

THE ALBANIAN LANGUAGE AND ITS CHALLENGES TODAY

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Abstract

The Albanian language is being attacked every day by the borrowings, it is submitting every day to foreign linguistic models which every day impoverish our dictionary. Often we meet linguistic terms, the so-called contemporary ones, that have become part of everyday vocabulary of each of us. Globalization is a term widely used nowadays and it has immediate impact to the language because of its sensitivity. Since technology has advanced, the information is infinite, the thirst for knowledge of foreign languages and cultures makes us involuntarily "victims" of habits that pollute the Albanian vocabulary. Thus it is established an organic link between the languages, where the Albanian language is surrounded by the walls of globalization. The way how we use the language, since the mind as a lab for processing is traversed by currents of words, so it does not simply serve to get or give information, or ascertain facts, but as a means of social interaction. Widespread terms, spoken and written for enough long time, being exposed more and more every day, become part of our speech. Has the learning of a foreign language had any impact on shadowing of the Albanian language? Are there any real linguistic policies being pursued against the globalization of language? Is our language so flexible as every word of it can be easily sewn up or replaced carelessly by each one of us? Therefore the work with one's vocabulary is one of the tasks that lies at the center of attention throughout the process of formation of the individual. Albanian language is not in its embryonic stage to be "improved and enriched" carelessly. The use of foreign words in our daily conversations, but particularly in the visual media shows a lack of respect for Albanian language. Everything comes naturally to be closer to European culture, but we forget that the acquisition of a second language does not mean to forget your language. Giving new emotional coloration to the words, to think in Albanian and to express oneself in a curtailed foreign language, does not make one feel closer to the great European family. All together we must work that the acquisition of more languages at the same time will not serve to leave the Albanian language neglected.

Keywords: *challenges, borrowings, globalization, vocabulary, conversation, Albanian languages, European culture, linguistic policies.*

Introduction:

The issue of word borrowing remains an open topic of study, discussion and scientific debate about the preservation of Albanian words. Each day more the frames of Albanian language are expanded by overlapping of these words under the influence of European cultures. Perhaps it is simply a transitional period, but it will of course it will have an impact on our way of speaking. There are a number of social, cultural and philosophical elements affecting Albanians because of the position they have chosen for the language and its future, for the

history of this future. This language belongs to a big family, and because of that the political and social life, must not be blindly oriented toward career speaking with the concept of word has no future. Orientalisms in our conversations are enough to understand what we have inherited. As technology reaches its peak every day more and more, getting information in a foreign language is inevitable. Switching from one language to another should not serve as food or breathing in daily life. Lack of respect for the Albanian word leads to loss of linguistic sensitivity. It remains an individual right the choice of vocabulary, but always within the allowed limits.

Aim of study/research:

With this theme will try to understand how globalization has affected everyday communication, in Albanian, seeing as day by day, not to exaggerate, it seems like Albanian is being subject to this process. The internet and the media are being more impetuous, including language with all its elements, thus the influence of English is unavoidable. Often a term comes from English as a process of transformation of a local phenomenon by taking global impetus. It has a great impact in the way we unify the language, while everything becomes homogeneous on the way while we communicate. Although it is the result of industrial and technological development of the western countries, it has its impact on language, since English is the dominant language in the world. On the Internet it occupies the greater space in use.

To enrich the vocabulary of Albanian seems very easy in the first steps, take the foreign terminology, as adapt it to the daily speech and media and its use will become natural. But to the standard, if we prune it, claiming enrichment is not a just norm. The degree of difficulty increases every day while we begin to adopt different words, making them part

Research topics:

It is an internal sense which orients us toward the use of these words, which often confuses speech registers selected by the individual. The enrichment or truncating effect could not be recognized by any language speaker.

By using these words it is noticed a dominant practice, the power and strength of foreign words, which are often seen as a priority in our language system, or claimed as a skill of Albanian vocabulary to welcome these words.

We must clearly understand that the flow of these words has faded a lot the Albanian words. This lexical norm impoverishes the whole vocabulary. Many terms remain in the shadow, without being used and articulated so involuntarily disappear to oblivion. Borrowings at this stage, where all attention is focused on the process of globalization remain dominant. The Albanian language impoverishes to that point that it joins the group of poor languages. In the auditors, in print and visual media are used outside every parameter of the Albanian language, terms that do not give us the possibility to think of the possibilities to enrich the

language. A lot of these words have in parallel a word of Albanian, and in such cases we cannot admit innovation for language, or pretend its enrichment.

