

“The Invasion” of Albanian News Translation by English Borrowings Ilda Kanani¹

Abstract

The present paper tries to identify the features and peculiarities that characterize news translation and the overuse of English loanwords in the Albanian media. It offers an overview of the situation by integrating corpus analysis which allows analyzing several news texts and generate the required data. For this purpose, 80 articles from three of the most prestigious Albanian media channels, Balkanweb, Top Channel, and Ora News, were collected to constitute a corpus. Data collected for this study were analyzed through the content analysis method.

The aim of this paper is twofold. *Firstly*, it aims to offer some characteristics of news translation and observe how it differs from other types of translation. *Secondly*, and more importantly, it aims to investigate at what frequency loanwords occur in the Albanian media and their level of integration into the Albanian language. As there is a limited number of corpus studies in this discipline in Albania, this study contributes to further studies to be carried out in this field, while hoping to raise people’s awareness concerning the overuse of English loanwords into the Albanian language.

Keywords: *News translation, Albanian media, corpus analysis, news agencies*

Introduction: What Is News Translation?

Translating news is not the same as translating other types of documents. It is different, as it does not require preservation of the structures, length, content, and layout of the source language. Above all, these news agencies do not employ professional translators in their headquarters but skillful and experienced journalists with a background in languages. But how does this sector work in the big agencies, and why is it such an important medium within news agencies?

Research into the strategies of news translation is still relatively underdeveloped, but there is an interest worldwide in examining the processes of exchange and transfer in the media. With the latest development of multimedia technology and the facilities offered to anyone in the world by the internet, it is becoming increasingly easier for people to get informed about what is happening in the world in real time.

Susan Bassnet and Esperanca Bielša in their book (2009, p. 11) emphasize the following: The shaping of any news story is undertaken subject to a series of constraints which are both spatial and temporal. The newsworthiness of a story will be determined by its timing, by the circumstances within which the story has emerged. There may be editorial decisions to publish precipitately or to hold back while circumstances change slightly.

In this context, it seems that there are authorities of the news agencies who decide what is important enough to be published, how long the news should be, and on what page and column of the newspaper they will put the news. Hence, it is a deliberate and conscious act of selection, involving the structuring, assembling, and fabricating of information into a format that will satisfy the expectations of readers.

However, Bassnet and Bielša (2009, p. 12) add that it is worth noting that direct translation of a text written in one language into another is probably the least common form of news translation: Far more common is the restructuring of material in a form congenial to the target readership. This means that a piece of news is never translated word for word from one language to another, as the expectations of the readership in both cultures are different. Moreover, the interest in the news may be different as well. What seems interesting and useful in one society and culture may seem quite irrelevant and not useful to be transmitted in another one. This is why foreign news must be reshaped and restructured before it is published in another language, and this is where the news translators operate.

If we refer to Venuti’s famous dichotomy of foreignization and domestication (1992, p. 148; first elaborated by Schleiermacher in 1813), it becomes clear that he considers foreignization as the translated form where the source

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foreign text and its context are reproduced with the result that the translated text may sound strange and unfamiliar. In contrast, *domestication* happens when a text is adapted to suit the norms of the target culture, since signs of its foreignness are erased. In this respect, it is just the process of absolute domestication which is happening in news translation, as the material is reshaped and molded in such a way that it fits the target readers' expectations. The source language structures are violated on purpose and the language simplified to be understood by the target general public.

But what changes happen to the foreign text? Bielša and Bassnet (2009, p. 63) argue that the main objective of news translation is the fast transmission of information in a clear way so that it can be communicated effectively to the readers. Journalistic factors related to time, space, and genre are as important as the linguistic and cultural aspects involved in the process of interlingual transfer. Bearing in mind the influence of the former, some major features which specifically characterize news translation and distinguish it from other forms have been pointed out:

1. The main objective of news translators is to transmit information.
 2. News translators translate for a mass audience. Consequently, clear and direct language needs to be used.
 3. News translators translate for a specific geographical, temporal and cultural context. Their job is also conditioned by the medium in which they work.
 4. News translators are subject to important limitations of time and space.
 5. News translators are usually "back translators" and proofreaders.
- (Tapia, as cited in Guerrero, 2005, pp. 157–58)

As it seems, there are several changes which happen to the news which is transformed and reshaped far and beyond preserving the message it conveys, but even this message is interpreted differently in different news agencies depending on the policies they follow, how biased or unbiased they are, or simply what they consider significant to be transmitted to their audiences. Apart from deciding what is good and what is bad to meet audience expectations, the editors also make changes to the translated news when they publish it. It is also worthwhile to consider carefully the most frequent modifications made to the source text to illustrate the type of textual intervention from the news translator (Bassnet & Bielša, 2009, p. 64). Below is a list of the most frequent changes.

