

# The use of anglicism in the Croatian daily newspaper

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**The use of anglicisms in the Croatian daily newspaper**

Submitted in partial fulfilment of the requirements for the M.A. in English Language and  
Literature and Philosophy at the University of Rijeka

Supervisor: Dr. Branka Drljača Margić

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SVEUČILIŠTE U RIJECI  
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ODSJEK ZA ANGLISTIKU

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**The use of anglicisms in the Croatian daily newspaper**

**Diplomski rad**

Diplomski sveučilišni studij engleskog jezika i književnosti i filozofije

Mentor: dr.sc. Branka Drljača Margić

Rijeka, studeni 2022

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Rijeka, studeni 2022

## **ABSTRACT**

In this thesis the emphasis is on the appearance and use of anglicisms in the Croatian daily newspaper *Novi list*. The study aimed to determine if the number of anglicisms increased in the last ten years, which category of newspaper articles has the highest number of anglicisms and which are the most common types and word classes of anglicisms.

This thesis begins with a theoretical background, the history, types, integration, and usage of anglicisms, followed by the research on the corpus. For this research, newspapers from years 2012, 2017 and 2022 were considered and four issues per year were read and analyzed. The analysis involved reading the issues and writing down all possible anglicisms along with the number of the page and the genre of the articles they were found in. This type of analysis was helpful when sorting anglicisms into various categories to further analyze them.

The findings suggest that although the number of anglicisms found is not significant, the use of anglicisms has increased from 2012 to 2022.

In this thesis, the results were also compared with similar research done in other languages.

**Key words:** anglicisms, daily newspaper, loan-blends, English, *Novi list*

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# **1. INTRODUCTION**

## **1.1. ENGLISH AS A GLOBAL LANGUAGE**

The ever-growing use and spread of English as a global language is leaving its mark on our everyday use of language. The use of anglicisms, English words or phrases used in another language, has become quite frequent in the last years, and anglicisms appear mostly in information-communication technology as there were no preexisting domestic words for words such as *computer*, *software*, *hardware*.

Crystal gives a very straightforward definition of a global language and states that “a language achieves a genuinely global status when it develops a special role that is recognized in every country” (Crystal, 2007, p. 3).

English became the global language for two reasons, geographical-historical and socio-cultural reason. The geographical-historical factor refers to English expansion in non-English speaking countries, while the socio-cultural factor refers to English penetration into the political life, business, safety, communication, entertainment, the media and education (Crystal, 2007).

Filipović mentions that cultural and technological changes had a big impact on the introduction of new words and phrases in other languages due to English being used in many areas such as tourism, politics, sport, technology, and media (Filipović, 1996).

Because of these reasons the spread of English expressions and words is not surprising as English is the language that is spoken worldwide and it is the official language of many powerful countries such as the United States, United Kingdom, and Australia. Moreover, it is an official or second language in over 60 countries and is either dominant or prominent on all six continents. There are approximately 500 million native speakers, and about 750 million of those for whom English is a second or foreign language (Barbarić, 2011).

## 1.2. LOAN WORDS AND BORROWINGS

Crystal (2008) defines *borrowings* as terms used to refer to a linguistic form taken over by one language or dialect from another; such borrowings are usually known as *loan words*. In other words, loans are linguistic units which are used in a language or dialect other than the one where they originated.

Various types of loans are identified by Crystal, such as *loan words* (both form and meaning are borrowed, or ‘assimilated’, with adaptation to the phonological system of the new language), *loan-blends* (the meaning is borrowed, but only part of the form), *loan shifts* (the meaning is borrowed, and the form is native), and *loan translations* (the morphemes in the borrowed word are translated item by item) (Crystal, 2008).

Filipović (1990) describes different ways of introducing new words into the language: the process of creating a new word from already existing elements of that language, borrowing words from a foreign language, changing the meaning of an already existing word and adding another meaning to the old one.

Regarding anglicisms, according to Filipović (1990):

Anglicism is a word taken from the English language that denotes an object, idea, or notion as integral parts of the English civilization; it does not have to be of English origin, but it must be adapted according to the English language system and combined into the English vocabulary. (Filipović, 1990, p. 17)

Another definition of anglicisms is given by Görlach (2002), who states that anglicisms are borrowed words, which are accepted as a part of another language, with English form (spelling or pronunciation).

Anglicisms can also be divided into Britishisms (anglicisms that are an integral part of British civilization) and Americanisms (anglicisms that are an integral part of American civilization). The mentioned terms rarely occur, most often ‘anglicism’ is used for both terms. Filipović (1990) also mentions the terms Canadianism and New Zealandism.



Furthermore, to analyze the use of anglicisms, Muhvić-Dimanovski (1986) differentiates translations and borrowings:

1. Translations are expressions that are proposed to replace certain English words by simply translating the meaning to Croatian.

2. Borrowings are words which are taken from the English language and keep the same original form or pronunciation.

Additionally, Muhvić-Dimanovski (1986) states that the reason behind the increasing use of anglicisms is that borrowings in most cases seem more attractive than translations and leave a better impression on the recipient of the information (especially if it is about advertisements). Moreover, another reason is inaccuracy, which often occurs because it is difficult to find the corresponding translation to an English word or expression.

### 1.3. ANGLICISMS IN CROATIAN

The use of loan words is common in Croatian, and one part of the Croatian vocabulary is comprised of internationalisms which are words that were taken from Greek and Latin and adapted to European languages in order to meet the need for new concepts and terms, primarily in science and technology (Skelin Horvat, 2004).

The history of contact between the Croatian and the English language can be divided into two periods. The first period is after the Second World War, when the influence of English on all European languages, including Croatian, strengthened. The second period begins in the early nineties of the twentieth century, when English rapidly gained prestige as the language of communication technology and global communication in general (Barbarić, 2011).

Skelin Horvat (2004) also states that Croatian mostly borrows from the English language, which is a characteristic of many other languages as well. Most loan words are the result of the need to express new concepts related to material and cultural development. In Croatian, anglicisms are found in the most diverse areas of human activities, which also shows that Croatian is open to anglicisms.

Sulić (2019) mentions that many loan words of English origin that entered the Croatian language were related to sports, and today they come mainly with the development of American technology, the film industry, the entertainment industry, and everything related to modern communication (telecommunications and the global Internet network and various search engines).

Bosnar-Valković et al. (2008), state that borrowing English words in Croatian language is very different from borrowing from other languages, because the borrowing of words from other languages such as Greek, Latin, Italian or German is connected with the history of the region, while using English and anglicisms is more recent and widespread. We also need to consider that English is taught in schools, even kindergartens, which contributes to children at a young age getting familiar with the language and English words and phrases.

English is the language that can be heard the most in the Croatian media. The growth of the film and music industry as well as social media contributes to the spread of English.

In her article, Opačić (2007) discussed how English penetrated Croatian through the media. She stated that English had become the language of power because of the big influence

the United States has on the media and as a leading producer of new technologies and entertainment industry.

Opačić (2007) also mentions that laziness and conformity could be one of the main reasons for the use of English in the media, mostly because the news is superficially translated from English into Croatian.

This can also be seen when watching TV. For example, the titles of reality shows such as *Big Brother* and *Survivor* were left in their original form, as well as the newer reality shows *Masked singer* and *The Voice*. These titles could easily be translated into Croatian. This is also the case with TV shows like *IN magazin* and *Top HR* which are based on the lives of celebrities and music.

Muhvić-Dimanovski (1986) concludes that many loan words fit quite well with their phonological and morphological structure in the Croatian language and therefore there is no need to create translations to replace them. Translations are desirable when a foreign word really deviates from the language system of the language recipient or when there is a native word that is equivalent and can express the content of the message.

