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The Use of English Borrowings in the Social Media in Kosova

Abstract: This study aims to examine the use of English borrowings in the social media in Kosova and consider the potential effects on the comprehension of the audience. It takes into consideration the role of technology in the spread and adoption of English borrowings through the social media. With the rise of the internet and social media, access to English language media has become more prevalent, leading to a greater influence of English on the Albanian language. The use of technology in media also plays a role in the way English borrowings are adopted and incorporated into the language, as media outlets may choose to use English terms for the sake of convenience or to appeal to a younger, tech-savvy audience. This adds a new dimension to the analysis of English loan words in social media in Kosova and highlights the importance of considering the role of technology in language evolution. Furthermore, since younger generations are familiar with English, those borrowed words can be understood by them, however, the same cannot be said for older generations.

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The research also examines those linguistic features that have entered Albanian via the English language, even though they are from distant languages, such as the words gong, typhoon, and so on. In the Albanian those words are considered as English words because they have been fully adapted to the English language in terms of phonological, phonetic, and semantic viewpoints over time, and so may already be considered English language elements. Additionally, with the increasing technological development and globalization, it is not uncommon for English borrowings to be used in media in order to stay current and relevant. However, it is crucial to consider the impact of these language choices on the audience and ensure that the language used is accessible to all.

Keywords: Anglicism, Media, Kosova, Languages

Uporaba angleških izposojenk v družbenih medijih na Kosovu

Izvleček: Namen študije je preučiti uporabo angleških izposojenk v družbenih medijih na Kosovu in razmisliti o njenih možnih učinkih na razumevanje pri občinstvu. Upošteva vlogo tehnologije pri širjenju in sprejemanju angleških izposojenk prek družbenih medijev. Z vzponom interneta in družbenih medijev je dostop do angleških jezikovnih medijev postal bolj razširjen, kar vodi do večjega vpliva angleščine na albanski jezik. Uporaba tehnologije v medijih prav tako igra vlogo pri tem, kako so angleške izposojenke sprejete in vključene v jezik, saj se medijske hiše lahko odločijo za uporabo angleških izrazov zaradi udobja ali da bi pritegnile mlajšo, tehnično podkovano občinstvo. To dodaja novo razsežnost analizi angleških izposojenk v družbenih medijih na Kosovu in poudarja pomen upoštevanja vloge tehnologije pri razvoju jezika. Ker mlajše generacije poznajo angleščino, prevzete besede lahko razumejo, vendar tega ne moremo trditi za starejše generacije.

Raziskava preučuje tudi tiste jezikovne značilnosti, ki so v albanščino prišle prek angleščine, čeprav so iz oddaljenih jezikov, kot so besede *gong*, *typhoon* ipd. V albanščini se te besede obravnavajo kot angleške besede, ker so bile sčasoma popolnoma prilagojene angleškemu jeziku v smislu fonološkega, fonetskega in semantičnega vidika, in se tako že lahko štejejo za elemente angleškega jezika. Ne čudi, da se z naraščajočim tehnološkim razvojem in globalizacijo angleške izposojenke uporabljajo v medijih, s čimer želijo ti ostati aktualni in relevantni. Vendar pa je ključno upoštevati vpliv takih izbir jezika na občinstvo in zagotoviti, da je uporabljeni jezik dostopen vsem.

Ključne besede: anglicizem, mediji, Kosovo, jeziki

Introduction

It is commonly acknowledged that since the 1990s, when Albanian society and media were liberated from communist shackles, there has been a flux of English words in the Albanian language, notably in the printed press. Their widespread use may be found in all forms of media, both aural and visual, as well as in the everyday language of the young and middle classes. This document includes numerous samples drawn from the Albanian daily newspaper from the 1990s onwards, which were the subject of a long-term study of the characteristics and behavior of Anglicisms in the Albanian written press. The identification of Anglicisms in Albanian is one of the most difficult (notable) difficulties. Anglicisms are borrowings from the English language. According to Munishi (2015, 10), 'the impact of English language in the Albanian language is important because English has become the most impactful language in a global level.' There are numerous additional instances in which Anglicism is widely employed, even though there is an Albani-

an word/translation for it, which is frequently used in place of the Albanian word. Many of the English words used in the Albanian language, both written and spoken, are employed for reasons other than necessity. Many parts of media language have been borrowed from other types of discourse. The high number of borrowings, especially those from the English language, have been of use in order to accomplish the goal of the press (among others, to produce and broadcast news in a short time and in a restricted space as effectively as possible). They are used as synonyms for terms that already exist in Albanian, as well as euphemisms. Some of them are only used for a brief period and then are assimilated.