- *Change of title and lead:* Titles and leads (informative subtitles) are often substituted for new ones to better suit the needs of target readers or the requirements of the target publication.
- *Elimination of unnecessary information:* Information can become redundant either because it is already known by the target readers, or because it becomes too detailed and specific for a reader who is geographically and culturally removed from the reality described.
- *Addition of important background information:* When the target readers change, it becomes necessary to add background information that will not necessarily be known in the new context.
- *Change in the order of paragraphs:* The relevance of the information in a new context and the style of the publication may make it necessary to alter the order of paragraphs.
- *Summarizing information:* This method is often used to fit the source text into the space available and to reduce lengthy paragraphs which are no longer fully relevant to the target readers.

The purpose of all these changes is to produce a text in the target language that conforms to the target-language public expectations and needs which may vary again from one agency to another, based on what they consider the most important issue to share or sell to their audience.

English Loanwords in the Albanian Media

The dominance of the English language is perceived universally in the present time due to the internet which is currently the number-one medium. Besides, in the period of globalization where the gap between countries is being bridged and the world is becoming smaller due to the development of technology, the need to speak English is increasing day by day. Mary Snell-Hornby characterizes it as the Lingua Franca: "[T]here is the free-floating lingua franca 'International English' that has lost track of its original cultural identity, it's idioms, it's hidden connotations, it's grammatical subtleties and has become a reduced standardized form of a language for supra-cultural communication- the 'McLanguage' of our globalized 'McWorld' or the 'Eurospeak' of our multilingual continent" (2000, p. 17). This means that the omnipresence of the English language has led to all other languages to be influenced by it, where English becomes the language of internet, technology, and, above all, media. No

matter in what language media is broadcasted or transmitted, each one of them has an English version in order to reach an international audience and viewers who can understand what is happening where. Hence, there are a lot of English loanwords in different languages; even if the official language of the media is different, anyone can perceive the presence of English loanwords in the news.

Print press in Albania is mostly self-regulated. The law on the press only states, “The press is free. Freedom of the press is protected by law.” Printed publications do not require authorization, nor are they registered in number at any time.

However, broadcast media has been regulated repeatedly, in 1998 (Law on Public and Private Radio and Television), 2007 (Law on Digital Television), and 2013 (Law on the Audio-Visual Media). The latter, although meant to implement the EU AVMS Directive, has been criticized for allowing political control over the audio-visual media authority and failing to ensure its independence. (https://en.wikipedia.org/wiki/Mass_media_in_Albania)

Media is one of the fields in Albania that is confronting the presence of loanwords in every aspect. It is a fact that the media is the most vulnerable to the use of loanwords and neologisms in comparison to other kinds of discourse, as their intensive use in the media makes them shift from borrowings to a broad, daily use and even become a part of the literary language. This study aims to investigate at what frequency English loanwords occur in the Albanian media and their level of integration in the Albanian language. Currently, several Albanian linguists such as Xhuvani,² Qosja,³ and Rokaj,⁴ as well as other citizens, have expressed serious concerns about the strong intrusion of borrowings which may lead to the disappearance of particular Albanian words.

The language of the Albanian media, like the ones in any other international media, reflects all aspects of human life. Any change in society, be it political, economic, or cultural, immediately affects the language of the media. The findings of the study may thus also contribute to an understanding of the events in Albanian society. As Fedorets has emphasized (1997, p. 101), “New lexemes in the media are found as in the form of advertisements so in different types of news, broadcasted on TV, dailies and the Internet.” Their use does not necessarily mean that mass media is a source of language change but only a reflection of this change which requires consideration. However, in comparison to radio and television, the electronic press is perhaps the most available and the easiest way to detect them and analyze their usage.

²“This language of the Albanian people must be studied at all levels, so that we can extract all the lexical and phraseological material needed to express ourselves and replace the foreign constructions” (Xhuvani, 1956, p. 60). In regard to the importance of the Albanian language, Xhuvani also says, “Language is the living proof of every nation and during its life it becomes a valuable tool for its culture. For this high function and value that language has, people should take care of it and keep it clean from any foreign element, from any mistake and distortion, which could destroy its originality and beauty” (1980, p. 110).

