

The Influence of Media in the Intellectualization of the Albanian Lexicon with Words Deriving from the English Language

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Abstract: *During the recent years, the Albanian lexicon is confronted with the pressure that foreign languages exert and words from these languages become part of this lexicon. As a result of this, the Albanian lexicon is enlarged, enriched with new words and at the same time it is intellectualized.*

In this paper, the focus will be on the impact that these word loans especially from the English language have on the Albanian language, paying a particular attention to specific words, as well as to sentence structures, which serve among other things as playing a role in the intellectualization of the Albanian lexicon.

To achieve this, there have been used adequate materials from some daily newspapers, especially from "Shqip" "Shekulli" etc.

It has been noticed that media plays a great part in this process and its influential power is huge and spreads fast everywhere in real time.

Keywords: *lexicon, intellectualization, impact from the English, globalization, standardization*

1. INTRODUCTION

Albanian language was demonstrated to be an Indo-European language in 1854 by the philologist Franz Bopp. The Albanian language constitutes its own branch of the Indo-European language family¹.

What is amazing is the fact that Albanian and the English language come from the same family language (Indo-European family), still have nothing in common. The Albanian language is a language in minority, on the other hand we have English which is considered as a lingua-franca and it is one of the most "vivid" languages of the world. The lexicon of the English language enlarges day by day, in search of new extends and dimensions. Its worldwide reach is a lot greater than anything achieved by Latin or French in the course of history. It has been proved scientifically that there has never been a language as widely spoken as English. Many would reasonably claim that, in the fields of business, academics, science, computing, education, transportation, politics and entertainment, English is already established as the de facto lingua franca. This expansion of the English language definitely brings global consequences in all the fields mentioned above and specifically in the language. In the Albanian language as in all the other languages, the English lexicon influence is enormous and obvious. This phenomenon leads to the development of the language, according to the academic V. Memisha "this development displays two trends, which at first glance, seem to be of adverse positions: democratization and intellectualization"².

¹ See more: Çabej, E, *Hyrje në indeoevropianistikë, leksionet e Prishtinës*. Prishtinë, 1971-1973; Çabej, E. *Hyrje në historinë e gjuhës shqipe, Pjesa e parë, ribotim*, Tiranë, 2008; Demiraj, Sh, *Gjuha shqipe dhe historia e saj*, SHBLU, Tiranë,

² Memisha, V. *Studime për fjalën shqipe*, Tiranë, 2011, pg. 115

These developments are seen in the enrichment of the lexicon as well as in the enrichment of the semantic structure. This is how the process of intellectualization in a language happens, which is the process of language elaboration where new terms are coined and the language is modernized to be used for specialized communication³. According to Garvin⁴, intellectualization is an important dimension of language development. He argues that in the developing languages intellectualizations a way of providing more accurate and detailed means of expression, especially in the domains of modern life, that is, in the spheres of science and technology, of government and politics, of higher education, of contemporary culture, etc.

According to V. Memisha the most prominent field where the intellectualization of the lexicon is directly seen, is the one of terminology⁵, this is evident by the ample number of dictionaries, which are related and relevant to this process.

The right medium for the spread of language intellectualization is the media. Mass media is communication whether written, broadcast, or spoken that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

Mass media is a significant force in modern culture, particularly in Albania. Sociologists refer to this as a mediated culture where media reflects and creates the culture.

Social media has had a tremendous effect on the Albanian language and how we communicate. Social media plays a significant role in how we communicate as well as the new words that are being introduced on a very regular basis.

For example, in an article dated on the 6th of October 2012 in the newspaper Shqip we notice:

*...gjëja e parë që duhet bërë është mbajtja pastër e ekranit të **kompjuterit** për të shmangur lodhjen e syve dhe nëse përdorni **smartphone**, përpikuni të mos e ekspozoni në dritën e diellit...Mbani distancën e duhur mes vetes dhe **monitorit** të **kompjuterit**.*

*...Ajo që e përkeqëson edhe më shumë situatën është përdorimi masiv i **smartphone**-ve për të kontrolluar **e-mail-n**, për të dërguar mesazhe dhe foto.*

