

Albanian Language and English Loanwords Today

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Abstract

This paper first of all deals briefly with the present situation of the Albanian language pointing out the failure to respect the standard language norm. The paper is then mainly concentrated on the phenomenon of borrowing English language elements by the Albanian language. It emphasizes the large number of loanwords that have penetrated into Albanian after the war in Kosova, with the coming of international governmental and non-governmental organizations and by the social system change, as well as due to the impossibility to analyze and control those foreign words, most of them unnecessary, due to their furious coming in within a short time, but also due to the lack of readiness, either subjective or objective, of language institutions of the country to address loanwords in a proper manner. In compliance with this, respective measures are proposed to be undertaken for controlling the unnecessary loanwords. An additional part is offered in the paper, in which some loanwords that could be accepted are discussed justifying the proposals, and also suggesting for some of the unnecessary loanwords to be refused in Albanian.

Key words: language globalization, loanwords, foreign words, borrowing process, loanwords analysis, appropriate linguistic measures, allowing loanwords, loanwords adaptation: phonetic, grammatical, semantic, bodies/institutions for loanwords treatment, loanwords treatment, and acceptable/unnecessary loanwords.

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Albanian Language in General

Globalization is known to be involved in all the fields of activities, therefore in language too. As the situation is in economic, political and other fields of activities, globalization goes to the benefit of those who are more powerful in the respective field. Further more, in international circles has already been expressed a fright from extreme globalization, when someone could pass onto monopoly of a certain field through it. As a consequence of globalization, a language that has higher prestige and other greater capabilities, and these depend on a higher level of economic, technological, scientific, political etc. levels, and based on these it is more developed generally, it exercises impact on other languages that have lower levels in these fields and consequently are less developed. As a result of this, the Albanian language, as a language with low impact on other languages and a lower level of development, and as it can already be seen, with limited abilities for its protection, it may only suffer from the phenomenon of globalization. This globalization, whether formal or informal, has already involved the Albanian language in a broad proportion, particularly the globalization emerging from English, which has high prestige and a more powerful global base.

Our observations here deal particularly with the situation of the Albanian language in Kosova, but in general they also touch the position of it wherever it is spoken and written.

The Albanian language now has reached to such a situation that it needs deep reparation. It has come out of the standard language framework, the language norm established by the Congress of Orthography in 1972. Currently Albanian language has slipped off its norm in many directions and at many levels..

Violations of Albanian standard language now are of two main kinds:

- a) It has failed to respect language norms at grammatical - morphological level and even at syntactic level, particularly at vocabulary level, and this particularly in the spoken language, but also in the written language; and

b) It uses words of foreign origin, especially English ones.

Naturally, the subject of deviations from language norm discussed in this paper deals more with the spoken language in official bodies, forums and institutions, in electronic mass media and such deviations are also observed in the press written language as well as in the speech of a number of intellectuals in general. On TV programs and particularly on different private radio station programs in Kosova, in the speech of many official speakers, therefore journalists, public workers etc., is used a language that does not belong to any of the speeches, and less so to the standard Albanian.

If this phenomenon of language users is a subject of linguistic study, this topic could also well be a subject and topic of sociologic analyses and studies.

We feel that this disrespect expressed to Albanian language derives from a general disrespect to a great deal of things that nowadays we have in plenty of other fields of life in Kosova and elsewhere, particularly in the postwar period in Kosova. It seems to be for granted that anything is allowed nowadays, just as many possession usurpations and economic and other abuses took place, so language violation is also possible. And this happens not only in one of Albanian speaking areas but, unfortunately, in all of them, somewhere more and somewhere else to a less degree.

Although this phenomenon of Albanian speakers' behavior is the subject of this linguistic study, it may also well be a topic and subject of sociological studies.

The speakers who deny showing care and respect and who do not follow the Albanian standard norm are of two kinds, in our opinion. A group of them are those who do such language violence consciously. There are intellectuals, even professors and academicians among them, and even in the field of philology. Fortunately, the number of the latter cases is not large. There are also cases when some "language expert" tries to show that he knows how to act, as it has become common to say recently "a little bit differently". These voices are also not numerous, fortunately, even they possess some media outlets. However, frankly said, they do not even know how to speak or write in a dialect of Albanian and less so in the "Dialect of

Kosova", as the latter has not ever existed linguistically standardized as such.