Anglicisms, as already mentioned, can be heard in the news, movies, series, interviews and advertisements but we can also find them in different newspapers and internet articles. In this thesis the emphasis is put on anglicisms found in Croatian daily newspapers *Novi list* in twelve issues in the period from the year 2012 to 2022, where four issues were analyzed per year (2012, 2017 and 2022).

Anglicisms can be analyzed semantically, morphologically and phonetically. Here the loan words will be classified and analyzed as:

- a) proper loan words (direct loans), words that have not been adapted to Croatian and have the same orthographical form as the original, such as *party* and *wellness*
- b) load-blends, words that have been adapted to Croatian, such as *minglanje* (*Eng. to mingle*) and *selfi* (*Eng. selfie*)
- c) pseudoanglicisms or secondary anglicisms, expressions coined of English words which do not exist in the English language in such form, such as *barmen* (*bar + man/men*) (*Eng. bartender*) and *golman* (*goal + man*) (*Eng. goalkeeper*).

Sočanac (1994) mentions that there are several ways pseudoanglicisms can be formed:

- 1) through composition where the anglicism is combined with the word *man* (*barmen* = *Eng. bartender*).
- 2) through derivation by adding an English suffix (*-er, -ist...*), like *vaterpolist* (*Eng. water polo player*).
- 3) by ellipsis or by dropping the suffix *-ing* or some other part of the anglicism, for example, *boxing* (*boks*).

The thesis is divided into several chapters. The first gives an insight into the spread of English as a global language and its influence on Croatian and other languages.

The second chapter summarizes previous research done on the topic of anglicisms and their frequency of occurrence in newspapers. Similar studies in Croatian will also be compared and analyzed.

The third chapter presents the methodology of this research, the aim of which is to investigate how English has influenced the language used in daily Croatian newspaper over the span of ten years.

This is followed by the results of this research, discussion of the results and comparison with previous results. The thesis ends with a conclusion.

## **2. PREVIOUS RESEARCH**

In this chapter several research about anglicisms in newspapers will be presented. Lazić for her master's thesis in 2015 investigated the presence of anglicisms in *Glas Istre*, which is the official regional newspaper of Istria. For her research, Lazić used two issues of *Glas Istre*, one from June 1999 and the other from June 2014. The results suggest that the number of anglicisms in both issues of *Glas Istre* is not significant, but there are more anglicisms in the issue from June 2014.

Skelin Horvat (2004) for her research used two corpuses, one from 1970's and one from 2001 to 2003 and looked at words from different languages. The results show that the largest number of loan words from both corpuses comes from the English language. The number of anglicisms found in the corpus from 1970's was 223, while in the new corpus from 2001 to 2003, 565 anglicisms were found.

Mesaroš (2015) enquired into anglicisms in the German language, in *Spiegel* online in the year 2014/2015. She analyzed 25 articles. The results indicate that anglicisms made 3,83% of the total number of words. The author analyzed the frequency of anglicisms found in different domains such as lifestyle, technology and health. This classification showed that the largest number of anglicisms were found in the articles about IT. The author states:

The highest proportion of anglicisms, with the ratio of 6,05% is present in the category of IT, which covers the topics relative to informatics and computer technology. As majority of words that occur in that area are domain-specific, i.e. they belong to the technical language comprising many terms that originated in the United States, it is no wonder that most anglicisms appear precisely in the IT category. (Mesaroš, 2015, p. 18)

A similar study was conducted in Portuguese. The aim of the study by Amorim et al. (2017) was to unveil how sociolinguistic behavior is identified by examining the presence of English loan words in the Portuguese financial media to understand its role and functions. For this research three Portuguese newspapers, *Diário Económico*, *Expresso Economia* and *Vida Económica* were chosen as the corpus of analysis over a two-week period in January 2016.

In the fourteen issues of the newspapers, loan words were encountered suggesting that English pervasion is notable and that borrowing is natural and acceptable. Moreover, the result of the research suggests that journalists are writing for an audience with whom they feel to share some degree of English intelligibility. Analysis of the data revealed that the number of loans increased from 371 to 423 after two weeks (Amorim et al., 2017).

Alvarez Mellado (2020) conducted research on anglicisms in the headlines of the Spanish online newspaper *eldiario.es* in the period from September 2012 to January 2020. The main corpus consisted of a collection of 16,553 newspaper headlines written in Spanish, out of which 1,109 contained at least one anglicism. The total number of anglicisms was 1,176.

Demata (2014) in his research states that in Italy during the last twenty years, the use of anglicisms has reached large proportions. The corpus for his research consisted of one hundred and fifty articles published in the website of *Il Fatto Quotidiano* during September 2011. *Il Fatto Quotidiano* is a daily newspaper, founded in 2010, with a very radical slant, its readership being mainly left-wing and well-educated. The results, as the author mentions, show that presence of anglicisms is evident in the Italian media and that there is almost no Italian newspaper article, news program or website addressing any topic without at least one anglicism.

Another research on the frequency of anglicisms was done comparing Italian and French language. The authors had a corpus of news stories published in national daily newspapers in France and Italy between 2010 and 2011. The proportion of borrowings from English in the analyzed corpus proved to be even larger than the authors initially expected. It is thought that the journalist's intent to deliver the news of internationally relevant events contributes to the extent to which English elements are incorporated into texts (Varga et al., 2011).

Also, in Korea, Choi (2021) analyzed anglicisms found in weekly news magazine articles, with special reference to translation as a mode of language contact. Choi conducted an analysis of the frequency of anglicisms by compiling and using corpus comprising of translated and original Korean news magazine articles over a period of 20 years. The findings suggest that anglicisms increased, over the 20 years, more rapidly in original texts than in translated ones.

### **3. METHODOLOGY**

#### **3.1. AIM AND RESEARCH QUESTIONS**

The aim of this research was to compare the use of anglicisms in Croatian daily newspapers in three different periods. Specifically, the aim is to determine to which extent anglicisms are present in *Novi list*.

The research seeks to answer the following research questions:

1. Are anglicisms used in *Novi list*?
2. Did the number of anglicisms grow during the ten-year period?
3. To which word class, article genre and type of anglicisms do the anglicisms found in *Novi list* mostly belong?

Another aim of this research was to compare the use of anglicisms in Croatian daily newspapers to the use of anglicisms in other languages to see if there is a difference in the frequency and use of anglicisms between the languages.

### 3.2 CORPUS

The corpus consists of daily newspaper from three years, 2012, 2017 and 2022, four issues per year from January, March, and June. The reason for choosing these months was to cover the same months in all the three years. *Novi list* is a regional newspaper published in the city of Rijeka but is also sold in other regions in Croatia and is one of the oldest newspapers still being published in Croatia. *Novi list* was chosen because it is still published daily and because of the variety of fields written about in it, and because it is a newspaper that is thoroughly edited and written by professional journalists.

The corpus was divided in three groups, one per each year. The first group consists of four issues of the newspaper published in 2012, from January 2, March 1 and 13 and June 1. The second corpus consists of four issues from 2017, from January 2 and 15, March 1 and June 1. Finally, four issues of the newspaper from 2022 were considered, from January 2, March 1 and June 1 and 15.

While going through the corpus each word that seemed like an anglicism was noted. As the next step, I have gone through all the words and checked if the words were anglicisms or words borrowed from other languages, such as German, Italian or Latin. For the analysis of the words and their etymology I referred to *Hrvatski jezični portal*, which is the first and so far, the only online dictionary database of the Croatian language. It was necessary to thoroughly examine the etymology of the words found because some of the words had different origin even though they seemed English at first glance.

The issues of the newspaper were found in the Rijeka's city library. Each issue was thoroughly read and the relevant notes were made. For the purpose of the analysis, next to each anglicism I wrote down the page and genre of the article the anglicism was found in.



### 3.3. HYPOTHESIS

It is to assume that the use of anglicisms in Croatian daily newspapers has grown throughout the years because of the further development of ICT and technology as well as with the spread of COVID-19 and the use of new words that did not have an equivalent in Croatian at the time.