³ “Today more than ever before, when globalization has engulfed the whole society, we must work to preserve and enrich our language, which is one of the key elements that has identified us over the centuries and will identify us today and in the future. We have the duty to use the resources of the vernacular and build the ancient and beautiful castle of the Albanian language, to enrich and purify it, to make it as timely as possible” (Qosja, 2003, p. 41).

⁴ Shezai Rrokaj sets the criteria in relation to our attitude toward loanwords:

- Borrow only what is necessary and what serves the functioning of life in the Albanian-speaking community.
- Establish clear rules for the application of the phonetic principle in spelling.
- Establish clear rules for the application of the grammatical principle.
- The state institutions (administration, schools, research centers, media and literature, normative acts, etc.) must protect the mother tongue with national responsibility.
- Society itself should promote Albanian-speaking awareness through permanent cultural education in the mother tongue. (Rokaj, 2014, p. 40)

For this purpose, the research in this paper had in its focus three of the most well-known current Albanian news websites, Balkanweb, Top Channel, and Ora News. Eighty articles covering six different domains, Economy, Technology and Science, Social, Politics, Sports, and Showbiz, make the corpus of this research. The findings of the given study can contribute to a better understanding of issues of loanwords in the Albanian context and serve as a basis for new predictions and further research.

Problem Statement

The issue of preserving the nature and purity of Albanian language has been in the focus of Albanian linguistics for a long time now, but this concern has been increased especially in the last three decades after the fall of the communist regime in 1990 and the opening of the country to other countries and languages. This change of regime made many people eager to know and use foreign languages, especially English which is probably reflected in the usage of English words in our language. One of the most distinguished Albanian linguists, Eqerem Çabej, addresses the issue of the purity of the Albanian language. In the article entitled “The testament of Eqerem Çabej” (Lafe,), Prof. Emil Lafe gives a detailed description of his tireless work. “To him, language is the clearest reflection of a nation and its culture; the degree of richness and purity of the language is an indicator of the level of this culture.” Çabej highlighted the fact that one of the main tasks of the Albanian language is the enrichment of the language with elements of its own. “The duty of the Albanian speakers is also to clean Albanian language from the large amount of foreign words flooding into our language nowadays.” The concern of linguists about the intrusion of unnecessary loanwords and foreign constructions has always been present.

[D]ifferent theories or attitudes in concern to linguistic purism ... are just ideal theories, because language reflects social movements, which condition the social behavior. Just like other languages, Albanian has borrowed and will continue to borrow words from other languages, mainly from English. As long as borrowing is seen as a means of enriching the mother tongue or as a need that comes from the demands of society as the result of its relations with other societies, we can say that it should be viewed positively. The societies, their languages and cultures cannot survive in isolation. It is quite the opposite. The opening up and confrontation between them increases their competitiveness and resistance to survival. On the other hand, when borrowing becomes violent (wars, colonialism, etc.) and comes as the result of assimilation policies aimed at establishing a new superstructure over the existing substratum, then the language community must react in defense of its identity and language. (Lafe,)

It is therefore evident that the use of loanwords in the Albanian language has been a sensitive and controversial topic among Albanian linguists whose language policies aim to avoid the foreign elements (especially those which have native counterparts) and discourage their use in the language. As it has been mentioned above, media is among the biggest sources that cause loanwords to enter a particular language. In addition to other functions, the media, in all its forms, significantly influences the transmission of a linguistic model to its listeners, readers, or viewers. This phenomenon of accepting a foreign language model from the mass media affects almost all linguistic planes, including the grammatical, lexical, and phonetic ones.

The Albanian linguists consider it a painful phenomenon, and it is not quite easy to define the factors that contribute to such occurrence, although there are some assumptions related to globalization, development of technology, and free demographic movement of people, along with the overuse of English in different spheres of life such as politics and entertainment. The present study aims to find possible answers to this occurrence.

Research Questions

Based on the purpose of the study, the focused research questions designed to achieve the objectives of the research are as follows:

- At what frequency do loanwords occur in the media?
- At what level are loanwords integrated into the Albanian language?
- To what extent are loanwords comprehensible by the readers?
- Are certain loanwords used in media more likely to be borrowed than others?
- Is media influencing the Albanian language, and what is the readers' attitude concerning such a phenomenon?

Aim

The aim of this paper is twofold. Firstly, it aims to raise people's awareness about the phenomenon of the presence of English loanwords in the media by investigating the frequency of loanwords' occurrence in the media and their level of integration into the Albanian language. Secondly, as there is a limited number of corpus studies in the discipline of Albanian language and loanwords, this study aims to contribute for further studies in this field.