The other group of speakers that deviate from the Albanian language is larger. It includes many singers, cultural and art workers, journalists, mainly young ones, and not to speak of businessmen and other categories of the society. Listening to some speech in Albanian makes you ask the question if they have ever attended any primary or secondary school, if they had teachers of the Albanian language, and not to speak of their university degrees, even though some of them have, strangely enough, completed such studies. Since their number is larger than the former, the damage and violence caused to Albanian language by them are more serious.

It is obvious that the Albanian language needs further development, and also needs reasonable changes judged duly by its experts. This has been said publicly plenty of times so far, either at language forums or different linguistic publications. Therefore, every language has reasons and spaces for changes within itself or through new loanwords.

The institutions that should take measures against language deviations and violations of its standards have become anemic, first of all due to a great lack of financial sources they need, but also due to very frequent deviations taking place, accordingly their possibilities to undertake any appropriate and effective measures have shown ineffective so far.

However, all of this should primarily be the concern of albanologists and then of all linguists and Albanian intellectuals.

Loanwords in Albanian

This paper will concentrate a little bit more on borrowing foreign words by present day Albanian, particularly during the postwar period in Kosova, since this language field has been on our linguistic concentration for some time.

Language borrowing is said to have followed language since its origin. Borrowing, therefore, has been a long experience of all languages. Loanwords have entered Albanian continuously, with different intensities in various periods. And all of this is a

very normal phenomenon. However, there are some assigned criteria in the broad sense as language borrowing is concerned. Thus, language borrowing up to some time ago was done in compliance with some already certain rules established by linguists dealing with such issues.¹ Those dealing with borrowing issues should be neutral. They should not be extreme purists, according to whom almost no borrowing of foreign words should be allowed, but they should not also be extreme liberals in this aspect, according to whom borrowing of foreign words may be allowed even if they are not needed. Accordingly, the dominating principle of allowing or preventing borrowing of foreign language elements should be implemented: not to borrow by all means, but also not to stop borrowing completely.

A foreign language element is borrowed in case it presents a new notion which does not exist in the recipient language and it is not easy or possible to find a respective word or expression to substitute for it.² Borrowing takes place also because the recipient language is enriched in this way.

All of those who deal with the issue of loanwords are aware that, according to the present experience not only among us but others as well, foreign words and expressions should be analyzed well, both in their phonetic and morphological structure, and also in their general grammatical structure, and particularly from the semantic aspect. Following a detailed analysis of language elements by linguistic experts, there are made suggestions that such foreign language elements should be treated in one of the following ways:

- a) a foreign word or expression to be adopted;
- b) a foreign word or expression to be replaced with some Albanian word or expression;
- c) a foreign word or expression to be translated into Albanian;

¹ Weinreich, Uriel: **Language in Contact: Findings and Problems**, New York, *Linguistic Circle of New York*, No. 1, Mouton, The Hague, 1953 (rishtypur në vitin 1963); Haugen, Einar: **Language Conflict and Language Planning**; The case of Modern Norwegian, *Harvard University Press*, Cambridge, Mass., 1966.

² Ibid.

d) a foreign word or expression to be refused.

Linguists consider that it is easier to borrow a foreign element than to replace it with some adequate language element of the recipient language (Wheindreich: 1953). Nevertheless, on the other hand, it is considered that, seen from the recipient language, it is better to replace a foreign word or expression with some equivalent element of the recipient language, or even to translate it into the recipient language, rather than to borrow it.

To decide what to do with a foreign language element is not an easy thing at all. This should even not be one person's duty, whatever capacity he or she might have in this field. Institutional work would always be a better choice, as it is in many other fields of activity; the same is true in this one as well.

To carry out this work considerable time and intensive and continuous work is required. Apart from this, a good experience what was done with loanwords in the past both with Albanian and other languages is required. But also sufficient knowledge and great responsibility is required in this very sensitive work. And we seem to lack these and we are acting in an improper manner against the problem we are facing.