The hypotheses are the following:

- a) Anglicisms occur in *Novi list*, albeit their number is not widespread and they do not occur frequently.
- b) The number of anglicisms will increase from 2012 to 2017.
- c) The majority of anglicisms are nouns and majority of anglicisms will be found in the articles about technology.

The results of previous research go in favor of the hypothesis that the use of English throughout the years has grown. However, it is expected that their number is not significant because of the official nature of the newspaper *Novi list*.

#### **4. RESULTS**

The total number of anglicisms found in the corpus is 121. The results of this research are shown according to year, domain, anglicism type and word class. To demonstrate the results of this research tables and graphs were used.

In the tables below, anglicisms were divided according to the month and date of the newspaper in which they were found.

The tables with anglicisms are followed by the sentences from *Novi list* that contained them. These are followed by the page number of the article and explanation of the anglicisms not used in their original form.

Later, the graph shows the difference between years regarding the number of anglicisms encountered.

#### 4.1 ANGLICISMS FOUND IN 2012, 2017 AND 2022

The anglicisms found in the newspapers from 2012 are the following:

January 2	March		June 1
press centar, party, floorova, partijanerica	March 1	March 16	gay pride, lobirati, lider, performanse, brendirano, kompjutorima, barmeni, showa, bendove, stres, copy-paste, malware, worm, megabajta
	fer, faul, lajkanja, security, kompjutora, pet shopovi	menadžmenta, off-shore, rejting, mailova, wellness, info-centrom, biznismeni, image, spa	

Table 1: Anglicisms found in the newspapers from 2012.

In the newspapers from 2012, 33 anglicisms were encountered. In the issue from January 4 were detected, 6 anglicisms were identified in the issue from March 1, and 9 from March 16, while in the issue from June 14 anglicisms were found:

“Sviralo se i u Palachu gdje je pod motom ‘Sve..a niš’ 2012.dočekana na nekoliko ‘floorova’.“ p.40; *floor + ova* (plural, genitive); *floors*

“Dio mailova, odnosi se i na savjete koje je sirijski predsjednik dobivao u vezi s političkom situacijom u zemlji.” p.17; *mail + ova* (plural, genitive); *e-mails*

“Savjetovali su ga i biznismeni i medijski stručnjaci sve kako bi izgradio prihvatljiviji image u očima međunarodne zajednice.” p.17; *businessmen + i* (plural, nominative)

“...u sklopu kojeg se opatijskim hotelima nude wellness i spa tretmani po povoljnijim cijenama.” p.24

“Info-centrom za mlade protiv propasti Bužima.” p.43; *info-center* + *om* (singular, accusative)

“Protiv splitskog gay pridea je i HGS.” p.6; *gay pride* + *a* (singular, genitive)

“Lobirati će žene, mladi, regije.” p.7; *to lobby* + *rati* (verb)

“Domaće tržište kapitala je jučer imalo mješovite performanse.” p.10; *performance*

“Brendirano posuđe nedostaje na Korzu.” p.15; *brand* + *irano* (adjective); *branded*

“...policijski djelatnici posebno su inzistirali oko poticanja roditelja da se bolje i učinkovitije uključe u nadziranje djece za kompjutorima.” p.19; *computer* + *ima* (plural, instrumental); *computers*

“Barmeni zadivili.” p.64; *bar* + *man* + *i* (plural, nominative); *bartender*

“Moglo bi se reći kako su pobjednici bili svi oni koji su nakon showa dobili posao ili barem bolju plaću...” p.64; *show* + *a* (singular, genitive)

“Mnogi će vam prigovoriti da dovodite bandove koje naša publika već imala prilike vidjeti.” p.55; *band* + *ove* (plural, accusative); *bands*

“...ali da s njim nije imao o čemu razgovarati dok je bio lider Srpske napredne stranke.” p.9; *leader*

“Taj stres od izlaska na pozornicu uzrokovao je i zdravstvene probleme.” p.53; *stress*

“U današnjoj „copy-paste“ kulturi i dalje je jako bitno raditi rukama.” p.37

“20 megabajta veliki je novi malware, famozni Stuxnet, do sada najpoznatiji „worm“ iliti ga crv ikada, težak je tek pola megabajta.” p.25; *megabyte* + *a* (plural, genitive); *megabytes*

“Najavio je da s njemačkim partnerom ulazi u off-shore program.” p.2

“Rejting vlade.” p.4; *rating*

“...čime bi barem privremeno riješili pitanje R.J. i njegova menadžmenta.” p.2; *management* + *a* (singular, genitive)

“Važno je obratiti se ovlaštenim distributerima i pet shopovima...” p.31; *pet shop* + *ovima* (plural, dative); *pet shops*

“Security agencije.” p.26

“...od ostatka starih kompjutora izrađuje skulpture.” p.30; *computer + a (plural, genitive); computers*

“Da era 'lajkanja' nije zaobišla ni zdravstvo...” p.15; *to like + anja (gerund)*

“...nedolaskom na ručak u Ragusu napravi faul na domaćem terenu.” p.8; *foul*

“Fer odnos dva susjeda temelji se na obostranoj koristi.” p.7; *fair*

“...a nisu mu se sviđali ni njezini prijatelji, među kojima je i partijanerica Rihanna.” p.41; *party + anerica; party girl*

“...održan je novogodišnji party zatvorenog tipa.” p.40

“Press centar.” p.26; *press center*

The anglicisms found in the newspapers from 2017 are the following:

January		March 1	June 1
January 2	January 15	wellness centara, full contactu, point fightingu, play back, trenerske, singl	blokirana, kampus, trening, event, lounge, businessu, smartphone, highlight, marketinške, jet laga
d'ya remember, oh yeah, softver, firewall, cybercriminal, spear-phishing, ICT, menadžer, budžet, rock-benda, hakiranje	mainstream, e-mailovima, crowdfundinga, developere, brend, klastera, news		

Table 2: Anglicisms found in newspapers from 2017.

In the newspapers from 2017, 34 anglicisms were identified. In the issue from January 2, 11 anglicisms were found and 7 in the issue from January 15. Six were detected in the issue from March, while 10 anglicisms were encountered in the issue from June:

“...pokušaju da Vlada – *d'ya remember*- Tihomira Oreškovića, kaže 'Oh, yeah!' sad već famoznom planu gospodarenja otpadom.” p.8

“U 15 hotela, zdravstvenih ustanova, ordinacija i wellness centara nuditi će se obogaćeni tretmani...” p.20; *wellness center* + *a* (plural, genitive); *wellness centers*

“...neki su ljudi bili manje sretni držeći zlatnu polugu u ruci nego što je on bio držeći taj singl.” p.35; *single* (song)

“Nikad nismo podržavali play back.” p.35

“Zlatni u full contactu...može biti zadovoljan i u kategoriji iznad 47 kilograma u point fightingu.” p.6; *full contact* + *u* (singular, dative); *point fighting* + *u* (singular, dative)

“Odlučivši se za početak trenerske karijere te na rad s mladima...” p.39; *trainer* + *ske* (singular, genitive); *trainer's*

“...samo je stvar vremena kad ćemo vidjeti automobilsko hakiranje velikih razmjera.” p.2; *to hack* + *iranje* (verb)

“Industrija ICT sigurnosti svake se godine suočava s novim tipovima prijetnji.” p.2; *information-communication technology*

“Firewall kojim se brani jedna mreža postaje beskoristan ako je mreža spojena na oblak.” p.2

“Ovo će također dovesti i do razmatranja odgovornosti između softvera i proizvođača automobila.” p.2; *software*

“Cyberkriminal.” p.2; *cybercriminal*

“Dovesti će do širenja spear-phishing i zloćudnih programa...” p.2

“...a na optuženičkoj klupi završili su i njezin 'direktor i menadžer'.” p.27; *manager*