Within his Dictionary of European Anglicisms, Görlach (2003, 2) lists Albanian as one of the sixteen European languages whose Anglicisms he retains. In addition, he highlights the paucity of linguistics research in this field, especially in Albania. There was no particular input from the Albanian language institutes in Tirana; instead, Görlach and his dictionary drew their data from the 1980s research studies of two linguists in Kosova. Albania, compared to other countries, lost contact with the English language and culture in the 20th century due to the communist regime that was imposed on the country as soon as the two World Wars concluded. Despite being hidden and shielded from the regime's various forms of punishment, English continued to be prioritized and taught as the first foreign language in the majority of Albanian schools. Albanian society also had a very positive attitude toward English language and culture, and they were more inclined toward English-language films, music, sports, and cinema than anything else.

Table 1. English borrowed words in the Albanian language

<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>drajv/ drajver</i>	<i>mini aplikacione</i>	<i>tagim</i>
<i>eipmen</i>	<i>msn</i>	<i>tagoj</i>

Words have been borrowed from one another from the beginning of the existence of languages. The Albanian language has not withstood this phenomenon since it has taken many terms from many invaders, and many foreign words are still in use in the Albanian language. This language began to quickly borrow foreign terms in the previous two to three decades, particularly in the postwar era. According to Avdullai (2017, 12), ‘this has occurred for two major reasons: First, many International Organizations began to function during the Kosova conflict, causing enterprises to communicate in English, and secondly, organizations such as the Academy of Science or the Government have not done a good job of controlling these borrowings.’

Borrowings from English into Albanian are known as anglicisms, and they may be found in practically every subject. This research examines the use of anglicisms in the media in Kosova. Media is the primary tool for disseminating information, and as

such, its primary purpose is to be understood, which cannot be accomplished unless a clear and intelligible language is employed. Furthermore, as the younger generations are familiar with the English language, they can understand anglicisms used in the written and spoken media, however, this is not a case with the older generations. As a result, it is critical that the media utilize language that can be comprehended by everyone.

The Albanian language is not the only language which has borrowed words. According to Schuchardt (1884, 92), 'No language is clean, unblended or unaffected and borrowing is something normal.' Nevertheless, this paper will aim to determine the impact of the use of English borrowings in the media in Kosova on the local context. A study conducted by Sejdiu and Alla (2015, 13) claim: 'There are news sectors in local media in which 40% of the words in total are anglicisms. This is very concerning taking into consideration the fact that if someone does not understand these words, that person is not able to understand almost half of the news they are reading.' This statement can be illustrated with some examples found in the webpage of the Ministry of Tourism in Kosova: *'Edhe ne internet kane lulezuar site te cilat drejtohen grave.'* And *'Fjala eshte per Altin Haxhin i cili nenshkroi nje kontrate me Anorthisin, nje lajm qe jepet edhe nga sajti.'*

The gender of Anglicisms in Albanian is the subject of another intriguing discovery. Generally speaking, they follow Albanian gender norms; but, by adding a feminine suffix, certain English neologisms with a masculine lexical meaning can be used in both masculine and feminine versions in Albanian. The gender of Anglicisms in Albanian is the subject of another intriguing discovery. Generally speaking, they follow Albanian gender norms; but, by adding a feminine suffix, certain English neologisms with a masculine lexical meaning can be used in both masculine and feminine

versions in Albanian. Consequently, the lexical meaning and the morphological category indicator contradict one other: *biznesmen* – *biznesmene*, *barmen* – *barmene*, *barman* – *barmenist*, *kaubojs* – *kaubojsë*, *kongresmen* – *kongresmene*, *narkoman* – *narkomane*, *supermen* – *supermene*, *xhentllmen* – *xhentllmene*, *narkoman* – *narkomane*. As a result of the English terminology' influence, Albanian recognizes a different type of plurality. This category contains the English noun plurality indication as well as the Albanian noun plurality indicator: (one) *Hackers*_s – (some) *hackers*_a, (one) *fans*_s – (some) *fans*_a, *kaubojs*_s – *kaubojs*_a.