Corpus

The primary material in this study consists of a corpus comprising 80 articles extracted from three of the most well-known Albanian electronic media channels, Balkanweb, Top Channel, and Ora News. These articles cover six different domains including Technology and Science, Social, Politics, Economy, Showbiz, and Sports. The articles were written in two different periods. The first 50 articles were taken from Balkanweb. Their publication period is 15–20 January 2020. The rest of the corpus consists of 15 articles taken from Top Channel and 15 articles from Ora News.

The Research

Study Objectives

The primary aim of the present study is to investigate the frequency of loanwords in Albanian media which will help us determine how open to the use of loanwords Albanian media is at the moment. A wide list of classifications of borrowings from different angles will be provided. The loanwords will also be analyzed based on the three stages of integration, namely, non-integration, semi-integration, and full integration and functioning of the loanwords. Two versions of the Albanian dictionary, of 2006 and 2018, both accessible online, were used to assess the level of integration of generated loanwords and decide whether they are partly, fully, or not integrated into the Albanian language.

To sum up, *the main hypothesis is that media is exerting a big impact on the Albanian language*, as the latter is recently dealing with the incorporation of many borrowings, and, as it is assumed, Albanian people are very receptive to them.

Study Material

As previously mentioned, this study explores the media discourse. Taking into account that different media can present the material differently, it was decided that it would be interesting to investigate the use of loanwords in three various types of online media which may also differ. Online media was chosen, first of all, for practical reasons, because written language is more permanent than spoken language, and the material on the online versions are available and can be easily downloaded and stored. This is a corpus-based study in the sense that the primary data were retrieved from a corpus. The research is based on three of the most well-known Albanian informative media channels including Balkanweb, Top Channel, and Ora News. The corpus comprises 80 articles written in two different month periods. They cover six different categories: Economy, Social, Technology and Science, Politics, Sports, and Showbiz (along with a seventh category, Health, in the case of Top Channel and Ora News).

The electronic media channel Balkanweb, since its creation in 2000, has been one of the most important representatives of Albanian media, as it ranks among the top 10 Albanian informative media outlets. It covers all types of news and transmits news and videos in real time. Balkanweb updates its news every minute. Compared to other online media channels analyzed in this study, Balkanweb introduces the most extensive material from the month chosen: 50 articles with a total number of 10987 words (Table 1). Regarding world news, Balkanweb refers to sources of the biggest world news agencies, such as CNN, BBC, Reuters, and so on, which could explain the fact that there are a lot of loanwords present in Albanian media language deriving from English. The information presented in the Balkanweb publications is expected to be popular among young and old generations. It is accessible online on <https://www.balkanweb.com/>.

Table 1

Number of Articles Extracted from Balkanweb, with the Categories and Their Number of Words

Technology and Science	Economy	Sports	Politics	Showbiz	Social
11 articles	12 articles	10 articles	10 articles	4 articles	3 articles
2289 words	3462 words	1422 words	2451 words	970 words	375 words

Top Channel or Top News, founded in 2000, is a highly respected and trustworthy channel in Albania with its central location in Tirana. Conceived as a news format, its priority is to inform the public through the latest news.

It offers live streams about politics, current affairs, chronicles, economy, region, world, sports, technology, and showbiz. “Be the first to know” is the slogan for its 24-hour live stream news. Fifteen articles were extracted from Top Channel with a total number of 3878 words (Table 2). These articles have covered more up-to-date issues in the period of 15–30 June. It was observed that Top Channel has recently added another category of news, “health,” to treat issues regarding the coronavirus pandemic. It was also observed that it relies on foreign sources such as Daily Mail, BBC News, Guardian, and CNN, among others, when referring to world news. Top Channel is accessible online on <https://top-channel.tv/>.

Table 2

Number of Articles Extracted from Top Channel, with the Categories and Their Number of Words

Health	Economy	Sports	Politics	Technology and Science
3 articles 457 words	3 articles 973 words	3 articles 426 words	3 articles 1311 words	3 articles 711 words

Ora News is a leading television channel in the informative media market with 13 years of experience and contribution in the service of Albanians. It follows the motto “The first to know the latest news”. Ora News covers domains such as politics, economics, business, sports, etc. and much of the local news, similar to Balkanweb and Top Channel which follow the events all over the world and broadcast relevant information all over Albania. The material presented from Ora News comprises 15 articles and 4804 words (Table 3). Ora News has recently put a lot of focus on the domain of health which contains mostly interview material concerning the latest news regarding the coronavirus pandemic. Access to its editions is possible on <https://oranews.tv/>.