“Zatvorili ste budžet do kraja prvenstva na jedanaest milijuna eura?” p.29; *budget*

“...ili nekadašnje obožavateljice piščeva rock-benda.” p.36; *rock-band* + *a* (singular, genitive)

“...članci devetnaest vodećih američkih 'mainstream' medija zajedno.” p.16

“Jedan jedini tweet s anonimne adrese o e-mailovima koji upućuju da je Clinton u središtu lanca dječje prostitucije.” p.16; *e-mail* + *ovima* (plural, dative); *e-mails*

“...kako bi potaknula indie developere na korištenje crowdfundinga za lansiranje igara.” p.17; *developer* + *e* (plural, accusative); *developers, crowdfunding* + *a* (singular, genitive)

“Svaki grad jedan brend.” p.2; *brand*

“...podrazumijeva i stvaranje prostornih klastera.” p.2; *cluster* + *a* (plural, genitive)

“Popularna 'news' aplikacija za mobilne telefone *Economist Espresso*...” p.64

“...je Vlada zbog toga bila blokirana u svom radu...” p.10; *block* + *irana* (adjective); *blocked*

“...kao što su dom za starije osobe, nogometni kampus te zajednički rad oko modernizacije *Ine.*” p.21; *campus*

“...da će netko nađiti njezinim roditeljima ako ne dođe na trening.” p.4; *training*

“Posrijedi je, zapravo najveći poslovni event u Hrvatskoj.” p.4

“Reciklirani namještaj za 'lounge otoke' sreće.” p.5

“Businessu trebaju tenisice.” p.5 *business* + *u* (singular, dative)

“...ispuštala divovske objektivne, fotoaparate i smartphone da zabilježe druženje...” p.6

“Pomislih, jako dobro, da sam ja highlight kraj svih ovih pingvina.” p.7

“Koliko vam je bilo potrebno da se oporavite od jet laga?” p.8; *jet-lag* + *a* (singular, genitive)

“Nevjerojatno je da oni taj rat jako dobro koriste u marketinške svrhe.” p.8; *marketing* + *ške* (adjective)

The anglicisms found in the newspapers from 2022 are the following:

January 2	March 1	June	
permanentne, migracijskom paktu, minglanje, press centrom, jet lag, lockdown, show room, casting, styling, silver, editorijal, dekoraciju, reciklirajte, fajterski, skautiranje	hashtagom, web, trend, kvizovima, trendove, soundtrack, serijalu, happy endom, derbi, finiš, fotofiniš, webinar, online	June 1	June 15
		hipermarket, kontejnerima, taksija, IT, web, band, startupova, coworking, kamping, miting, bendovi, live, singl, live act, soundtrack, scream	sextingom, performanse, antivakcerske, party, street food, ICT, party, menadžer, showu, startu

Table 3: Anglicisms found in the newspapers from 2022.

In the newspapers from 2022, 54 anglicisms were detected. Fifteen anglicisms were encountered in the January issue, 13 anglicisms were found in March, whereas 16 were detected in the issue from June 2, and 10 anglicisms were identified in the issue from June 15:

“Imamo permanentne upite potencijalnih korisnika...” p.4; *permanent + ne* (adjective)

“Francuska će u kontekstu zaštite europskih granica pokušati pomaknuti s mrtve točke pregovore o novom migracijskom paktu...” p.5; *migration pact + u* (singular, dative)

“Minglanje kraj Zajca.” p.6; *to mingle + anje* (verb)

“...postao je i on našim press centrom.” p.12; *press center + om* (singular, instrumental)

“Na taj način odmah uskočim u rutinu i jet lag traje kratko.” p.29

“U Milanu sam na prvom velikom castingu upozнала...” p.29; *casting + u* (singular, dative)



“U sjećanju je svakako Sergio koji je radio u show roomu.” p.29; *show room* + *u* (singular, dative)

“U krugom dijelu karijere, ili kako bi to nazvali „silver“ razdoblju zahvalna sam mojoj dragoj prijateljici koja je u to vrijeme radila styling...” p.29

“Za vrijeme lockdowna Leon Lučev je organizirao glumačku grupu...” p.29; *lockdown* + *a* (singular, genitive)

“...snimanje u Comu za editorijal Donna moderna.” p.29; *editorial*

“Napravite dekoraciju...” p.35; *decoration* + *u* (singular, accusative)

“Reciklirajte ga.” p.35; *recycle* (verb)

“Imali smo jezgru i igrače koji su imali, frajerski, fajterski gard.” p.36; *fight* + *erski* (adjective); *fighter's*

“Od pripreme, analize, skautiranja suparnika...” p.37; *to scout* + *iranja* (verb)

“...na društvenim je mrežama pod hashtagom #ScienceForUkraine počela prikupljati informacije o sveučilištima...” p.11; *hashtag* + *om* (singular, instrumental)

“Web stranica nudi interaktivnu kartu svijeta s institucijama koje su odlučile pružiti pomoć.” p.11

“Dopredsjednik UTVK-a kazao je da je taj trend prisutan i među turističkim vodičima kojih je sve manje.” p.12

“Soundtrack Maka Murtića za film 'Škoj ili ne?'" p.22

“U šestodijelnom serijalu Matanić suvereno vodi radnju...” p.23; *serial* + *u* (singular, dative)

“...o pogubnom utjecaju tranzicijskih promjena u hrvatskom društvu s blagim happy endom oduševila je mnoge.” p.23; *happy end* + *om* (singular, instrumental)

“Derbi riječko-istarskih tradicionalnih rivala je bio protkan uzbuđenjima i preokretima doslovno do samog finiša.” p.28; *derby*; *finish* + *a* (singular, genitive)

“Na koncu su slavili skoro pa u fotofinišu.” p.28; *photo finish* + *u* (singular, dative)

“...pod kupolom planetarija, radionicama, kvizovima i predavanjima.” p.33; *quiz* + *ovima* (plural, dative); *quizzes*

“Danas u 17 sati putem online platforme na rasporedu je radionica...” p.33

“Svake srijede u ožujku organiziraju online edukacije/webinare putem Zoom platforme.” p.33; *webinar* + *e* (plural, accusative); *webinars*

“...mogućnost oglašavanja te trendove na turističkom tržištu.” p.33; *trend* + *ove* (plural, accusative); *trends*

“U hipermarketu na Krnjevu...” p.1; *hypermarket* + *u* (singular, dative)

“Prvo u kontejnerima, higijenskim potrepštinama i hrani...” p.6; *container* + *ima* (plural, dative); *containers*

“...samovozećeg taksija s umjetnom inteligencijom, koji ta kompanija tajno razvija.” p.6; *taxi* + *ja* (singular, accusative)

“...odnosno tvrtki koje udomljavaju web stranice da nakon odredbe o uklanjanju sadržaja...” p.8

“IT stručnjak kaže da će se zakon...” p.8; *information technology*

“Članice punk banda Pussy Riot protestirale su ispred Remetinca.” p.8; *punk band* + *a* (genitive)

“Rijeka je drugi najbolji grad u Hrvatskoj za razvoj startupova...” p.12; *start-up* + *ova* (plural, genitive); *start-ups*

“...kvalitetu riječkog startup ekosustava određuju i dva coworking prostora na raspolaganju poduzetnicima.” p.12

“...na njemu sviraju svjetski poznati bendovi poput Slipknota...” p.40; *bend* + *ovi* (plural, nominative); *bands*

“Vjerujemo da je i stagnacija live događaja zbog pandemije pridonijela euforiji.” p.40

“Singl je sumorna priča o tragičnom gubitku i slomljenom srcu.” p.40; *single* (song)