Borrowing of foreign words in this period, unlike other times, has been very furious and it results that the protectors of Albanian language are not able to face and stop such a great rush of them. It seems that obstacles that stop the penetration of foreign language elements into our language have been removed and so they have flooded the whole language sole of Albanian. Besides some individual attempts done through some rare articles published in journals, no other serious attempt is made to stop such an attack by foreign language elements. The development of dynamic life has caused for everything to be dynamic, and we were used earlier to treat things in a slower manner. This dynamism of penetration of foreign words found us unprepared and confused in order to solve the problems emerging from the phenomenon related to this in an appropriate way. In the past, a foreign word would turn around for years in the Albanian spoken or written language until it could finally find its place in this recipient

language, going through adaptation processes of assimilation and integration into the latter language. However, now they are coming in piles with dynamic appearance of information technology and technology in general, due to political, economic and cultural global opening of this country towards the world and due to the presence of international institutions that were deployed in Kosova in the postwar period. Consequently our habitual rhythm to react against foreign language elements penetrating directly and unnecessarily cannot face them successfully.

Before the transition started in our country, foreign language elements (therefore English ones as well) could enter Albanian mainly in a cultural or indirect manner. Accordingly, their number of frequency was much lower.

With the deploy of UNMIK, KFOR, OSCE, USAID, UNCHR and many other international organizations from different countries of the world, a large number of young people, who lacked proper knowledge of English and also Albanian, were hired provisionally by them. Therefore they began to use foreign (English) words, both in the spoken and written language. A large number of translation assistants were needed to all international organizations and strangely enough to the domestic ones as well. Those translators, assistants, and others began to use English words for many notions that had already existed in Albanian. From that time the manner of accepting loanwords has changed – from the indirect or cultural manner of borrowing, to the manner of direct borrowing.³ This change was conditioned since the contact between these two languages became direct.

³ One of the early outstanding linguists who dealt also with language borrowing was the American Leonard Bloomfield, who became well-known with his linguistic work "Language", published in 1935, which has been quoted by many linguists who came after him. Besides others, he pointed out that loanwords were borrowed by a recipient language in two main ways: a direct or *intimate*, and indirect or *cultural* way. According to Bloomfield, the first way of borrowing took place when the speakers of two languages lived and acted, therefore used their languages in the same geographic and topographic space, and the second way of language borrowing – the cultural or indirect – took place when two languages were used in two different geographical and topographic spaces.

As a consequence of this language situation, the approach to and dealing with linguistic analysis of foreign language elements should be directed differently, in accord with the manner of borrowing, as studies of English impact on other languages were carried out in America and elsewhere, where English speakers and the speakers of some other language live together and act in the same geographical and social space.

On the other hand, by changing the political, economic and cultural system in our country, there appeared the need for naming many other new notions that had not existed among us earlier. They had to be named. Whenever a proper term or expression for them was not possible to find in Albanian as a recipient language, it was borrowed. Probably some borrowed language elements ought to remain in the Albanian language, as it always happens in the borrowing phenomenon. Their borrowing, following a detailed analysis of the recipient language potential and its impossibility for their naming with Albanian words or expressions, would be the right action. But the language elements borrowed due to this reason should also be subject to phonetic, grammatical and semantic adaptation procedures.

At the time of extension of globalization, the Albanian language does not have sufficient power to face the flux of foreign language elements, as it may be possible to other more largely spoken languages, such as German, French, Italian, Turkish etc., which have tens of millions of speakers and even with a longer tradition and better systematized organization and regime of their own languages. In such a circumstance, the Albanian language can only suffer impact from other languages and not exercise any impact on any of them.