The Albanian language has now reached a point where it requires extensive repair. It arose from the Congress of Orthography's standard linguistic framework, which was established in 1972. Currently, the Albanian language has deviated from its norm in a variety of ways and on a variety of levels. According to Nuhiu (2013, 132) there are two types of violations of Albanian standard language now:

a) It has failed to observe language standards at the grammatical – morphological level, as well as at the syntactic level, particularly at the vocabulary level, in both spoken and written languages.

b) It employs foreign words, particularly English ones.

Naturally, the topic of deviations from language norms discussed in this paper focuses on spoken language in official bodies, forums, and institutions, as well as in electronic mass media; however, such deviations can also be found in the written language of the press and in the speech of several intellectuals in general. Many official speakers, such as journalists, public workers, and others, utilize a language that does not belong to any of the speeches, and even less so to standard Albanian, on TV shows and particularly on separate private radio station programs in Kosova.

Borrowed Words in Albanian Language

Language borrowing is considered to have existed since the beginning of time. Borrowing has thus been a long-standing experience in all languages. Borrowings have entered Albanian in waves, with varying degrees of intensity at different times. In the broad sense, however, there are some prescribed requirements when it comes to linguistic borrowing. Thus, until recently, language borrowing was done in accordance with some already established rules developed by linguists dealing with such situations. Those who deal with borrowing concerns should have a neutral attitude. They should not be severe purists, who believe that nearly no borrowing of foreign terms should be permitted, nor should they be extreme liberals, who believe that borrowing of foreign words should be permitted even if they are not required.

As a result, the guiding concept for allowing or prohibiting the borrowing of foreign language elements should be followed: don't borrow at all costs, but don't ban borrowing entirely. A foreign language element is borrowed when it introduces a novel concept that does not exist in the receiving language and where finding a suitable word or expression to replace it is difficult or impossible. Borrowing occurs because the receiving language gets enriched as a result of the borrowing. Apart from the problem of borrowing in general, there is also the issue of borrowing in various forms in Albanian-speaking territories, such as Kosovo and Albania. Some components of the English language that are borrowed in Albania and Kosovo take on various forms in the two countries. In comparison to Albania and Kosovo, several words containing the vowel /æ/ in English follow a phonemic adaption history that is different. Earlier in Kosovo Albanian, the /e/ vowel phoneme dominated the replacement of this vowel phoneme.

Linguistic borrowing has existed throughout human history because individuals have always encounter one another under a variety of contexts and conditions. When lexicographers were collecting information for dictionaries in the seventeenth century, they ran into the difficulty of borrowing and didn't know how to classify terms that didn't belong in the lexicon of another language.

Comparison of Phonological Systems

It is critical to examine the differences and similarities between the two languages, as well as the two phonemic systems, in order to determine what happens with English borrowings in Albanian, how they fit from a phonemic and phonetic standpoint, and where theoretical possibilities for presenting the phenomenon of transphonemization, substitution, and import of phonemes exist. It may be recognized where there are potential adaptation chances by comparing two languages, and later, in the concrete analysis, it can be checked if they have been employed, or whether any of the phonemes, notably the English features, have not followed the conceivable path of adaptation. The general characteristics of the two systems are first compared phonemic and phonetic, followed by a detailed comparison of phonemes to determine which of them can be substituted by appearing on both sides as equivalent, and which are transfeminized, assimilated, and replaced with phonemes of the receiving language – Albanian. According to Nuhiu, (2013, 6) '[s]ome English phonemes are nearly identical to Albanian phonemes in terms of quality.' When passing words in Albanian, this type of phoneme could be kept intact because their phonetic value does not change considerably. Some phonemes in English and Albanian are strikingly similar. This category contains phonemes that, while they have equivalents in the Albanian language, differ from Albanian phonemes due to certain characteristics. In most cases, these

phonemes are replaced with their Albanian counterparts. There are no Albanian analogues for several English phonemes. This category comprises phonemes that do not exist in the Albanian language's phonological system. When borrowing goods in English, these phonemes are freely changed with Albanian phonemes.

Substitution is commonly done using phonemes that sound like English borrowings, followed by the spelling of English borrowings. Because they do not exist in the English phonemic system, a few Albanian phonemes have no language analogues in English. Despite the fact that the phonemes in this group have no analogues in the receiving language, may include those borrowed from English due to the need for phoneme substitution and hyper differentiation.