In another article dated on the 19.06.2014 in Shekulli newspaper we notice:

*...shqyrtoi raportin e **monitorimit** për kontratën e koncesionit për financimin, ngritjen dhe operimin e shërbimit të **skanimit** të **kontejnerëve** e automjeteve të tjera në Republikën e Shqipërisë dhe tarifën e shërbimit të **skanimit**...*

A recent example is dated on the 11.10.2014:

*...Burokracitë dhe korrupsionin, qeveria do e luftojë me **dixhitalizimin** e sistemit të shërbimeve. Në janar të vitit 2015, qytetarët shqiptarë do të kenë përvetësuar pasaportat e reja biometrike dhe kartat e identitetit, me nivel më të lartë sigurie...*

If we talk about intellectualization of a language, we should consider that there are certain stages a language undergoes in order to become a standard language and later to be intellectualized. Standardization is a historical process, which to a greater or lesser degree is always in progress in those languages that undergo it. Standardization is motivated in the first place by various social, political and commercial needs and is promoted in various ways, including the use of the writing system, which is relatively easily standardized; but absolute standardization of a spoken language is never achieved (the only fully standardized language is a dead language). Therefore it seems appropriate to speak more abstractly of standardization as an *ideology*, and a standard language as an idea in the mind rather than a reality—a set of abstract norms to which actual usage may conform to a greater or lesser extent.⁶ Every kind of communication needs a standard language use. The lexicon of a language in itself is a standardized system of naming the concepts and accepted by everyone. The history tells us that every language has undergone a long process of changes and influences by other languages. In the English language there has always been the influence of the Latin and later of the French language. Many calques phrases are seen from these

³ www.unesco.org/education/pdf/35_57.

⁴ Spolsky Bernard "Language policy" 2004 quotation by Garvin pg 26

⁵ Memisha. V. Studime për fjalën shqipe, Tiranë, 2011, pg. 115

⁶ Milroy, J & Milroy, L. "Authority in Language" 3rd edition, pg. 19

two languages in the English dictionary where we can mention: *ad hoc*, *carte blanche*, *ad infinitum*, *status quo*, *persona non grata*, *de facto*, *de jure*, *alter ego*, etc.

These loans are encountered mainly on the printed media channels nevertheless they are seen even in the visual media. In many cases, they are seen as phraseological units like: *të rrosh a të mos rrosh*, *kjo është çështja* – *angl. to be or not to be, that is the question*; *vëllai i madh* – *angl. big brother*; *hap pas hapi* – *angl. step by step etj.*

Let's see what we have in the Shqip newspaper dated on the 03.05.2014:

Dashuri, ndarje dhe keqkuptime... kanë shoqëruar orët e mbrëmshme të spektaklit “Big Brother Albania” në ekranin e “Top Channel”. Vëllai i Madh ka bërë të njohur lidhjet e fshehta të krijuara brenda shtëpisë, për banorët e tjerë. Në një atmosferë romantike, në një tryezë ku ndodheshin dy gota verë, dy çiftet e “Big Brother” kanë ndenjur disa minuta me njëri-tjetrin...

2. INTELLECTUALIZATION

However the intellectualization of the standard language, which we could also call its rationalization, we understand its adaptation to the goal of making possible precise and rigorous, if necessary abstract, statements, capable of expressing the continuity and complexity of thought, that is, to reinforce the intellectual side of speech⁷. This intellectualization⁸ culminates in scientific (theoretical) speech, determined by the attempt to be as precise in expression as possible, to make statements which reflect the rigor of objective (scientific) thinking in which terms approximate concepts and the sentences approximate logical judgments.⁹