“...melodije i 'scream' vokale jednostavno smo znali da je to to.” p.40

“Novi live-act video solističke glazbene inkarnacije.” p.41

“...kako sam kaže, soundtrack za sve vrste rekreacije...” p.41

“Ovo je kulturni miting za nas...” p.47; *meeting*

“Kamping industrija je iznimno dinamična.” p.56; *camping*

“...oko priče sa sextingom u koju su se upustili...” p.2; *sexting + om* (singular, instrumental)

“Ovaj folklor i performanse u kojima se oporba skupi...” p.6; *performance + e* (plural, nominative); *performances*

“...koji je organizirao antivaxerske prosvjede.” p.6; *anti-vaxx + erske* (adjective)

“Trodnevni party stoljeća se vraća.” p.15

“Sve ćemo popratiti i biranim street food izborom...” p.16

“...korištenjem suvremenih ICT tehnologija.” p.17 *information-communication technology*

“...u centru grada elektronički party u pothodniku na tržnici.” p.35

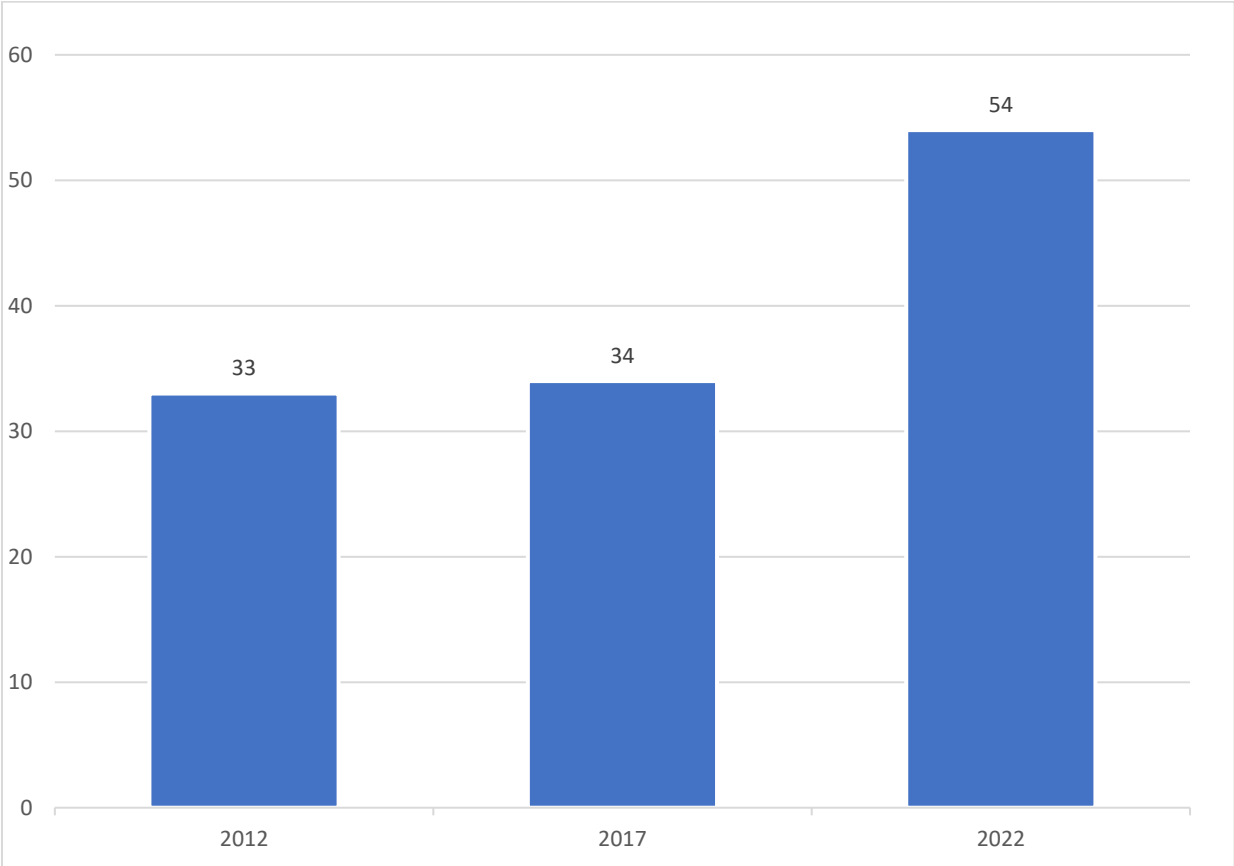
“...istaknuo je generalni menadžer kluba.” p.37; *manager*

“...na RTL-ovom showu Zvezdice.” p.2; *show + u* (singular, dative)

“Na samome startu i zbog načina na koji smo igrale očekivale smo zlato.” p.2; *start + u* (singular, dative)

The graph below shows the number of anglicisms in 2012, 2017 and 2022.

If an anglicism was repeated several times in the same article, I only counted it once.



Graph 1: The number of anglicisms found in each year.

Graph 1 shows the growth of the number of anglicisms; in 2012 33 anglicisms were found, while in 2017 the number of anglicisms was 34 and the number of anglicisms in 2022 was 54.

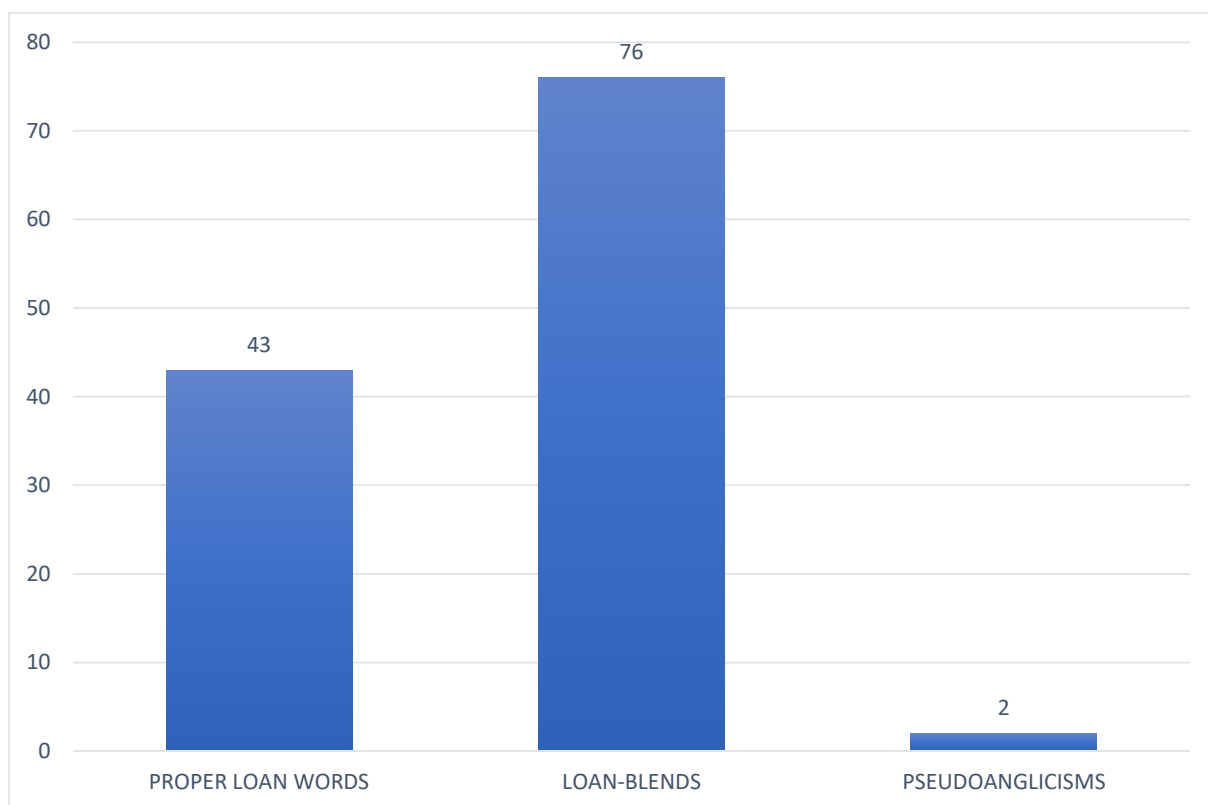
#### 4.2. ANGLICISMS DIVIDED BY TYPE, GENRE OF THE ARTICLE AND WORD CLASS

For further analysis, in the following table I divided the anglicisms in three categories, proper loan words, loan-blends and pseudoanglicisms, found per year.