Table 3

Number of Articles Extracted from Ora News, with the Categories and Their Number of Words

Health	Economy	Sports	Politics	Technology and Science	Showbiz
4 articles 2060 words	3 articles 780 words	1 article 140 words	2 articles 668 words	3 articles 714 words	2 articles 442 words

Loanwords Criteria

As Newmark emphasizes (1995, p. 157), new ideas and variations on feelings come from the media. Terms from the social sciences, slang, dialect coming into the mainstream of language, transferred words, make up the rest... It has been stated that each language acquires 3000 new words annually. Neologisms cannot be accurately quantified, since so many hover between acceptance and oblivion and many are short-lived, individual creations.

In this paper, a loanword is considered and counted as a lexical unit that phonetically, morphologically, or semantically sounds or looks different from other items in the Albanian language. Such words will be included in the analysis despite the original etymological source of the word. The words “loanword” and “borrowing” are used interchangeably with the purpose of avoiding repetition and monotony in the text. The list of requirements below shows which lexical units were filtered out of this study’s corpus articles.

- Loanwords that have entered the Albanian language a long time ago are not included in the analysis, as they do not serve the scope of the study, since the focus is on more recent borrowings.
- Some of the proper nouns such as geographical names and currency, as well as titles of foreign films, records, and theatre performances written in English, names of authors of articles and pictures, and other personal names have not been taken into account.
- Other proper names such as website names or technical terms used in specific fields (international terms) have been taken into account only if they are written using the Albanian suffix system.
- Abbreviations are also analyzed in the study.

Criteria for Analyzing Articles

The corpus for the paper was published during the period January–June 2020 on the three abovementioned news websites. To investigate the use of English loanwords in the Albanian media, the following criteria were followed:

- Each text has been taken under consideration irrespective of its size and theme.
- Each title and subtitle have been included in the analysis as they are regarded as a part of an author’s article.
- Dates of items’ publication have not been counted as a part of the text and are therefore not analyzed.
- Each article has been examined excluding texts in the form of descriptions or comments to an image.
- Pieces of advertisement seen on the website have not been taken into account, as they are not part of an author’s work.

Presentation and Interpretation of Data

Tool for Generating Data

The software used to extract the data for this research was Simple Concordance Program 4.0. It was used to retrieve data about the frequency of the loanwords used in these 80 articles. The software tools were applied in five steps. *First*, the corpus content was converted into plain text. *Secondly*, the program filtered the data and extracted all tokens from the corpus. *Thirdly*, the number of tokens was counted. This was followed by a *fourth* step in which the number of unique words was derived from the data. Finally, in the *fifth* step, the frequency of occurrence for each unique word in the corpus was counted, and to find the frequency of loanwords in the corpus content, the software went through the word list by identifying each of them. The components of these operations are shown in Figure 1 below.

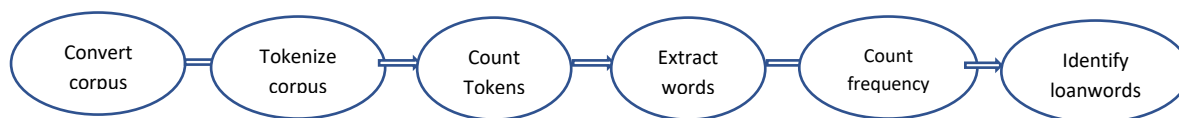


Figure 1. Six-Step Corpus Processing

Presentation of the Data

Table 4

Generated Statistics After Processing of Corpus

Number of words (tokens)	22523 tokens
Number of unique words (types)	4991 types

Some borrowings have more than a word form because they have gone through the derivational process in the Albanian language. The different forms of a single borrowing have not been counted as different tokens but as a single type word. Distribution of loanwords from the chosen articles. Overall, 407 tokens and 147 types of recent loanwords were collected with a word occurring more than 19 times at most and once at least. The tables below (Tables 5–10) show the borrowing word items extracted from the 80 articles as well as their frequency for each category. To address the issue of loanword integration in the Albanian language, the tables below also show whether the generated loanwords have become part of the Albanian dictionary and whether they have an Albanian counterpart.