Apart from the problem of borrowing as such, there is also the issue of borrowing in different forms in the areas where Albanian is spoken, i.e. in Kosova and Albania. Some English language elements that are borrowed in Albania and Kosova take different forms in these two countries. A number of words containing the vowel /æ/ in English follows a tradition that is different in phonemic adaptation compared between Albania and Kosova. In the Albanian of Kosova earlier dominated the replacement of this vowel phoneme with /e/. This was done

under the influence of the Serbian language, which had its impact as a medium language through which foreign words came in usually. The phonemic replacement /æ/ > /e/ in English loanwords was practiced in that medium language. The Albanian of Kosova took it for granted in its adapted form. So there was the English word: *jazz* /dʒæz/ which was written in Albanian *xhez* /dʒez/; similarly, the English word *training* was pronounced *trejning* in the Albanian of Kosova, or more often reducing its diphthong into /e/: *trening* (after Serbian). The words deriving from it were: *trejner* (trainer)/ *trener*, and *trenjerka* (a term for jeans, again after Serbian). Both these words were written and probably pronounced *xhaz* and *trajning* in Albania. The latter word, after the last war in Kosova, when internationals come here, has been written and pronounced *trajnim*, and also its derived agentive *trajner*, and it may be found also as *trajnues* (more adapted in Albanian).

It is interesting that this "tradition" has continued to the present day. Although young Albanians in Kosova cannot speak Serbian and they do not have contacts with that language, the English word *chat* /tʃæt/ is written and pronounced *çet* /tʃet/ in Kosova, and *çat* /tʃat/ in Albania. There one can even hear the verb *çatoj* (chat), which is not found in written nor in speech in Kosova. The word *rap* /ræp/, a contemporary style of music, is written and pronounced *rep* in Kosova, while it is written and pronounced *rap* in Albania.

The word computer has also two forms: *kompjuter/kompjutër* in both writing and pronunciation, the former version is pronounced /kompju`ter/ and written *kompjuter* in Kosova and the latter is pronounced /kom`pjutër/ and written *kompjutër* in Albania.

Conclusion

As it may be seen from data mentioned above, there is a reason and need to talk about and deal with these differences and many other issues as well. All of this should not and may not be done on biased basis, neither in Kosova nor in Albania, but the issues should be dealt with and finally common opinions and

decisions should be reached by some working group, commission or whatever it may be called.

In the recent years, there have been casual individual attempts to take into consideration foreign words and expressions. However, to our knowledge, no concrete action has been undertaken to the present day by competent the institutions, such as the Academy of Sciences and Arts of Kosova, Institute of Albanological Studies in Prishtina and University of Prishtina to deal with these issues in an all-inclusive manner.

When we say that a working group, commission or similar body should be established, we have in mind that the Albanian standard language should remain unified in all the areas where Albanian is the official language. One-sided study of loanwords only in one of the Albanian speaking areas could be deficient, as it would not include all language phenomena occurring on the occasion of language borrowing. There are differences in both frequency of borrowing and selection of language from which linguistic elements are borrowed.

Here are mentioned only some words and expressions borrowed from English. Language elements borrowed from other languages should also be studied. In this sphere there are different needs and attitudes between Kosova and Albania; Italian elements are borrowed in Albania more than in Kosova.

With a serious research, for some loanwords that have already been present in Albanian respective Albanian words could be found or created in order to replace the former ones, and some of them could also be borrowed, but after all attempts for their replacement are exhausted.

We think that an unsatisfactory situation of the use of foreign language elements in Albanian has reached to a rather critical degree. It is high time for people and competent institutions to think about this issue and undertake some protection measures to keep the Albanian language intact from unnecessary foreign language elements, before it become too late for it.

It ought to be pointed out that some countries where 'big' languages are spoken (such as France, Turkey and some other) state mechanisms have been created to protect their languages

from uncontrolled impact of foreign language elements. To our best knowledge, neither in Kosova, nor in Albania, or in Macedonia, there exist state or organized mechanisms for protection of the Albanian language from foreign languages impacts.

As a final conclusion, we consider that it would be good for the respective institutions dealing with language (literacy and cultural issues), such the Academy of Sciences and Arts of Kosova and Academy of Sciences and Arts of Albania, perhaps some other appropriate and required institutions as well, and establish a permanent body to deal with these issues in continuous basis. We feel that the *ad hoc* respective commissions of these two academies, formed by each side separately some three-four years ago, failed to reach their goals due to their own status and structure. A continuous activity and close cooperation of such a body is needed in order to reach some meaningful results.

The Albanian language, as it has remained now, feels a real need for greater caretaking from many sides, therefore from the aspect of language borrowing as well.