	Proper loan words	Loan-blends	Pseudoanglicisms
2012	party, gay pride, copy-paste, security, wellness, off-shore, image, spa, worm, malware	press centar, faul, lobirati, performanse, brendirano, kompjutora, bendove, fer, lajkanja, kompjutorima, pet shopovi, menadžmenta, rejting, mailova, floorova, info-centrom, biznismeni, lider, showa, stres, megabajta	barmen, partijanerica
2017	d'ya remember, oh yeah, firewall, cybercriminal, spear-phishing, ICT, mainstream, news, full contact, point fighting, play back, event, lounge, smartphone, highlight	softver, menadžer, budžet, rock-bend, wellness centara, klaster, trenerske, developere, singl, marketinške, jet leg-a, kampus, trening, brend, e-mailovima, crowdfundinga, blokirana, businessu, hakiranje	
2022	trend, soundtrack, IT, web, coworking, live, live act, soundtrack, ICT, party, jet lag, street food, styling, silver, online, scream, party, web	permanentne, migracijskom paktu, minglanje, lockdowna, press centrom, editorijal, castingu, show roomu, dekoraciju, reciklirajte, fajterski, skautiranja, kvizovima, trendove,	

		serijalu, happy endom, derbi, finiša, fotofinišu, kontejnerima, taksija, webinare, startupova, kamping, miting, performansi, hashtagom, hipermarketu, sextingom, antivakserske, punk banda, singl, bendovi, startu, showu, menadžer	
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Table 4: Anglicisms divided into categories per year by type



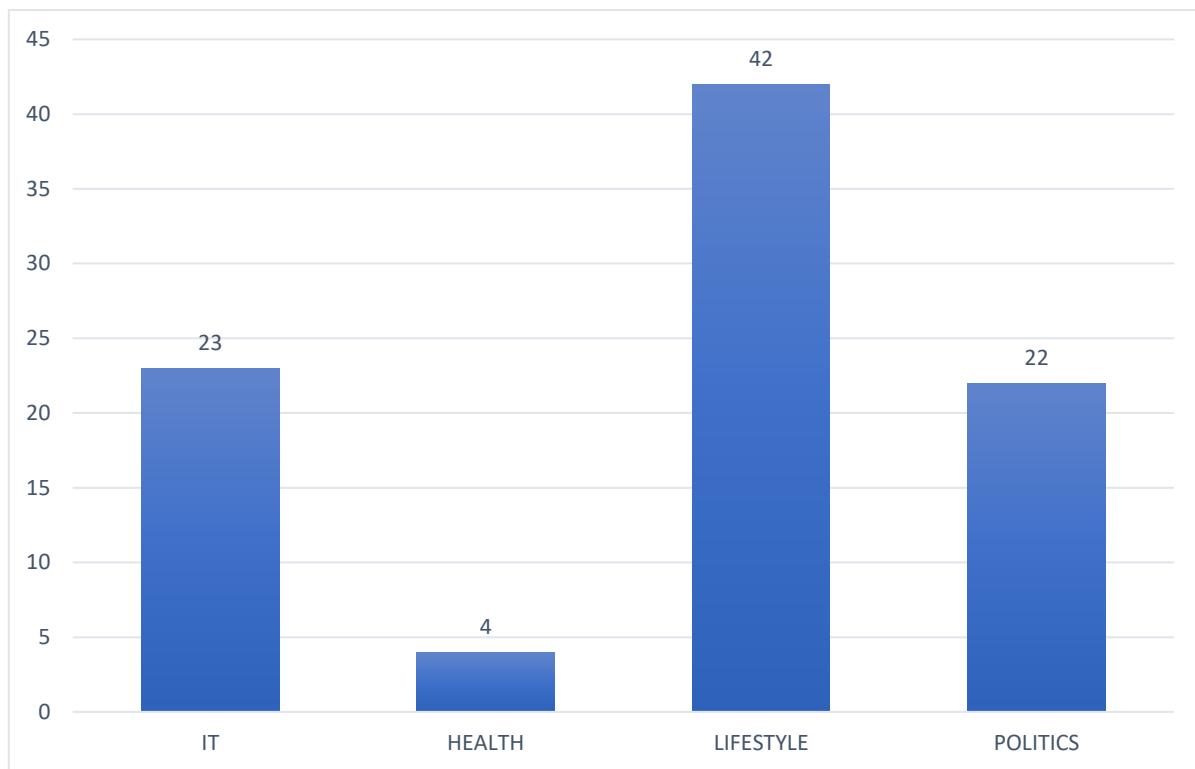
Graph 2: The number of anglicisms according to three different categories.

The results show that the majority of anglicisms found, 76 of them, belong to the category of loan-blends, the second major category is proper loan words (43) and the last category contains only two pseudoanglicisms.

The anglicisms were also analyzed according to the domain.

Domains	Anglicisms
IT	megabajta, ICT, malware, worm, security, kompjutorima, lajkanja, hakiranje, firewall, web, cybercriminal, spear-phishing, softver, news, developere, crowdfundinga, hashtagom, web, ICT, startupova, online, webinarne, taksija
Health	wellness, spa, stres, wellness centara
Politics	mailova, biznismeni, image, gay pride, lobirati, performanse, lider, off-shore, rejting, menadžmenta, lajkanja, faul, fer, d'ya remember, oh yeah, , mainstream, e-mailovima, klastera, blokirana, kampus, marketinške, migracijskom paktu
Lifestyle/ Sport	floorova, press centrom, brandirano, barmeni, bendove, singl, play back, derbi, finišu, fotofinišu, full contactu, point fightingu, party, trenerske, lounge, smarthphone, singl, highlight, jet laga, brend, minglanje, castingu, lockdowna, showroomu, silver, budžet, party, styling, fajterski, bendovi, editorijal, dekoraciju, reciklirajte, finiš, fotofiniš, kamping, skautiranja, miting, jet lag, startu, party, menadžer

Table 5: Anglicisms categorized by domains.



Graph 3: Anglicisms categorized by domains.

