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Ferid Selimi

University for Business and Technology, ferid.selimi@ubt-uni.net

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Language of News: The use of foreign language expressions in online media in the Albanian language in Kosovo

Ferid Selimi, ferid.selimi@ubt-uni.net

Abstract: This paper examines the role of news language in shaping news narratives. Despite the majority of online media outlets in the Albanian language in Kosovo being a transition from traditional print newspapers and relatively new in age, they have evolved their narratives. The findings indicate that these outlets do not employ the same language and narrative as they did in their print counterparts. This new language adopted by online media has contributed to the creation of distinct public discourses through the selection of narratives and the language they employ. Just as language is a socially constructed form of communication, news constructed in that language has its own linguistic varieties. Similar to how language continues to change in its content and structure to adapt to the diversity of social and cultural demands, it also influences the evolution of news language. This is particularly evident when comparing articles from the time of print publication to those published online today. The research employs a comparative method, examining the use of standard language as well as foreign expressions. It concludes that during the time when these newspapers were printed, Latin expressions were more commonly used, whereas online media relies on English expressions that replace Albanian ones.

Key words: language, narratives, news, Online media, traditional print newspapers

Introduction

The sciences that deal with the study of language, especially grammar, syntax, and morphology, have contributed to the findings of narrative frameworks, text-forming and formulating models. Researchers in journalism and philology have been engaged with this phenomenon for the past thirty years and have presented their findings as both interesting and significant. Therefore, the journalist's task is to help readers understand what is happening around them through the language used in the media (Tandoc & Vos, 2016). Barkema & Bell (1996) define "professional language" as a text language that contains the profession, rules, standards, and the regulation of appropriate words, making it extremely difficult for people to appreciate and sometimes even understand. Crystal (1978) mentions technical language as a specific field and specialized words that journalists use in their writings. While the Oxford vocabulary defines news language as: "A writing style that tends to emphasize more active than passive, concrete than abstract, specific than general, and concise than wordy" (oed.com). Our research deals with the use of foreign expressions in the news of online media in Kosovo. Using a methodology of observation, analysis, and interpretation of writings, we have tried to highlight the unnecessary use of foreign expressions in the writings of these media.

Research questions:

- Does the news narrative in online media belong to the Albanian language or is it adapted from other languages into Albanian?
- Do online media use words from other languages, and are there adequate words in the Albanian language? And,
- What motivates online media to use words from other languages?

Hypotheses:

HP1: HP1: Such words are not found in the Albanian language; therefore, online media borrow them from other languages.

HP2: Online media choose the most important words, regardless of the language of origin, which have widespread usage. And,

HP3: Such a method is more of a trend than a necessity.

The literature reviews

Journalistic language has been studied by various researchers, presenting a reflection of the linguistic components of journalists' structure (Fer, 2018), who aim to write news using expressions from different languages other than their own. This, in turn, seems to create a certain level of confusion. The study of this type of language involves identifying different types of media language from various transmission channels and creating a type of writing required by stylistic qualities and the pragmatism of discourse. Over time, all languages naturally evolve. Katharine Peabworth, in her work, suggests that languages change and adapt to social, economic, and political situations. Each generation has its nuances and phrases that contribute to the identity of that time, similar to various social groups. On the other hand, Kelly-Holmes and Pietikäinen (2015) emphasize that users from older generations are more likely to be monolingual, while young people born after 2000 are more likely to be familiar with other languages, especially English. According to them, those born from 2000 onwards are more likely to know other languages due to their greater exposure to English and the need to use it in their daily lives.

Stylistically, journalism is primarily distinguished by accuracy, language freshness, integrity, adaptability, and efficiency (Conboy, 2013). An old theoretical concern has been updated by research on journalistic language, where it is sometimes accepted as "a natural result of different perspectives on the same reality," but often viewed with suspicion as a form of manipulation, as described by Zafiu (2003) as "biased determination" (Zafiu, 2003). Indeed, the study of journalistic language has taken shape as communication and linguistics researchers began to broaden the level of analysis regarding language in the late 1960s and early 1970s. According to Teun van Dijk (1985; 1988), four major historical developments paved the way for integrated interdisciplinary language research. In linguistics, the main unit of grammatical analysis shifted from the "sentence" to "text" or "discourse." Anthropologists conducted research on the ethnography of speaking, which promoted studies on language use in its sociocultural context (Hymes 1972). According to RrapoZguri (2017), since the internet is a recent and previously unknown development, the terms surrounding it are all new, and the majority were created and used for the first time in the context of this innovation. The question lies in the way words are used (van Dijk, 1985; Matthes 2012) within the framework of writing (Scheufele et al., 2007).