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Some evaluations and proposals for some English new loanwords

The loanwords that had been borrowed by the Albanian language to the middle of the eighth decade of the last century were analyzed to details in our MA thesis and in our published articles in reviews, bulletins and journals in the seventies and eighties of the last century.⁴

⁴ 1. *Mbi drejtshkrimin e disa emrave anglezë në gjuhën shqipe* (On Spelling of Some English Names in Albanian), a paper read at the Language Conference on 20th anniversary of the Congress of Albanian Language, Tirana, 1992.

2. *Rreth disa termave me prejardhje nga anglishtja* (On Some Terms of English Origine), *Gjendja e terminologjisë shqipe*, Institute of Albanological Studies of Prishtina, Prishtina, 1988, pp. 129-134.

3. *Zëvendësimi i disa fjalëve (termave) me prejardhje nga anglishtja* (Replacement of Some Words (Terms) of English Origine), *Rilindja*, Prishtina, 25.6.1988, pp. 12-13;

There are already a great deal of new foreign words and expressions that have become common in our daily use, or part of our vocabulary. We shall discuss only some of them below, which are more familiar but a little unusual.

During the evaluation procedure if those foreign words or expressions should be adopted or not, it is decisive to check if they name some new notion, which cannot be expressed by an Albanian proper word or expression. This principle could also be applied in the cases when a loanword helps in marking a difference between similar notions but in different contexts.

In accord with what was said above dealing with English loanwords, we shall try to offer some personal evaluations on a number of such words or expressions, which have already been used in the Albanian language. We are offering a number of loanwords which, in our opinion, could be accepted by the Albanian language due to some reason that will be mentioned in each case.

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4. *Disa çështje të përshtatjes gramatikore të anglicizmave në gjuhën shqipe* (Some Issues of Grammatical Adaptation of Anglicisms in Albanian), *Issues of Albanological Studies*, Institute of Albanological Studies of Prishtina, Prishtina, 1987, pp. 175-179.
 5. *Rreth disa emrave të huaj (të anglishtes) në gjuhën shqipe* (On Some Foreign (English) Nouns in Albanian), *Gjuha shqipe* No. 3, Institute of Albanological Studies of Prishtina, Prishtina, 1987, pp. 51-54.
 6. *The English Element in Albanian - a Phonological Analysis*, *The English Element in European Language*, vol. 2, Institute of Linguistics, Faculty of Philosophy, University of Zagreb, Zagreb, 1982, pp. 1-27.
 7. *Disa sintagma emërore të ndërtuara nën ndikimin e anglishtes* (Some Noun Phrases Constructed under the English Influence), *Studia Philologica*, Faculty of Philosophy of Prishtina, Prishtina, No. 1-2, 1981, pp. 161-164.
 8. *Syntactic Interference of English on Am-Albanian*, *Recherches Albanologique*, Institute of Albanological Studies of Prishtina, Prishtina, 1980, nr. 2, pp. 95-119.
 9. *Ndikimi i huazimeve angleze në togjet bashkëtingëllore të shqipes* (The English Influence on Consonantal Clusters in Albanian), *Bulletin*, Faculty of Philosophy of Prishtina, Prishtina, 1976, No. 13, pp. 411-432.
 10. *Rreth disa huazimeve* (On Some Loanwords), *Jehona*, Shkup, 1975, No. 3, pp. 39-53.
 11. *Si të shkruhen emrat anglezë në gjuhën shqipe* (How to Write English Names in Albanian), *Përparimi*, Prishtina, 1974, No. 2, pp. 123-127.
 12. *Fjalët angleze në gjuhën shqipe - analizë fonologjike* (English Words in Albanian - Phonological Analysis), *Bulletin*, Faculty of Philosophy of Prishtina, Prishtina, 1974, No. 11, pp. 173-214.
 13. *Shkrimi i disa fjalëve nga gjuha angleze* (Writing of Some Words Coming from English), *Rilindja*, Prishtina, on 2.10.1972 (On the Occasion of the Albanian Spelling Congress).

With the introduction of computer in frequent use a large number of words and expressions coming together with computer operations began to be used. Related to it many words and expressions in the field of Internet technology entered this recipient language. All of these have almost puffed up the Albanian language. Much knowledge, experience and maturity is needed to face all the issues emerging new words and expressions occurring in the written and spoken Albanian.