Table 2. Table of phonemes in both languages

Lloji i fonemave	Grupi I	Grupi II	Grupi III	Grupi IV
Zanore	/i:/, /u:/, /e:/, /ə:/, /o:/	/i:/, /a:/, /u:/, /o:/, /ʌ/	/æ:/, /ə/	/y/
Diftongje		/ai/, /au/, /ei/, /oi/, /əu/	/ia/, /ua/, /ea/	
Bashkëtingëllore	/b/, /m/, /f/, /l/, /s/, /j/, /tʃ/, /g/, /n/, /v/, /h/, /z/, /ʒ/, /dʒ/, /θ/, /ð/, /j/	/p/, /d/, /t/, /k/, /r/	/ŋ/, /w/	/λ/, /ts/, /dz/, /tʃ/, /ç/, /d/, /n/

According to Nuhiu (2013, 23), 'Phonemic substitution is a type of linguistic borrowing in which the donor language element is substituted with the recipient language's phonemic equivalent.' Given the replacement of English phonemes with those of the Albanian language in English borrowings, we shall focus on this topic in this chapter. In English borrowings in Albanian, the long English vowel closed / I / is replaced with / I / (short) of Albanian, for example:

freeze [fri:z] > friz / [friz],
leader ['li:də] > lider [li'der],
Heath [hi:θ] > Hith [hiθ],
hockey ['hoki] > hokej [ho'kej],
joc+key ['dʒoki] > xhokej [dʒo'kej],
Sidney ['sidni] > Sidnej [sid'nej],

This type of substitution has also been seen: / i / > / e /, which does not rely on any similarities: cottage ['kotidʒ] > kotexh [ko'tedʒ].

Dodi (1970, 60) also mentions the occurrence of this vowel phoneme in several Albanian dialects; however, he claims that 'this sound is an allophone of the phoneme / e / in Albanian, which has a limited range of application and a small number of circumstances in which it is utilized.' Because the Albanian language possesses this allophone of the phoneme / e /, the phoneme English / can be heard more as / e / sesa si / a / by Albanian speakers. As a result, when the loan is translated directly into Albanian, the English phoneme / a / is more likely to be replaced by / e /. This is most likely the cause and answer for the fact that, even though writing accounts for most English borrowings in Albanian, we have about equal numbers of substitutes for this phoneme English with / a / Albanian and with / e / Albanian. It's worth noting that when the same English borrowing is used to replace two categories, the results are frequently the same, for example:

jazz [dʒæz] > xhaz [dʒaz] e xhez [dʒez],
match [mætʃ] > maç [matʃ] e meç [metʃ],
sandwich ['sæandwitʃ] > sanduiç [sand'vitʃ] e senduiç [send'vitʃ],
gary ['gæri] > Gari ['gari] e Geri ['geri],
Jack [dʒæk] > Xhak [dʒak] e Xhek [dʒek] etj

This phenomenon, we believe, stems from the fact that these first two countries were more open to the West than Albania, having more contacts and relations with those countries, particularly

the United States, and thus enter English words more directly in those countries, whereas in Albania, such words are mostly entered through writing, where writing has a greater impact. The second aspect is that the Albanian language in Kosova and North Macedonia accepts more loans, but primarily through the intermediary language of Serbo-Croatian, where the propensity to replace the English phoneme / / with / e / predominates. However, due to the effect of English borrowing spelling, e since the letters r e l occur after / a: / in writing, these two consonants emerge in the pronunciation of those borrowings in Albanian, even if they are not pronounced in English. In the most common cases, for example: / a: > / ar /, the substitution is made in this way:

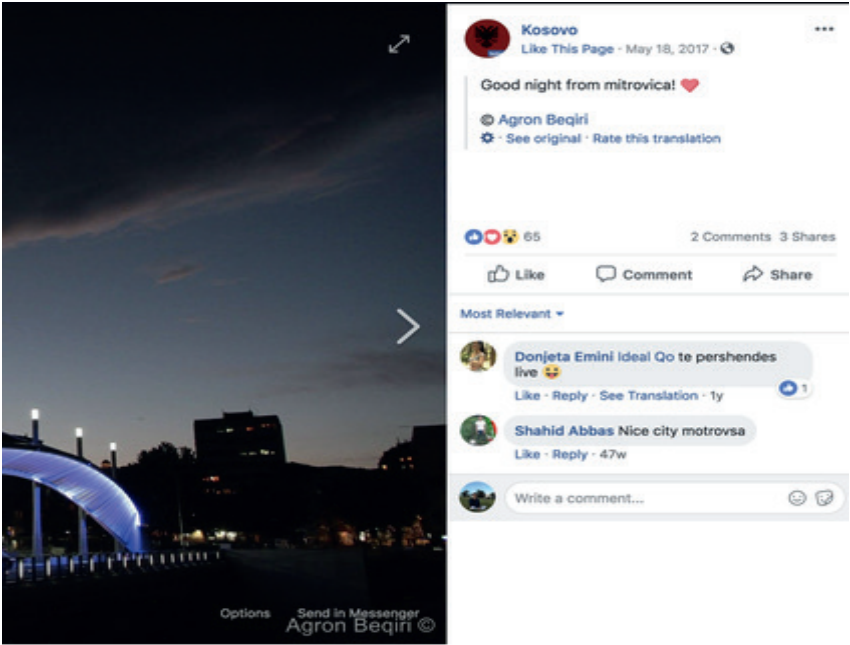
bar [ba:] > bar ;[bar],
 farmer ['fa:mə] > farmer [far'mer],
 Arthur ['a:θə] > Arthur [ar'θur].

Kontekst or përmbajtje? Objektiv or qëllim? Are we using unnecessary words when we have the possibility to use the Albanian equivalent, therefore making our language poor and making what we want to say more difficult to say? Even worse, are media, whose main goal is to spread the information, doing so? I find this issue highly important, because a misplaced word can change the meaning of a whole sentence, causing later unpredictable complications.

Although, Albanian is still the most widely spoken language in Kosova, many people utilize English when posting on social media. People from other countries frequently use English to respond to postings on Kosova's Facebook page, demonstrating the use of English as a *lingua franca*. Here are a few examples of English on social media in Kosova.

The use of English can be seen in this post on Kosova's Facebook page. The post demonstrates how beautiful Mitrovica is, thus it looks that utilizing English is a technique to attract tourists.

Figure 1. English language in the social media



The majority of the posts on Kosova’s Facebook page are in Albanian, however this one also includes an English translation. In addition, a user from Germany replies in English on this post, indicating how English is used for communication between two non-English speaking countries. Also, as it can be seen from the bolded text, in this very short paragraph, there are four anglicisms which could have easily been replaced with albanian words that have the same meaning.

Table 3. The unnecessary borrowings in the given paragraph

English	Anglicism	Albanian
Contribute	Kontribuar	Ndihmuar
Consolidation	Konsolidimin	Fuqizimin
Image	Imazhi	Përfytyrimi/Pasqyrimi
Support	Suporti	Mbështetja

Someone with basic English knowledge is able to understand the previous anglicisms. However, it is highly unlikely that older generations would be able to grasp the clear meaning. Unfortunately, this does not end here. We hear and read anglicisms in our everyday life, especially with younger generations. Today, it is very likely to hear someone say *nuk është fer* instead of *nuk është e drejtë*, or *kjo veshje është shumë trendi*, instead of *kjo veshje është shumë në modë*. Furthermore, it is now very normal to hear various politicians everyday speaking foreign words only for the purpose of trying to sound smart. In a nutshell, this phenomenon becomes an endless circle and us as a society should not allow that our beautiful language can be oppressed like this.

It is very normal that every language borrows words from another one. However, this can not be used as a justification and simply continue. Various measures have to be taken in order to use the Albanian language as correctly as possible. The Oxford Dictionary (2002) has a special committee whose job is to examine new/foreign words that are added in the English Language Dictionary, and give opinions whether they should be used or changed. Such committee would be more than welcomed in the context of Kosova.

Methods

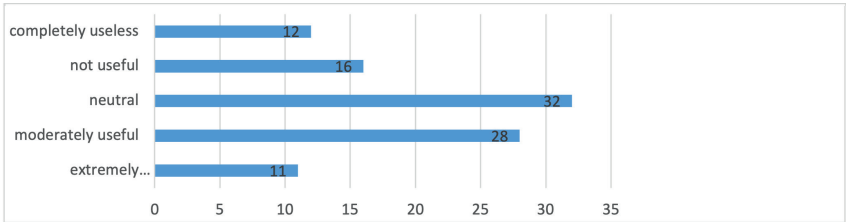
The study is explorative in the sense that it tries and examines the assumptions and perceptions of participants about Anglicism practices at Kosovar media. The target participants were 100 students from different public universities of Kosova. The participants were of same nationality, Albanian. A list of questions and statements were constructed on the viewpoints of participants on issues such as the perceptions of them about Anglicism in Kosovar media, which were asked to choose and select the appropriate statement that fit their thought. The data was analyzed using fre-

quencies and percentages. Participant’s questionnaires were administered online via Google forms due to the global pandemic situation, COVID-19, and they all were briefed about the purpose of the study and their queries were taken into consideration. The data gathered through the questionnaires are used to further elaborate on the results found from the research, which are presented by charts for each question and statement.