Table 5

Borrowings Extracted from Technology and Science

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Facebook	Facebook-u	12	-	-
Look	Look	3	-	-

Dark mode	Dark mode	3	-	-
Desktop	Desktop	1	-	-
Confirm	Konfirmoj	8	-	-
Innovation	Inovacion	1	+	Risi
Platform	Platformë	13	-	-
App/Application	App/Aplikacion	19	-	-
Start-up	Start-up	4	-	-
Modality	Modalitet	1	-	-
Operative	Operativ	2	+	Veprimtari
Smartphone	Smartphone	4	-	-
Deep fake	Deep fake	3	-	-
Manipulate	Manipuloj	4	+	Ndryshoj faktet
Verify	Verifikoj	1	+	Kontrolloj vërtetësinë
Update	Update	3	-	-
Android	Android	2	-	-
Click	Klikoj	2	-	-
Dimension	Dimension	2	+	Përmasë
Acess	Akses	3	-	-
Online	Online	6	-	-
Censure	Censuroj	1	+	
Retrospective	Retrospektivë	1	+	Prapavështrim
Option	Opsion	4	-	-
Cybernetic	Kibernetikë	1	+	
Hacker	Haker	2	-	-
Congressman	Kongresmen	1	-	-
Demonstrate	Demonstroj	1	+	-
Downloads	Downloads	1	-	-
Design	Dizajn	4	-	-
Mobile	Mobile	2	-	-
Settings	Settings	2	-	-

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Complexity	Kompleksitet	2	-	-
Allude	Aludoj	1	-	-
Detect	Detektoj	1	-	-
Clip	Klip	1	-	-
Activate	Aktivizoj	5	+	E vë në veprim
Euphoria	Eufori	1	+	Ndjenjë vetëkënaqësie

Table 6
Borrowings Extracted from Economy

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Capital	Kapital	8	+	Vlerë materiale
Collapse	Kolaps	1	+	-
Fonds	Fonde	4	+	Tërësia e vlerave monetare
Telecommunication	Telekomunikacion	3	+	Sistem Teknik i shkëmbimit
Informality	Informalitet	1	+	Veprim jo zyrtar
Export	Eksportoj	2	+	Shes mallra jashtë shtetit
Invest	Investoj	22	+	Vendos një shumë parash
Promote	Promovoj	2	-	-
Donation	Donacion	5	+	Mbështetje financiare
Sensible	Sensibilizim	3	+	Ndjeshmëri
Reallocate	Rialokoj	1	-	-
Consolidate	Konsolidoj	3	-	-
Dividend	Divident	2	+	Fitimi aksionereve
Excise	Akciza	1	+	Taksë për mallra
Index	Indeks	7	+	Tregues
Perception	Perceptim	3	+	Pasqyrimi vetëtijes
Legitimate	Legjitimitet	3	-	-

Integration	Integrim	6	-	Përfshirje
Adhere	Aderoj	1	-	Bëhem pjesë e ...
Intensification	Intensifikim	1	+	Bëj më të fortë
Recuperate	Rikuperim	4	-	-
Concession	Koncension	8	+	Marrëveshje me një shtet a qeveri tjetër
Evasion	Evazion	1	+	Shmangie
Deficit	Deficit	1	+	Të holla që mungojnë nga një sasi parash
Oligarchs	Oligark	4	+	Qeverisje skllavopronare
Check-up	Check-up	2	-	-
Autonomy	Autonomi	1	+	I pavarur
Attribute	Atribuj	2	+	I jap meritë
Unprecedented	I paprecedentë	2	-	-
Acord	Akordoj	5	+	Përshtat
Conform	Konform	1	+	Përputhje

Table 7

Borrowings Extracted from Sports

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Pronounce	Prononcim	1	-	-
Market	Merkato	2	-	-
Balloting	Balotazh	1	-	-
Assistant	Asistent	1	-	Vendnisje
Start	Start	2	+	Vrapim
Crossing	Krosim	1	+	-
Condition	<u>Kondicion</u>	1	-	-
Goleador	<u>Goleador</u>	3	-	
Intensity	<u>Intensitet</u>	2	+	Shkallë e lartë e forcës
Advantage	Avantazh	2	+	Epërsi

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Capitulate	Kapitulloj	2	+	Mundem, dorëzohem
Bluff	Blof	1	+	Veprim mashtrues
Autogol	Autogol	1	+	Gol në portën e vet
Debuted	Debutoj	2	+	Dalja e parë Publike në një skenë
Destined	Destinuar	1	-	
Apathy	Apati	1	+	Me natyrë apatike -
Fraction	Fraksion	1	+	-
Play off	Play off	1	-	-
Play out	Play out	1	-	-
Assets	Asete	2	-	-
Superiors	Superiore	2	-	-
Filter	Filtrim	1	+	