The word itself 'computer', that in some languages was initially called 'calculator', cannot be included into the frame of a calculator as it does not do calculation operations alone. It is used much more in other operations such as in printing texts, in graphics, designing, for communication by Internet etc. than simply for calculation. Therefore, this loanword should be integrated into Albanian, as it has already been. However, as it was mentioned above, the issue of its phonetic adaptation has not yet been solved fully: whether to pronounce and write *kompjutër* (as in Albania) or *kompjuter* (as in Kosova)? In Albanian electronic spell-check the form *kompjuter* has been accepted. Nevertheless, this issue remains to be further discussed, as the former version is closer to English pronunciation, and the latter closer to English script.

It is also impossible for the Albanian language to find a word of its own for *Internet* (literary translation "ndërrjet"). Naturally, taking into account all linguistic and sociological circumstances, the conclusion would produce such a composite loan translation that would be hard to exist in this language. The word *Internet* has a great frequency of use and it has already passed into the group of international loanwords. This term has now become so common that there is no linguistic power to move it to another term.

There have been attempts for the term *bord* to be replaced with the Albanian term *këshill* (council). This could have indeed taken place. Nevertheless, it continues to be used as such. *Bord* could also be replaced with the term *kolegjum*, which had existed earlier. But it seems to have a closer meaning to the word *këshilli drejtues* (Steering Board). We think that the term *Board* could be left to compete with the term *këshilli drejtues*, but this could be so only in economic (including educational,

cultural, health and similar organizations), and not in party or political organizations. The term *këshilli drejtues* could fit better to the latter organizations. In this way, by accepting the term *Bord*, it could be possible to make a semantic difference between naming this notion in economic and other enterprises or organizations on the one hand, and political organizations on the other.

The word *staf* (staff) has been used in Albanian in the recent years to denote the people employed in an organization or enterprise. Although the word *personel* (personnel) existed before, we feel that this loanword should be accepted in Albanian, as it could be possible to make a semantic division between the two groups of workers as they actually are in an enterprise or organization: the group of technical employees and the group of administration and professional employees. Those who were called *kuadro* earlier now could be called *staf*, and the term for technical employees (cleaners, drivers, guards, maintenance services, etc.) could remain *personel*.

The term *tender* has been used abundantly and it found its place in the Albanian language in Kosova. A term with similar meaning was used earlier – *licitacion* (auction). However, the meaning of *tender* is perhaps different from that of *licitacion* by its procedure and action, in certain cases. So, we think that the loanword *tender* should be accepted in Albanian.

The word *prokurim* (procuring) has also been used in the postwar period in Kosova in the field of finances. Experts say that this term has a little bit broader semantic field than the term *furnizim* (supply). It fits the financial system functioning here now. Accordingly, it may be accepted as such in Albanian. However, the person who performs procuring should not be called *prokuror*, as it appears sometimes, since this term has been reserved for *prosecutor* or *attorney* in the judicial system in Albanian, so that person could be called *prokurues*.

Menaxhment (management), *menaxher* (manager) and *menaxhim* (managing) are terms which have been used in everyday life. Even though some people think that the term *udhëheqje* ought to be used instead of *menaxhment*, *udhëheqës* – for *menaxher*, and *të udhëhequrit* /*udhëheqje* for *menaxhim*, we feel that these new loanwords make the respective meaning clearer,

qualify better the respective semantics, since the word *udhëheqje* (leadership) with its derivations is much more general in Albanian, it has more political connotation. So that these three English loanwords of the same root should be used in economic and financial fields, and the Albanian terms *udhëheqje*, *udhëheqës* could be kept in the field of politics and elsewhere.

The electronic device *printer*, by which written materials produced in a computer are printed (copied), denotes a specific action in the work with a computer. The Albanian word *shtypës*, with which some people think it may be replaced, has a more general meaning, with a broad polysemy: the Albanian verb *shtyp* means type, print, suppress, crush, squash, etc. Therefore, the term for such a device should be accepted. Perhaps the verb deriving from it - *printer* should be borrowed as well, as it denotes some specific process of printing.

