlifting will be held in Albania) ("Panorama" Newspaper, March 13, 2013)

Procesi do mbyllet (do të mbyllet) brenda 2013. (The process will be completed within 2013) (Ibid.)

In this empirical research which has considered the language of most newspapers and visual media is also considering a different perspective; errors that have to do with disagreement of adjective with nouns according to the number, mismatching of verb tenses, cases, the article use, pronouns etc. Let's look for this point some examples to illustrate.

...ishte e pamundur të qëndroje në sheshet e hapur...(e hapura) (it was impossible to stay in the open squares ..) ("Metropol" Newspaper, March 15, 2013)

Tregtarët ambulantë ndien (ndjenë) mungesën e organizimeve. (Traders felt the absence of organizations.) (Ibid.)

Shumë problematik (problematike) janë oraret e mëngjesit. (More problematic are the morning schedules) (Ibid.)

Dokumenti përmban një material informuese (informues) kronologjik... (The document contains an informative chronological material ..) ("Ballkan" Newspaper, March 15, 2013)

...listat e votuesve përmbajnë shumë probleme²⁵, ndër më kryesorja(kryesoret) sipas tyre. (voter lists contain many problems, among the main ones according to them) (Ibid.)

...kompania²⁶ që ka marrë edhe pronësinë e HEC-ve do të derdhen (do të derdhë) menjëherë paratë... (...the company which has also taken the ownership of HPP will immediately pay the money ...) ("Shekulli" Newspaper, March 14, 2013)

...prodhimi vendas të dali (të dalë²⁷) me vonesë. (The local production come up too late) ("Koha Jonë" Newspaper April 15, 2013) etc.

KESH-i ka vënë në gadishmëri gjithë stafin e saj.(e tij) (KESH has put on alert all her(his) staff.) ("Metropol" Newspaper, March 15, 2013)

Even cases of improper use of articles are not few. We have encountered densely the wrong uses of the article "të" instead of "së" and vice versa, but also other cases, for example:

...energjisë të (së) konsumatorëve... (energy of the consumers..) ("Koha Jonë", Newspaper. April 15, 2013)

Komisioni (?) Integrimin do të duhej të shqyrtonte... (Commission (?) Integration should consider) ("Agon" Newspaper, February 19, 2013)

The wrong using of clitics as:

Luleve plastike përgjatë bulevardit i (u) janë shtuar... (Plastic flowers were added along the boulevard) ("Shekulli" Newspaper, March 14, 2013), and pronouns as: *...këtë e sjell aktori jonë (ynë) ...* (This is brought by our actor ...) (Top Chanel TV, May 1, 2013).

The use of uppercase is another case where there is deviation from spelling rules as a result of

²³ All underlined verbs are appropriate inflection indicators to be used

²⁴ In Albanian language the future of the verbs is built through analytical tools "do të".

²⁵ Plural noun that requires a plural adjective

²⁶ The singular noun which requires the singular verb

²⁷ All underlined words are the right forms that should be used

derecognition and carelessness such as:

...në pikat e kontrollit të Aeroportit (aeroportit²⁸) të Rinasit ...(at checkpoints of Airport (airport) of Rinas..) (“Panorama”, March 13, 2013)

Me këtë nën-indeks Shqipëria renditet në vendin e 60 në Botë²⁹ (botë) dhe... (In this sub-index Albania is ranked 60 in the World (world) and...) (“Agon”, April 19, 2013). In many cases, we can see that Proper Nouns are written with small letter in the newspaper, also the names and surnames of people are encountered in small letters written due to negligence, creating an unpleasant view for readers and observers of these linguistic facts.

Another element observed has to do with how the written phrase and quoted phrases are constructed. There are also cases where phrases are extended and overloaded with unnecessary elements, that they start losing their semantic thread. In many cases the same words with different syntactic functions, are repeated bringing the same effect. For example:

...Për të ndërprerë në mënyrë të menjëhershme ndikimin e politikës në gjyqësor, në funksion të nevojës të pavarësisë së pushtetit gjyqësor dhe të nevojës për të rritur integritetin e gjyqtarëve dhe prokurorëve nëpërmjet domosdoshmërisë për të identifikuar, ndëshkuar dhe larguar nga ky institucion shumë i rëndësishëm të gjithë ata që janë marrë dhe janë pjesë e aferave korruptive brenda pushtetit gjyqësor.(Gazeta Shqiptare, datë 16.03.2013)

(... To cut abruptly political influence in the judiciary, in view of the necessity of the independence of the judiciary and the need to enhance the integrity of judges and prosecutors through the necessity to identify, punish and left the very institution important of the all those taking part in affairs and corruption within the judiciary. (“Gazeta Shqiptare” Newspaper, March 16, 2013)

In conclusion we can say that the observations recorded above do not seek to make an inventory of all the mistakes made. These are just some of the cases that occur most frequently in the language of newspapers and television. Perhaps, a topic, as a separate issue would be the language school editions where there are no missing cases with spelling mistakes, which can not be tolerated and permitted in the this environment. The young generation today is not receiving the best model from the media. As previously mentioned, along with the school, the media should have a role equally important not to destroy the language, but to enrich it with the necessary tools to maintain it and its originality.

Returning once again to the highlighted idea that no matter what we write, but how we write it and not what we speak but how we speak, we hope that our beautiful Albanian language will develop on the right and appropriate way. Let's not have fear to "modernize" it, because this is required by development itself, but we have to be careful not to lose and destroy it but be careful not to miss the beauty of its expression.

Thank you!

²⁸ In Albanian language, state functions denominations, political, military rank titles etc. are written with small letter

²⁹ According to the Albanian language spelling the name “world”, "earth" etc. shall be written in small letter if it is not used as a term in astronomy

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