Results

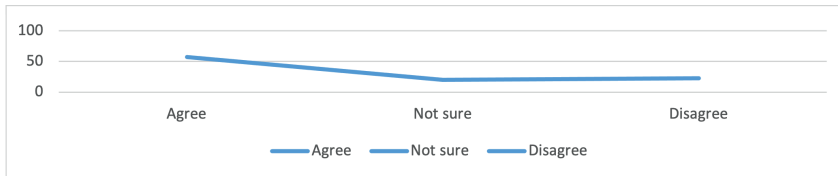
The statistical findings from the questionnaires are presented below

Chart 1. Indicate the degree of usefulness with which you associate the use of Anglicism in Kosovar media.



When respondents were asked about the degree of usefulness with which they associate the use of Anglicism in Kosovar media, most of them (32 participants), indicates that respondents have a rather neutral view of the usefulness of Anglicism in Kosovar media. On the other hand, other participants are closer to moderately useful with regard to the usefulness of Anglicism. Whereas the degree of usefulness of Anglicism in media thus seem to be moving toward not useful and completely useful among few participants which is quite interesting because it seems inconsistent with the answers of previous participants comments about how English could be necessary in Kosovar media.

Chart 2. The use of English words in Albanian texts has become a new form of slang.



27 participants agreed, 10 participants said they were not sure, and 13 participants disagreed, regarding question 2, whether the use of English words in Albanian texts has become a new form of slang for them. This outcome suggests that the use of English words in Albanian texts has become a new form of slang is valued by most participants and they think it is a valuable form, whereas only few of them were not sure and disagreed with the statement.

The language variety that was supported by more than 45 respondents is the 'use of Albanian with a very limited number of English words'. Although majority of respondents prefer the 'use of Albanian with a very limited number of English words'; a significant number (30 participants) also prefer the use of 'Albanian with a moderate number of English words' compared to the number of those who opt for 'Albanian with an unlimited number of English words' which were only 5, and those 20 participants which responded for 'Albanian only'.

Chart 3. What language variety should be used in Kosovar media?

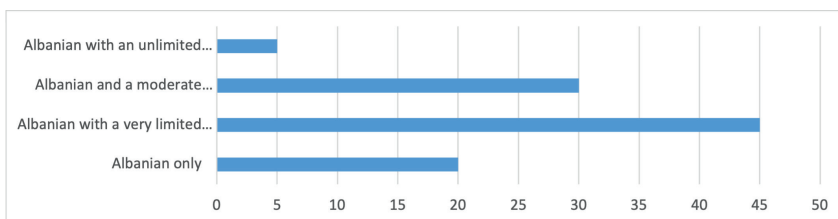
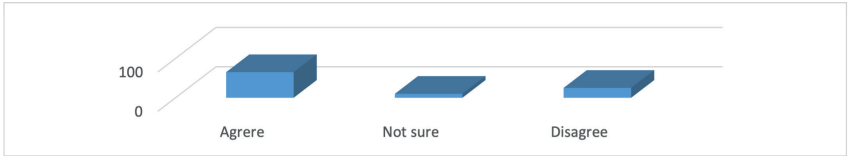
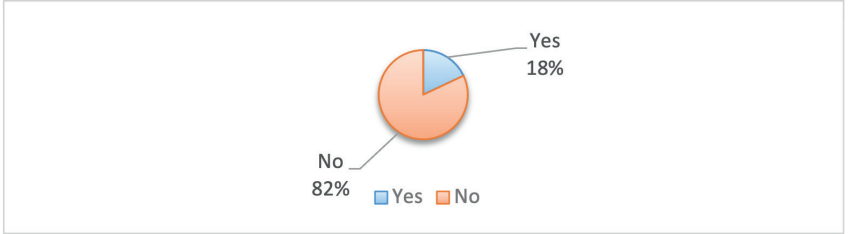


Chart 4. The use of English words in Kosovar media is the insufficient knowledge of Albanian language.