Table 8
Borrowings Extracted from Showbiz

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Hit	Hit	3	-	-
Cause	Kauzë	2	+	Çështje e madhe
Sensation	Sensacion	1	+	Mbresa të mëdha
Instastory	Instastory	1	-	-
Moderator	Moderator	3	-	-
Lidership	Lidership	6	-	-
Prestigious	Prestigjozj	4	+	Nderim
Account	Akaunt	1	-	-
Initiative	Iniciativa	3	+	Nismë
Hashtag	Hashtag	1	-	-
Blackout	Blackout	1	-	-
Viral	Virale	1	+	

Table 9

Borrowings Extracted from Politics

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Lobbing	Lobim	4	-	-
Negotiations	Negociata	3	+	Bisedime
Embargo	Embargo	2	+	Ndalim i tregëtisë me një shtet tjetër
Delegate	Delegat	2	+	Përfaqësues
Permanent	Permanente	3	+	I përhershëm
Deescalate	Deeskalim	1	-	-
Sanction	Sanksione	3	+	Masë ndëshkimore
Hub	Hub	1	-	-
Majority	Mazhorancë	4	+	Shumica
Skeptical	Skeptik	2	+	Dyshues
Status-quo	Status-quo	2	-	-
Passage	Pasazh	1	-	Pjesë e shkëputur
Mobility	Mobilizim	2	+	Nxitje
Coordinate	Koordinim	2	+	Bashkërendim
Dislocate	Dislokoj	1	+	Përqëndroj diku forcat ushtarake
Proportional	Proporcional	1	+	Përpjestimor
Session	Sesione	4	+	Mbledhje të një organi përfaqësues
Monitor	Monitoroj	6	-	-
Evidenced	Evidentuar	1	+	Dëshmuar
Pseudo	Pseudo	1	+	I rremë
Efficiency	Efiçencë	7	-	-
Perspective	Perspektivë	3	+	Parashikuar për të ardhmen
Incentive	Incentivë	1	-	-
Extradition	Ekstradim	1	+	
Adopt	Adoptoj	1	+	Pranoj/zbatoj
Infracted	Infraktiv	1	-	-

compromising	Kompromentuar	1	-	-
Integrity	Integritet	2	+	
Stock	Stoku	1	+	Grumbull i diçkaje
Edit	Editoj	3	-	-

Table 10

Borrowings Extracted from Health and Social

English word	Albanian borrowing	Frequency (time[s] used)	Part of Albanian dictionary	Albanian equivalent
Contract the virus	Kontraktot virusin	6	-	-
Mutation	Mutacion	1	-	-
Contaminate	Kontaminuar	4	-	-
Test positive	Testoj pozitiv	6	-	-
Respirator	Respirator	1	-	-
Prospectus	Prospekt	1	-	-
Related	Relatuar	2	-	-
Inevitable	E paevitueshme	1	-	-
Speculation	Spekulime	2	-	Shtërmbërim i së vërtetës
Defense	Difenzë	3	-	-
Indication	Indikacion	1	-	-
Component	Komponent	1	+	Pjesë përbërëse
Competitive	Kompetitiv	1	-	-

Level of Integration

It is important to emphasize that only recent borrowings have been included in the analysis, as the old ones are thought not to pose any difficulty for the readers due to their full integration in the Albanian language. In addition, words such as *transparence* (transparency), *reduktot* (reduce), *gjeneroj* (generate), *imponoj* (impose), *fobi* (phobia), *fleksibilitet* (flexibility), *aktualisht* (actually), *aksion* (action), *ekzaminoj* (examine), *eksploruj* (explore), *ekspert* (expert), *buxhet* (budget), *bruto* (gross), *neto* (net), *version* (version), *kuader* (framework), and *format* (format) were not part of the analysis even though they are frequently used in the respective articles. Each of the generated loanwords (old and new) were checked in the 2006 dictionary (accessible on <https://fjalorthi.com/>) and in the 2018 dictionary (accessible on <http://www.fjalori.shkenca.org/>) to decide whether the loanword was an old or a recent one as well as to check the Albanian counterpart for each loanword.

Having consulted the dictionaries, the next step was to determine the level of integration of the generated borrowings. For this reason, in this part of the analysis, all the loanwords were divided into three groups, each of which indicates a certain stage of integration a word is found in. The first stage involves *non-integrated* items,

which differ from other words firstly by their foreign script. The words on the second level (*semi-integrated*) are units that have been transliterated into the Albanian languages but demonstrate very few signs of integration (few inflections, weak derivation). The final stage involves *fully integrated* items, i.e., borrowings that function in the language analogically to native words regardless of their origin. (**fut newmark**)

- *Non-Integrated* items occasionally occur in the Albanian media language preserving their phonological and morphological features as well as their foreign graphics:

Facebook, Look, Dark mode, I-Phone, Desktop, App, Smartphone, Update, Android, Online, Server, Start-Up, Deficit, Check-Up, Instastory, Hit, Status Quo, Leadership, etc.