In these last two decades the Albanian language has been facing many changes and developments in many areas including the language itself. Recently the globalization process is becoming a widely spread phenomenon and the Albanian language could not be out of it. English represents one aspect of globalization and has a great influence in all the other languages by making it have a special status “the language of globalization”. In Albania in the first half of the XX century, French was the dominant language of the intellectual and political elite. While in the 60 English became the language to be taught at schools though it had been “passive” as it was not used but only learned and taught. By the 80s it was the time where many Albanian scholars wanted to enlarge and expand their knowledge and at the same time they were faced with the lack of terminology and a more elaborated dictionary was needed to satisfy their demands. The richness and depth of English's vocabulary makes it special and different from other languages. The 1989 revised “*Oxford English Dictionary*” lists 615,000 words in 20 volumes, officially the world's largest dictionary¹⁰. If technical and scientific words were to be included, the total would rise to well over a million. By some estimates, the English lexicon is currently increasing by over 8,500 words a year, although other estimates put this as high as 15,000 to 20,000. The availability of large numbers of synonyms allows shades of distinction that are just not available to non-English speakers and, although other languages have books of synonyms, none has anything on quite the scale of “*Roget's Thesaurus*”. Add to this the wealth of English idioms and phrases, and the available material with which to express meaning is truly prodigious, whether the intention is poetry, business or just everyday conversation¹¹. This influence is increasing day by day not only on the daily newspaper, but as well as on the journals, magazines, tv programs, social media etc.

From different newspaper we noticed some words like: *skanim*, *dixhitalizim*, *printim*, *klikim*, *flesh*, *e-mail*, *smart-phone*, *I-pad*, *I-phone*, *mikroçip*, *skaner*, *processor*, *high tech* etc.

An example is seen on Shekulli newspaper dated on the 11.04.2013:

Të vizitosh lagjen më të famshme në botë, tashmë është vetëm një klikim larg. Mjafton të klikoni mbi linkun e mëposhtëm dhe do ta gjeni veten në një tur virtual të pazakontë në lagjen kryesore

⁷ Dictionary of the Prague School of Linguistics pg. 93 By Josef Vachek

⁹ Praguiana edited by Josef Vachek, Libu e Dukov pg 147.

¹⁰ www.thehistoryofenglish.com/issues_global.html

¹¹ www.thehistoryofenglish.com/issues_global.html

të New York-ut. Pa humbur kohë nxitoni të **klikoni** mbi link dhe udhëtoni në New York falë teknologjisë **3-d**.

In another article dated 02.07.2013, an example is seen in the title of this article:

“77-vjeçari **Hi-Tech** sfidon vdekjen me anë të teknologjisë”

Practically, it is generally felt that nowadays knowing English is beneficial for a better social status, reputation and of course for a better paid job.

With globalization, we are confronted, in particular, with the Albanian language in an attempt to be adjusted to the concepts, ideas and ways of thinking of the English. Factors, which play a great role in the spread of the globalization influence in Albania, are numerous. To name a few are: the internalizations of the markets, emigration, tourism, government policies to integration, increase in the international communication etc. Since the difference between the culture of the modern world and the cultures of the traditional societies lies in the dominating position of science, technology and economics in the former, it is clear that the bulk of the newly coined words in the Albanian language are related to these subjects.

It goes without saying, that this change of concepts and values orientation, manifesting itself in the acceptance of new ideas and sometimes even in a new worldview, is not only limited to the coining of new words, but is also extended to the more or less conscious enlargement of the lexicon.

3. CONCLUSIONS

Intellectualization is an important aspect of the modern linguistic scene. Intellectualization in a language is necessary for full participation in the modern world. However, subsequently, someone who aspires to participate in the modern world must acquire such an intellectualized variety--often simply creating it within the mother tongue. In the case of languages which have not been sufficiently exposed to modernizing influences to develop such varieties, bearers of modern culture (including linguists) will tend to perceive in them a more intellectualized character than they possess in reality. Intellectualized language is closely associated with and adapted to a particular culture, which we may call "modern civilization". This culture can be said to have originated in Western Europe (above all, England) in the 17th century.

Media plays a great role in the language intellectualization. It is a significant force in the modern culture, in our country.

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Lediana Beshaj received a Bachelor degree in English Language as a Specialist of English and American Language from Tirana University (Foreign Language Faculty, English Department) in 2001. From 2008-2010 attended Master of Science Program at Foreign Language Faculty, English Department, where she got a degree in Master of Science in “Linguistics with a Didactics orientation”. In 2011 - 2014 she was involved in the PhD program where she received a PhD. Degree from Tirana University. Her PhD. thesis is a contribution on Comparative Linguistics with a focus on Phraseology.