To cut short the detailed analysis of a large number of loanwords coming from English, this time we shall list some loanwords that have already been trying to find their place even being integrated into Albanian and which we think could be used, either due to the fact that they present new notions in the recipient language, or to the fact that they make a due semantic distinction from some other respective terms in Albanian, which results either because it is not possible to find some respective term of Albanian matter, or due to other reasons. Among such loanwords, the following could be included: *aplikant/aplikim/aplikoj* (apply), *asete* (assets), *auditor/auditim*, *çat/çet* (chat), *doping*, *DVD/dividi*, *eksel* (excel), *fajl* (file), *gigabajt* (gigabyte), *hardver/harduer* (hardware), *klip* (clip), *klon/klonim/klonj* (clone), *laptop*, *maus* (mouse), *pin*, *plejbek* (playback), *rap/rep*, *roker* (rocker), *server*, *skanim/skanj* (scan), *softver/softuer* (software), *stereo*, *toner*, *vindouz/uiindouz* (windows), *vord/uord* (word), and some other.

Some unnecessary English loanwords

On this occasion we shall deal only with some English words that have been used recently in Albanian needlessly and often with a wrong meaning. We do not naturally think that we are

doing any efforts to solve any serious issue of borrowing. These are only a number of more emphasized examples that really do not have any strong reason to be used, but just for their users to show off in public as if they knew foreign languages that others do not. And those words in fact do not express any particular meaning differently from the Albanian respective ones or from those already borrowed before.

The verb *adreso* (*address* an issue, problem, etc.) is quite unnecessary in Albanian since there are Albanian verbs used so far in the same meaning such as, *shqyrtoj*, *merrem me*, *trajtoj*, etc.

The basic meaning of the verb *address* in English is to direct, to send, to present (a letter, document, request, goods, etc. to somebody or somewhere). So it could be used with these meanings if necessary to use a loanword instead of a domestic word. But the way and context this verb is used, particularly by politicians seems to have the meaning of the Albanian verb *shqyrtoj*, *merrem me*. It could be said that those using it are often unaware of its real meaning. However, by using this verb and other similar words, as it is pointed out in the theory of linguistic interference, the speakers try to show a higher degree of knowledge of foreign languages. Therefore, this word *adreso*/*adresim* in the context mentioned above is unnecessary in Albanian. It sounds very artificial, as a strange and hard body. Consequently, one of its Albanian synonyms should be used instead.

The words *suport* (n.) or *suportoj* (v.) (support), which are used particularly in Albania, but fortunately mainly in the spoken language, infrequently in writing, sound very strange as they are absolutely unnecessary. There are two basic Albanian words with long use and expressing the meaning of this lexeme much better than this English one. The Albanian words *përkrah*/*përkrahje*, or *mbështes*/*mbështetje* express completely the given meaning.

The term *task force*, which is heard and seen in written not too infrequently in Albanian, was initially used in English in military terminology to note a special operation unit, and later it began to be used in a more general sense in other fields and nonmilitary services as well. Now it marks a specific working group or body to deal with a special task in some important

field of activity. Such a body could be called in Albanian *grup punues special (specifik)* (special/specific working group), losing nothing in its semantic content. It is less desired by the recipient language when in addition it is found in English spelling.

The term of the economic field *spin off* has been heard and used, particularly on the occasion of privatization of economic enterprises. It means that a (privatized) enterprise may also produce other secondary products, or deal with additional or other activities. Therefore, instead of saying privatization with *spin off*, it could be said in Albanian privatization with *veprimtari dytësore* (secondary activity), or with *fitim anësor* (side profit). Simply, it could be said privatization with varied activity (*veprimtari të ndryshuar*).

The term *bodigard* (bodyguard) is used in the sense of a personal guard, which is heard in the spoken language or seen (rarely) in writing, should not be used in Albanian. The terms *rojtari* or *roje* (*personale*) can express the same meaning.

The English word *copyright*, which is written in books and elsewhere and has the meaning of author's right protection, should not be used in Albanian. The Albanian phrase *e drejta e autorit* (author's right) expresses the notion of *copyright*.

Instead of the English loanword *flash/ flesh* it is possible and ought to be used the Albanian word: *shkurt*: The expression *lajmet flash/ flesh* (flash news) is only a false fashion tendency.