Research questions:

The Albanian, being a natural living language, inherited from generation to generation by spoken and written form undergoes different shifts and moves, has its ups and downs. The Albanian language is enriched, but takes a different direction. It must be observed, analyzed and understood where it really needs development and enrichment. How much the vocabulary really needs reforming although the implementing measures are quite extensive. Should the Albanian language be modernized parallel with the Albanian society? But is it possible for this language to be so open as to accept these interventions and simultaneously preserve its identity? Its resistance is centuries old and it is not easy to prune, although it remains open to accept foreign elements by adopting, adapting, translating and creating neologisms based on these words. The recent years coincide with big changes, and the use of English terms took immediate development creating an active vocabulary and overshadowing a lot of words already considered anachronistic.

The Albanian society reflects every change also in the everyday language, and it is only time that will decide if these words enrich the language, giving a different emotional coloring, or if these are terms that make us feel closer to the European family.

Data analysis:

English until the mid 90s dominate the internet, with 80% of the materials published in this language, and it was called the language of the Internet. In 2001 this figure decreased to 41% and 35% after 2004, while other languages began to take their space. But English remains the main language of marketing, international symposiums and conferences. That is why it has taken its space also in our vocabulary. borrowings from English has been dominant: Implement, impression, explicit, implicit, implant, impact, definitive, exchange, exclusive, excellent, exhibition, open- minded, live, playback, play-off, popcorn, top, update, sconto, fashion ect.

My work and my idea is: let us not confuse the enrichment of Albanian language and dictionary with Western terms we use in lecture; with the hope that these adopted words must be not put in use with the idea that they will itself become an integral part of the Albanian language. We want a rich vocabulary, an enrichment of the word, but not randomly, not thanks to some individuals who want to reveal their thoughts by using in a sentence a few words or expressions borrowed from a foreign language.

Findings:

We do not need to nurture and cultivate a feeling that puts us before a big responsibility; pretending to be contemporary we impoverish the Albanian language by putting in active use many words who does not belong to this language. It remains an illusion that we nurture the Albanian language with borrowed words, since we have enough words which we must use and not to let them dither into shadow. I have concentrated my attention to a few expressions which have no important function, which do not further adorn and enhance the value of speech in Albanian. It remains an illusion until now that borrowing serve to the language, that directly or not, this happened, but it is in function and good use of the language. It is seen a threat the depreciation of the Albanian vocabulary, while the Albanian is turned in mystery. We need to invest, take a look at the small details that serve to not lose the value of the Albanian word, also for the sake of history and centuries of linguists' work. Everything starts with the history of this language, and this situation that is transcribing our vocabulary should not be allowed to increase more. If we want to enrich Albanian, the language of the present day, we should not forget the values and we should keep in our minds that the Albanian language is not included in the group of artificial languages. It has sufficient capacity to meet any surge of foreign vocabulary beyond the so-called institutional language, as a group of people should not have so much influence in setting the two different standards in the construction of sentences and phrases using words borrowed from English. That is why the Albanian dictionary is powerful, but sometimes feels vulnerable to our insistence to benefit from the spaces that we create using foreign terms.

Conclusions:

The Enrichment" of this vocabulary coincides with the changes and enrichment that undergoes the Albanian society, the desire to be closer to change, starting from the jargon of everyday, casual language, then in schools and different institutions. We should not see language as an element that needs intervention or correction, or totally change the way of its construction. We are not in the period of the start of written Albanian that required unification of language. This phase is successfully completed, there is no place to work and think like in the first half of the eighteenth century, when everything is analyzed, every word takes proper sense, is revised and placed however it has evolved over the years. I think that this reality means something else, it cannot easily face the challenge that is happening to our vocabulary. Albanian lacks mechanisms to cope with the linguistic interference of words from English, which are entering impetuously in our language without taking notice about the differences between two languages, without thinking how they do transform the true shape of Albanian. If we must make part of our vocabulary some words there arises the need for a linguistic codification from each individual. Terms of technology are impossible to avoid, there are little or no persons using the word in Albanian, or the Albanian word is not yet rightly defined and registered so we immediately articulate the foreign term. The only way we can follow is to prevent that this group of words increases. We need a genuine linguistic policy to reduce the number of such words. Of course this is very personal, it starts from every individual and finishes up at the language as powerful institution, where we are introduced with the values and the history that it has.

We already know the dimensions that English has taken, but it has a negative impact on our language, we need to be aware of the importance of our language, protect it and not risk by changing the style of writing and communication.

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