Methodology

A strong theoretical framework has been employed, allowing for a comprehensive overview of the issues related to information publishing. This overview encompasses the examination of various factors, with a particular focus on the adaptation of corpus and linguistic discourse to historical and linguistic realities, as well as the analysis of the terminology used. Additionally, scholarly literature and writings on the language used in newspapers have been reviewed. A qualitative data collection methodology based on interpretivism as a research paradigm has been employed. The samples used were online newspapers in Kosovo, and the tools utilized involved extracting foreign language words from these online media. The findings of this research indicate that some borrowed words from other languages, used in online media, have an adequate equivalent in the Albanian language. However, it is observed that their use is more of a trend than a necessary requirement.

Results and discussions

Online newspapers in Kosovo, in the news published in the Albanian language, often use expressions from foreign languages, especially English. Comparing them to the same newspapers when they were in print, there is an observable shift in the use of foreign expressions. While traditional print media used Latin or French words and expressions, online media predominantly employ English and Italian expressions and terms. For instance, in Albanian, the expression "përshtatje" (adaptation) exists, but in online media, it is found as "adapt." Similarly, the word "mjedis" (environment) in Albanian is used as "environment" in online media, and so on. Below is a table illustrating some of the expressions and names from other languages that are used by online media. This shift in language usage reflects the influence of English and Italian in the online media landscape in Kosovo, departing from the Latin and French influences seen in traditional print media.

In albanian language	In english
Përshtatje-përvetësim	Adapt
Mjedis	Environment-envajërmnt
Ngacmim	Bullizm

Ndikim	Impact
fillim	Start
Mbështetje	Suport

Example 1: English expressions used instead of existing Albanian expressions.

This new language or these expressions from foreign languages used by online media in Kosovo have influenced and contributed to the creation of a set of public discourses through the selection of narratives and language they employ. Just as language is a socially constructed form of communication, news constructed in that language has its own language varieties. As for the names used in online media, according to the Albanian Language Orthography, they should be written in their original form. For example, the naming of the American newspaper "The New York Times" should be written as it is in English and not adapted to the Albanian alphabet and writing style. See the example below.

In English	In Albanian language
The New York Times	The New York Times
George Bush	George Bush
Ollbright	Ollbright

Example 2: Correctly writing names from English to Albanian

As seen in example 2, names from foreign languages are written in their original form, as they are written in their respective languages. Writing adapted names in Albanian is considered incorrect. It is important to preserve the integrity of names and maintain consistency with their original language. This is a rule followed to ensure accuracy and consistency when using foreign names in Albanian texts.

English	In Albanian language
The New York Times	NjuJorkTajms
George Bush	Xhorxh Bush
Ollbright	Ollbrajt

Example 3: Incorrect writing of names from English to Albanian

Writing names from foreign languages as shown in example 3 is incorrect. As seen from the results, even though the majority of online media in the Albanian language in Kosovo have evolved from printed daily newspapers and are relatively new, they have changed their narrative. Consequently, they do not use the same language and narrative as they did when they were in print.

Conclusions:

Based on the rules of spelling, which are phonetically oriented in the Albanian language, where each word is written as pronounced and pronounced as written, the news narrative in online media conforms to the rules of the Albanian language. However, there are exceptions, especially

concerning the original names of personalities and institutions, which are not written according to the rules of Albanian spelling. As for the use of borrowed words from foreign languages, they do not disrupt the sentence structure in the news, but each of them has an adequate equivalent in the Albanian language. From this, it can be concluded that these words do not belong there because they are not necessary but rather reflect a contemporary trend. In general, as language continues to evolve in its content and structure to adapt to the diversity of social and cultural demands, it also influences the change in the language of news. Therefore, we have managed to argue our third hypothesis, that this method of using foreign words in online media in Albanian in Kosovo has become more of a trend than a necessity.

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