The terms for work relations *full time* and *part time*, are unnecessary in Albanian, as there already exist the expressions *marrëdhënie të plotë pune* or *punë e rregullt*, *marrëdhënie e punës plotësues* or *punë me honorary*, respectively.

The English word *horror* used for a kind of terrible films should not be used in Albanian, as there are original words for expressing that meaning: *trishtues* or *tmerrues*.

The loanword borrowed earlier from French *imazh* (image) now is heard pronounced in the English version *imixh* in Albanian. It was also borrowed in English from French. This pronunciation is only used for fashion reasons. We feel that its French version of pronunciation should be used in Albanian - *imazh*.

Implementim (n.)/ *implemntoj* (v.)/ *implementues* (adj.) are borrowed from English. There are Albanian shorter words

expressing the same meaning: *zbatim/ zbatoj/ zbatue*, respectively. As the semantics of these versions does not contain anything different from the Albanian ones, we feel that these English loanwords should not be placed in Albanian.

The English loanword *involvoj/ involvim* (involve) is not needed in Albanian as this recipient language has its own words that express the same meaning, even in different contexts, such as: *përfshij/ përfshirje* and *përziem/ përzierje*.

The English loanword that is used particularly in music *live /laiv/*, e. g.: sing *live*, *live* program. etc. is not a good choice as it is possible to express its meaning in Albanian: *drejtpërdrejt*. Although this Albanian word is longer we feel that the English loanword should not be used.

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Here is offered an incomplete list of English new loanwords borrowed in the recent years, which have not yet found their secure place in Albanian. They and other ones to be borrowed later in Albanian are to be dealt with some other time. As it can be seen, some of these loanwords and expressions are phonetically adapted to some degree, and some of them are still spelled in the original (English) form. The words and expressions presented here are in the forms they were found in writing.

<i>akselerim</i>	<i>Intel</i>	<i>sajt</i>
<i>audio hyrje</i>	<i>interfejs</i>	<i>sharing</i>
<i>audio dalje</i>	<i>jump drive</i>	<i>shou-biznes</i>
<i>kantri back up</i>	<i>kalkulator</i>	<i>skajleb/ skajlab</i>
<i>benchmark/</i>	<i>kernel</i>	<i>sllot</i>
<i>bençmark</i>	<i>kikboks</i>	<i>smajl</i>
<i>bitrate</i>	<i>kit</i>	<i>spejsleb/ spaslab</i>
<i>bodi-bilding</i>	<i>konfidencialitet</i>	<i>stardom</i>
<i>brejn-drejn</i>	<i>kushtet dhe termet</i>	<i>stereoskopik</i>
<i>browser</i>	<i>log-in/ login</i>	<i>street-ball</i>
<i>çipset</i>	<i>megapiksel</i>	<i>surfer</i>
<i>desktop</i>	<i>memori stik</i>	<i>surfim</i>
<i>displej</i>	<i>mikroçip</i>	<i>tag</i>
<i>drajvo/ drajvoer</i>	<i>mini aplikacione</i>	<i>tagim</i>
<i>eipmen</i>	<i>msn</i>	<i>tagoj</i>

<i>ekselerometër</i>	<i>multi-shot</i>	<i>taguar (i)</i>
<i>ekshën</i>	<i>on line</i>	<i>terabajt</i>
<i>ekstern</i>	<i>paket memorje</i>	<i>teraflop</i>
<i>ethernet</i>	<i>pasuord/ pasuord</i>	<i>tuner</i>
<i>evazivë</i>	<i>piksel</i>	<i>ultralaptop</i>
<i>frontmen</i>	<i>piksel/pixel</i>	<i>USB – juesbi</i>
<i>Google</i>	<i>ping</i>	<i>vinçester</i>
<i>haker</i>	<i>procesor</i>	<i>VIP/vip</i>
<i>hako</i>	<i>Rejting</i>	<i>virtual</i>
<i>hard disk</i>	<i>roadmap</i>	<i>virtualizim</i>
<i>haver</i>	<i>router</i>	<i>Yahoo</i>
<i>Hotmail</i>		

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