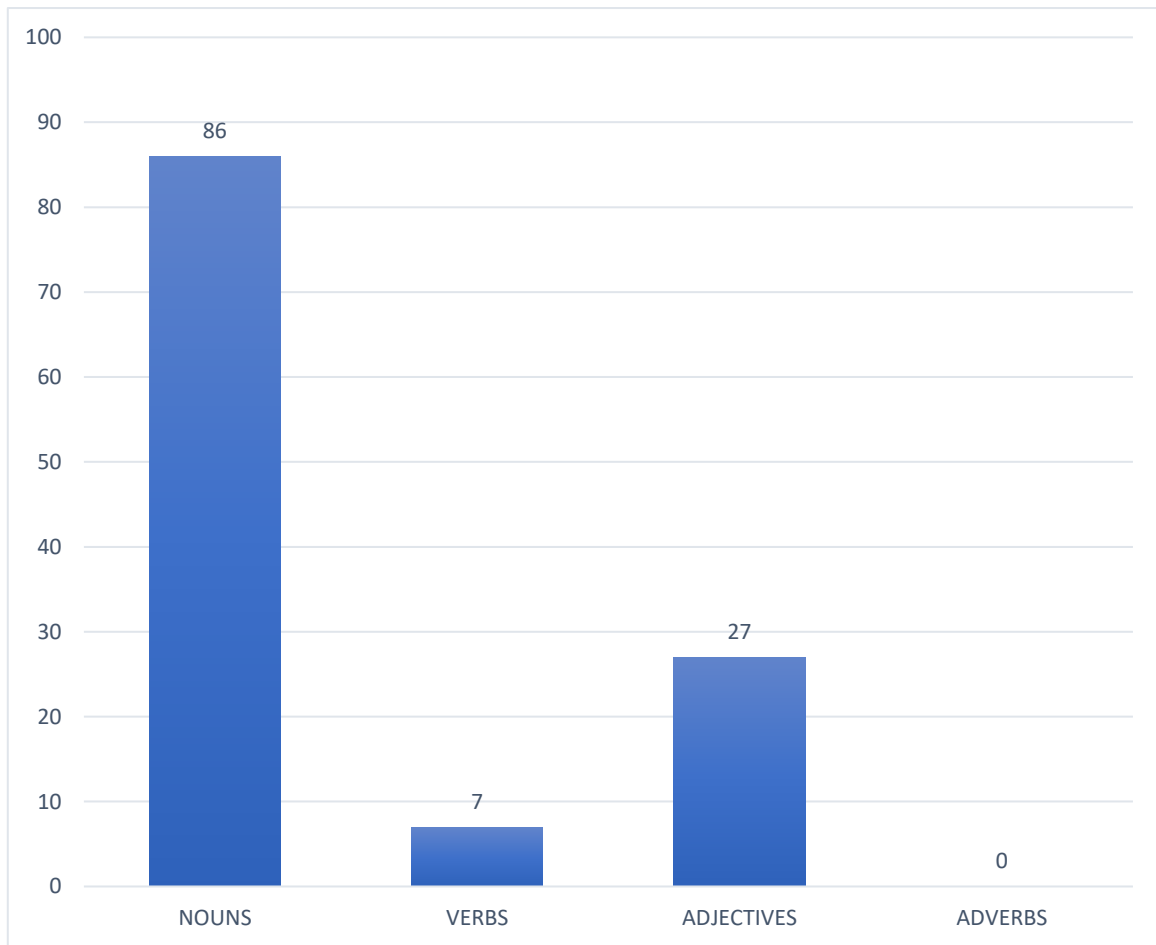
The anglicisms were mostly found in articles about lifestyle/sport, politics, IT and health, primarily in interviews where the interviewer had to write exactly what their interviewee said and not edit it completely. The remaining articles (containing 30 anglicisms in total) were from the areas of the entertainment industry (music and film reviews, events), biographical articles and advertisements.

The anglicisms were then analyzed according to the word class and classified into four groups: nouns, verbs, adjectives and adverbs.



Word class	Anglicisms
Nouns	floorova, mailova, biznismeni, image, wellness, spa, info-centrom, gay pride, performanse, kompjutorima, barmeni, showa, bendove, lider, stres, megabajta, malware, worm, rejting, menadžmenta, pet shopovi, kompjutora, faul, party, press centar, wellness centara, singl, play back, full contact, point fighting, firewall, softvera, cybercriminal, spear-phishing, menadžer, budžet, rock-banda, e-mailovima, developere, crowdfundinga, brend, kampusu, trening, event, businessu, smarthphone, highlight, jet laga, migracijskom paktu, press centrom, jet lag, party, casting, show roomu, styling, lockdowna, editorijal, dekoraciju, hashtag, trend, soundtrack, serijalu, happy endom, derbi, fotofiniš, finiš, kvizovima, webinaru, trendove, hipermarketu, kontejnerima, taksija, punk benda, startupova, coworking, bendovi, singl, soundtrack, miting, sextingom, performansi, party, menadžer, showu, startu
Verbs	lobirati, lajkanja, hakiranje, minglanje, reciklirajte, skautiranje, d'ya remember
Adjectives	brendirano, copy-paste, off-shore, security, fer, partijanerica, trenerske, ICT, mainstream, news, blokirana, lounge, marketinške, permanentne, silver, fajterski, web, online, web, IT, live, scream, live-act, kamping, antivakserske, street food, ICT
Adverbs	

Table 6: Anglicisms categorized by word class



Graph 4: Anglicisms categorized by word class.

This graph shows that the majority of anglicisms found were nouns (86), followed by 27 adjectives and 7 verbs, no adverbs were found and only one anglicism ‘*oh yeah*’ does not belong to any of the word classes.

To sum up the results, 45% of all anglicisms were encountered in the newspapers from 2022. The percentage of categorized anglicisms (91) is the highest in the category of lifestyle and amounts to 46%. This is followed by IT with 26%, politics with 24%, and health with 4%. The most frequent type of anglicisms are loan-blends (62%). The next most frequent type of anglicisms are proper loan words (36%), and there is less than 2% of pseudoanglicisms. Finally, nouns constitute almost 72% of all the anglicisms found in the corpus, followed by 22% of adjectives, 6% verbs and no adverbs.

The results will be discussed in the following chapter.

## 5. DISCUSSION

The research provided answers to the research questions posed in chapter 3:

- 1) Are anglicisms used in *Novi list*?

Yes, anglicisms are used, 121 anglicisms were found belonging to different word classes, article genres and types of anglicisms.

- 2) Did the number of anglicisms grow during the ten-year period?

Yes, there is an increase in the number of anglicisms from 2012 to 2022.

- 3) To which word class, article genre and type of anglicisms do the anglicisms found in *Novi list* mostly belong?

Majority of the anglicisms are nouns, mostly belonging to the category of loan-blends, and the largest number of anglicisms was found in articles about lifestyle and sport.

What the results show is that English expressions are present in Croatian daily newspapers, but not as widely as one would assume given the exposure to English and the development of the internet and technology.

Throughout the newspapers, anglicisms were found in different forms. Some of the anglicisms mostly kept their original form, such as *soundtrack*, *street food*, *party*, while others, such as *minglanje* (to mingle), *kontejner* (container), *startupova* (start-ups), were adapted to the norms of the Croatian language, but retained the same meaning. Only two pseudoanglicisms were identified; *partijanerica* (party girl) and *barmeni* (bartender).

In this thesis the above adapted examples are treated as loan-blends. They are blends of elements from two different languages, in this case English and Croatian, where primarily the main part is from English and the suffix is Croatian. For example, to the English word *start-up* the plural genitive suffix *-ova* was added to adapt the word to fit the text, instead of using *start-ups*. Moreover, the word *lajkanja* comes from the verb *to like* and in this case the blending is seen in the fact that the word is written the way it is pronounced in Croatian (*lajk*), and the suffix *-anja* was added to form a gerund in Croatian.

As it can be seen from the graph 1, the number of anglicisms found in the newspapers is growing from year 2012 to 2022. In fact, the number of anglicisms found in 2022 is almost two times larger than in 2012. What is interesting is that even though there is a five-year gap between each period, in 2017 there was only one anglicism found more than in 2012, while in 2022 there is a 58% increase in contrast to 2017. These results confirm the first hypothesis, that the number of anglicisms will grow.

The reason for the difference in the number of anglicisms from 2012 to 2017 in contrast to anglicisms found from 2017 to 2022 could be that the influence of English via the use of new technologies is steadily increasing as well as the interest in the fashion and lifestyle trends in the United States.

The growth in the frequency of using anglicisms can also be seen in the research done by Choi (2021), who states that anglicisms occur more frequently in translated articles (from English to Korean) than in original articles (in Korean). As a reason for this, the author mentions the presence of a source text, which limits the translator in their choice of lexical items in the target language. That is why, according to the author, translators commonly favor the use of anglicisms if there are no adequate Korean equivalents for unfamiliar new technologies or concepts, or if semantic translations do not suit the language.