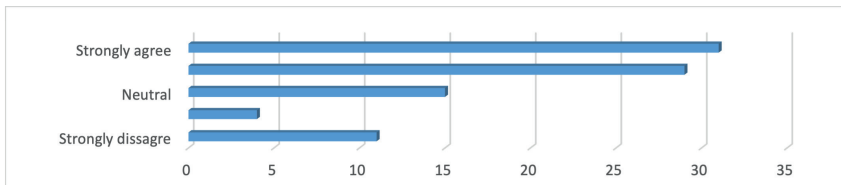
65 participants agreed that the use of English words in Kosovar media is the insufficient knowledge of Albanian language, while 10 participants were unsure, and 25 of them disagreed with the statement. It is therefore clear that most participants believe that the use of English words in Kosovar media is the insufficient knowledge of Albanian language.

Chart 5. Do you have difficulties with any of the languages in Kosovar media?



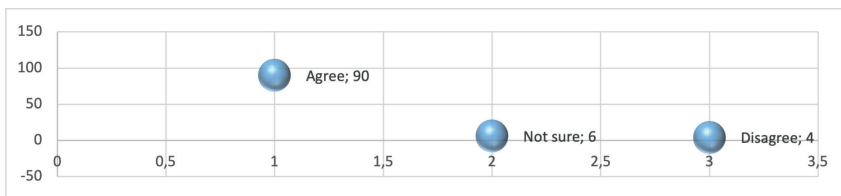
A glance at these responses gives the accurate impression that most of the participants do not encounter certain difficulties in any of the languages in Kosovar media, whereas only few of them face difficulties in them due to the lack of knowledge whether in English or Albanian language.

Chart 6. To what extent do you agree with the following statement: 'Albanian language should be protected from English influence in Kosovar media'.



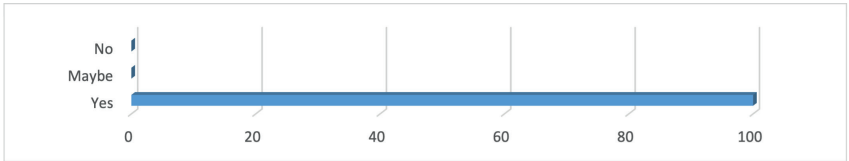
A large majority of respondents (31 participants) strongly agree that the Albanian language should be protected from English influence in the Kosovar media. 29 of them simply agree with the statement made above. Regarding the statement, 11 participants chose to remain neutral. Surprisingly, 11 of them strongly disagree with this.

Chart 7. The use of English words in Kosovar media shows a certain level of societal success.



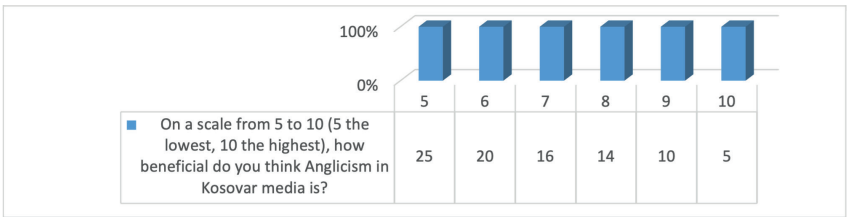
As for statement 7, whether the use of English words in Kosovar media shows a certain level of societal success, most participants (90) agreed with the statement, 6 participants said they are not sure whether the use of English words in Kosovar media shows a certain level of societal success, only 4 participants disagreed. This indicates that a significant number of participants think that the use of English words in Kosovar media shows a certain level of societal success.

Chart 8. English is becoming the language of fashion, with a plethora of Anglicisms being used daily in Kosova media.



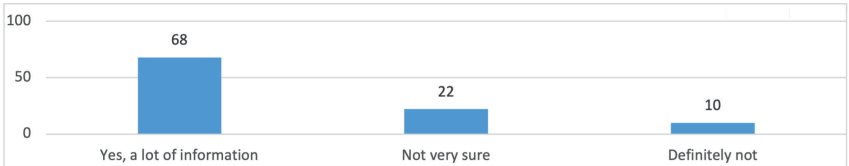
Not surprisingly, all the participants said that English is becoming the language of fashion, with a plethora of Anglicisms being used daily in Kosovar media.

Chart 9. On a scale from 5 to 10 (5 - the lowest, 10 - the highest), how beneficial do you think Anglicism in Kosova media is?



