

## ITALIANISMS IN THE ALBANIAN MASS MEDIA: PRESTIGE OR NECESSITY?

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### Abstract

*Agravim, konfondim, novitet, deçiziv, oportunitet, kreator, evidente, impresionoj, invadojare* just some of the many terms that nowadays are known for their wide use in the Albanian mass media. In our everyday life it is impossible to read a daily press or to watch a TV and do not encounter Italian words in speeches or texts used by reporters, analysts, moderators, politicians, economists, even by writers. The phenomenon of Italianisms is most evident in almost all of political, economic, social and cultural areas. So observing this phenomenon in our language was born the questions: Why should we use Italian words rather than their correspondents Albanian? What is the reason of their use? Prestige or necessity? The idea of treating this topic came to me as I followed TV programs and read daily press, wondered if there was in Albanian appropriate labeling no need to use Italian terms. So, why not used *sjellje* instead of *komportim* or *përballje* instead of *konfrontim*? The aim of this paper is therefore to observe and to analyze the presence of Italianisms' use, their role and process of language adaptation into the Albanian language system, if they are necessary or are preferred just to follow a trend, no real need. The corpus of analysis is reached from some daily newspapers, especially from "Mapo", "Panorama", "Shekulli", "Gazeta shqiptare" and TV channels such as Klan, Top Channel and News 24.

**Keywords:** *italianisms, albanian mass media, spoken and written language, trend, linguistic analysis*