Such words were derived mainly from the category of Technology and Science and also constitute internationalism. With the evolution of technology, such words have been entering our language and duly taken for granted.

- *Semi-Integrated* borrowings are transliterated into Albanian languages with little morphemic substitution and are nonstable in the orthography. They sound the same as in the language they have been borrowed from. These are also the words that do not have derivatives in the language yet, only some inflections:

Akses (access), *Klip* (clip), *Bonus*, *Haker* (hacker), *Akord* (accord), *Balotazh* (balloting), *Kondicion* (condition), *Blof* (bluff), *Lobim* (lobing), *eskalim* (escalation), *Aset* (asset), *Platform* (platform), *Kongresmen* (congressman), etc.

Such words have not become part of Albanian dictionaries of standard language, but they are widely used in the media and spoken language, and it is up to the readers and viewers to decide what happens with these loan English words in the future and see whether they will be fully integrated into the Albanian language.

- *Fully Integrated* foreign words demonstrate their high level of integration, getting nativized in the recipient language, utilizing both inflections and derivatives:

Konfirmo (confirm), *Verifikoj* (verify), *Inovacion* (innovation), *Dimension* (dimension), *Censuroj* (censure), *Retrospektive* (retrospective), *Kompensim* (compensation), *Kompleksitet* (complexity), *Demonstroj* (demonstrate), *Promovoj* (promote), *Donacion* (donation), *Rialokim* (reallocation), *Konsolidoj* (consolidate), *Intensifikim* (intensification), *Rikuperim* (recovery), *Prononcim* (pronounce), *Debuto* (debute), *Prestigjoze* (prestigious), *Permanente* (permanent), *Dislokim* (dislocate), etc.

Conclusions

As stated in the hypotheses, Albanian media shows a high influx of loanwords, mostly in the Technology and Science domain. The presence of a large number of loanwords is disturbing, because we are aware that Balkanweb, Top Channel, and Ora News are three of the most read informative mediums in Albania. Hence, the English loanwords in their articles, unintentionally, become part of people's lexicon, as many readers do not look at the borrowings with a critical eye. They would rather concentrate on the meaning of the information and take such words for granted, even as an opportunity to adopt them and be coherent with the latest developments.

After the consultation of dictionaries, the loanwords were categorized according to their level of integration, and it was noticed that the major part of English loanwords detected in the corpus enjoys a high integration level in the Albanian language.

This study also demonstrates that the articles in the corpus that cover world news rely on major international news agencies and sources whose primary language is English, such as CNN, BBC, Daily Mail, The Times, Reuters, etc. These articles are thought to be translated by journalists who know the foreign language, as news agencies employ journalists with backgrounds in languages and not professional translators. Such translations are often considered a source of the import of loanwords into the Albanian language; the presence of major borrowings was observed in the articles about world news.

Regarding the solutions to such a problem, the present study recommends hiring professional translators when it comes to translating world news, as this would at least reduce the importation of loanwords into the Albanian language. Another recommendation is that journalists with a background in languages be proficient in both languages and use the Albanian equivalent wherever possible. The need for intercultural communication is inevitable, but journalists need to sharpen their attention toward linguistic culture, being well versed before writing to avoid noise in the decoding process by the mass

of readers as they tend to accept the word without filters even when they do not know what the word means. The language used in the media is offered to people as a model, and they follow such models when communicating in everyday life. In this way, borrowing becomes a ready-made model in people’s daily communication. They communicate by imitating the model just because they have seen or heard the word on television and use it as a form of expressing themselves in the “most fashionable language” used by educated people. This is leading to a bigger problem which is the destruction and deviation of the nature of a language as Albanian.

In conclusion, it must be reiterated that the translation of news is very different from other types of translation. Though the translation of international news requires transmission of the bulk of the news in real time with professionalism and accuracy, it can be noticed that *domestication* or *adaptation* is required to meet target audience expectations; otherwise, the news may sound not interesting or useful to the audience of the target language.

News agencies do not hire professional translators as it usually happens in other aspects of life where translation service is required. They usually employ journalists with a background in languages and not translators with a background in journalism.

Finally, it can be emphasized that, although this research may have limitations as it refers to only a part of the Albanian situation on news translation, it is hoped that the study will be useful in future debates regarding the invasion of English loanwords in news translation.

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