In the present research, for example, some of the anglicisms have an equivalent in Croatian, such as *kompjuter* (računalo) or *party* (zabava) but anglicisms were still used in the articles, while others do not have it or its not used regularly, such as *kampus* (campus), *hashtag*, *cybercriminal* and other new and at the moment unfamiliar terms in the Croatian language.

Moreover, the hypothesis that was not confirmed is the third one stating that the category of articles containing the most anglicisms will be in the area of IT. This research shows that the frequency of anglicisms depends on the genre of the article, and particular categories commonly contain a higher number of anglicisms. What was found is that in *Novi list* the category of news that predominantly contains more anglicisms is the category *lifestyle*, comprising articles about fitness and wellness, fashion and design that closely follow lifestyle trends in the United States.

This category is followed by articles about IT, that is, articles that are about information communication technology. These anglicisms belong to the technical language including many terms that were created in the United States. Another reason for these results is that the anglicisms found are specific to the domain they are in, such as *software*, *malware*, *mail(ovi)* and this is in line with Mesaroš (2015) and her findings obtained from the German language.

Amorim et al. (2017), on the other hand, found that the majority of anglicisms belonged to the domain of finance and economy, along with articles providing general information, which can be attributed to the fact that they analyzed financial newspaper.

Furthermore, Varga et al. (2011) state that the effect of English on both French and Italian is particularly seen in journalistic texts regarding specific fields, such as information technology, mobile communications, and the entertainment industry. One of the reasons for this is that information technology is fast developing in the United States or elsewhere, but in the English language, and, consequently, the anglicisms are pouring into other languages. In parallel, there is not enough time or intention to find domestic equivalents.

Demata (2014) states that the use of English words in receiving languages all over the world is seen as an indication of the social and cultural hegemony of the American society and culture as well as of its vitality and appeal, especially among the younger generations. The author mentions that in Italy during the last twenty years, the use of anglicisms has reached large proportions:

Nowadays it can easily be observed that English words are often used even when a suitable Italian option is available. This may have various reasons or motivations, but it is generally believed that English words are used so frequently because they are felt by speakers to be more fashionable, prestigious or authoritative than their otherwise available Italian alternatives. (Demata, 2014, p. 141)

From the results of this study, anglicisms seem to be a natural and acceptable cultural and linguistic behavior, as the anglicisms found in this corpus were mostly not signaled by italics or inverted commas. When using anglicisms or loan words in general, most of the time we do not think about it and we do not see the need to signalize them in any way, not even when using proper loans. This shows how integrated anglicisms are into our language.

As it can be seen from graph 4, the majority of anglicisms belong to the category of nouns, which is in accordance with the second hypothesis. Nouns enter the word category that is used the most and constitutes an open word class, so it is not surprising that the majority of anglicisms are nouns. This result is also in accordance with the research done by Czech-Rogoyska and Krawiec (2018). In that research twenty randomly chosen IT-related articles from German online magazines *Der Spiegel* and *Die Welt* were analyzed with a particular focus

on the most frequently borrowed parts of speech, that is, nouns, verbs and adjectives. The results of that research show that in total 620 nouns were found and only 13 verbs and 7 adjectives, while in our research there were more adjectives than verbs.

Research on anglicisms in Croatian daily newspaper *Glas Istre* was done by Lazić (2015) and her results show that from 1999 to 2014 the number of anglicisms grew from 157 to 210. This shows that in both *Glas Istre* and *Novi list*, which are newspapers with similar topics, interests and readers, the research yielded similar results.

In both studies there is an increase in the number of anglicisms, although the overall numbers are not big. The growth of the number of anglicisms is not surprising given the already mentioned influence of the English language and American culture. The English language is spreading largely due to technology and entertainment industry, which is predominant in the United States.

## **6. CONCLUSION**

The spread of English as a global language is evident in our everyday life. Words of English origin can be heard and seen everywhere, in all sorts of media, books and newspapers, and we mostly do not even react differently to them because we have grown accustomed to it. There is no doubt that English has an impact on other languages and cultures, and that that influence is not declining. Hence, the aim of this thesis was to inquire into the extent of influence English has on Croatian and how it changed throughout ten years, investigated on the basis of the Croatian newspaper *Novi list*.

The corpus analysis confirmed the hypothesis on which the research was based, that the number of anglicisms will increase through the years. This kind of corpus research might be said to have fulfilled the goal set at the beginning of the work, which is to analyze the collected material and to show that there are differences in using anglicisms in three respective periods.

The corpus consisted of 12 newspaper issues of *Novi list* from the years 2012, 2017 and 2022. Four issues per year were analyzed and all the anglicisms found were collected and further divided into different categories and domains. The anglicisms were analyzed by type, word class and by the genre of the article in which they were encountered.

Two out of three hypotheses were confirmed. The one that was not confirmed was the third hypothesis stating that the category of articles containing the largest number of anglicisms will be the category of IT. IT and the technical lexis that is specific for that domain are certainly adding to the expansion of English because some of the words are not easily translated into other languages and are therefore used in English. Moreover, a large number of anglicisms found was in the category of articles covering topics from technology and IT showing that anglicisms are indeed common in that category of articles.

The category of news which contained the biggest percentage of anglicisms was the category of lifestyle and sport. This may also be due to the fact that there are more articles in the newspapers that deal with the topics such as fashion, trends and well-being. Nonetheless, these results show just how much English influences our everyday lives.

Considering the type of anglicisms, loan-blends are the most represented category in this research, followed by proper loan words, and only two pseudoanglicisms. This result can be explained with the already mentioned that loan words fit quite well in the Croatian language

and for that reason new loan-blends can easily be made. Other than that, the appearance of loan-blends can be explained by the laziness and conformity. In some cases, the reason for using loan-blends is also to sound ‘cooler’ and closer to the intended public, especially if the target readers are the younger generations.

The research shows that the majority of anglicisms are nouns, which is not surprising because nouns are the largest word class. The research also indicates that in Croatian newspaper *Novi list* loan-blends are predominant and that proper loans are usually not signalized by italics or in any other way. This suggests their integration in Croatian, although their usage might still be confusing to people who do not understand English, particularly older generations.

To conclude, the results show that the influence of English on Croatian has grown throughout the years. The results are in accordance with the previous research done on the influence of English on Croatian and other languages.

A limitation of the study might be an insufficient corpus size, that is, the number of newspaper issues selected for conducting the research, although also this limited corpus confirmed the tendencies that would probably be witnessed in a larger corpus as well. Nevertheless, for more detailed research and for more reliable statistics, there would need to be at least one issue per month for each year of the ten-year period.

Considering this and previous research, the increase in the number of anglicisms has become a trend, which will most likely continue in the future and require further study. For future research, a longer period should be taken into consideration. Also, it would be necessary and interesting to analyze the differences in the frequency of using anglicisms between magazines, internet articles and daily newspapers. It can also be discussed that traditional press such as *Novi list* is more respectful of the language rules, grammar, and vocabulary since it is printed, whereas online news sites are more likely, in the search for the latest news to attract and retain a readership, to create *clickbait* rather than paying attention to the quality of language.

Finally, the use of anglicisms and the influence of English on Croatian is not concerning, but it is evident. Journalists should be aware of their educational role and accordingly express themselves in the standard Croatian language as much as possible. Of course, it is impossible to ignore the nature of journalistic style, in this case daily production of the newspaper, which leaves less time for editing and language revision.



Internet-based modern media have become the most powerful means of distributing information globally, and the language of the media is exposed to numerous influences, particularly those of the English language. Because it is so powerful and widely used, the media need to carefully use the language, with a reasonable use of borrowings or anglicisms, as much as possible.

We should all, when speaking or writing in our native languages, strive to use them reasonably to preserve the linguistic differences between cultures and languages. On the other hand, it is impossible not to be cognizant of the importance of English today, its impact and the inevitability of its use in different domains and media.

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