The chart above shows that most students (45) think that Anglicism in Kosovar media is not beneficial at all (choosing 5 and 6 on the scale from 5 to 10), whereas 16 of them think so at a just slightly lower degree (7, 8), closely followed by few who chose 9 and 10 on the scale from 5 to 10 claiming that Anglicism in Kosovar media is beneficial.

Chart 10. Have you been able to get sufficient information when faced with Anglicism in Kosovar media?



Regarding the final question, 68 participants of the survey claimed that they got sufficient information when faced with Anglicism in Kosovar media, whereas the other participants asserted that they are not quite sure whether they got sufficient information when dealt with Anglicism or not, besides 10 participants declared they got no information at all when faced Anglicism.

Discussion

People who do not speak English may feel isolated by the use of English in Albanian-Kosovar media texts. The Albanian language is not the only language which has borrowed words. They demonstrate a degree of influence from language ideologies that are possibly still shared by respondents in Kosova.

With regard to when asked students: 'The use of English words in Kosovar media is the insufficient knowledge of Albanian language', they believe that the Albanian language is more rich and sophisticated than English and that it should not be destroyed through the use of Anglicism. This is what a few respondents in the presents study agreed with. As a result, using English words in Albanian written media texts or advertisements without justification is not permitted. It is therefore clear that many participants believe that the use of English words in Kosovar media is the insufficient knowledge of Albanian language. Advertising embraces postnational discourses of unsettled and hybrid identities in multilingualism. Linguistic codes are frequently used to express these identities. When it comes to the conflict between national and transnational (i.e., beyond national boundaries) identities, advertising has become the late-modern discourse par excellence. After all, as previously stated, the use of English words is not required. It is proposed that the Albanian language be kept in its 'pure' form, or that English be used only when there are no Albanian equiv-

alents. When this statement was made 'English is becoming the language of fashion, with a plethora of Anglicisms being used on a daily basis in Kosovar media' Students, not surprisingly, as seen in the results section all of the participants, said that English is becoming the language of fashion, with a plethora of Anglicisms being used on a daily basis in Kosovar media. The findings are not surprising, given that almost all respondents are scholars in professions where they are likely to be influenced by prescriptive ideas about the variety of Albanian language to be used. When students were asked 'how beneficial do you think Anglicism in Kosovar media is?' They all claimed that it is beneficial in Kosovar Media, because that way people will be learning English unconsciously. It is well established that younger generations are more enthusiastic about using English than adults. These answers given above indicate that natives feel 'more educated' because they are aware that they will be perceived as such, even if respondents may not express it explicitly. Someone with basic English knowledge is able to understand the previous anglicisms. However, as proven above older generations would be able to grasp the clear meaning. Furthermore, it was surprising to see few students disagree with this statement used in chart 6: 'Albanian language should be protected from English influence in Kosovar media'. Although many students strongly agree that the Albanian language should be protected from English influence in the Kosovar media. When children learn more than one language in early childhood, there is a greater chance that one language will be learned better than the other. The 'Do you have difficulties with any of the languages in Kosovar media?' most of the students said that they do not encounter certain difficulties in any of the languages in Kosovar media, since they know more than two languages.

Conclusions

In the world that we are living, it is almost impossible to believe that two languages will not be influenced by one-another, and not always this influence has a negative impact. However, it should not be allowed that this influence causes an uncontrollable use of anglicisms that are not needed. Considering the fact that media is read by a large number of people, media comitees together with media owners should work together into finding a solution that each article is edited by experts before it is published for the audience. Many new foreign terms and idioms have already become commonplace in our daily lives or have become part of our lexicon. We'll only go through a few of them below, which are more common but also a little strange.

When deciding whether or not those foreign terms or expressions should be accepted, it is critical to determine whether they name some new concept that cannot be articulated by an Albanian proper word or expression. This idea can also be employed when a loanword is used to distinguish between identical concepts but in different contexts.

To conclude, the use of anglicisms is rapidly spreading, especially by the Kosovar media. It is understandable that some words do not have an Albanian equivalent and can be understandable by all, such as *kompjuter*, *projekt*, *e-mail* and other technological terms. However, the majority of anglicisms used by Kosovar media today do have an equivalent in Albanian with the same meaning, and in my opinion, the journalists and editors should always use the Albanian version. This way, we help to not only make the news more understandable, but also we save the Albanian language.

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