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Research Article

THE INTERFERENCE OF ENGLISH TERMINOLOGY IN KOSOVANS' DISCOURSE

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ABSTRACT

This paper deals with a highly problematic issue which is rapidly spreading all around Kosovo. It aims to investigate the issue of interference of English terminology in Albanian language by Kosovans in a broader context. Today, Kosovans do speak a mixed language. They combine Albanian and English together. There is no doubt that many foreign words are useful and needed; avoiding them is very difficult and at the same time a great challenge, either in speech or writing scheme. To all of us, many English words have become part of our everyday life; many are those that are being used although their Albanian counterparts already exist.

Now or never, it is the right time and the right moment for Kosovans to show maturity and prudence towards their language preservation, since language is the very first important foundation of a nation; a foundation that reveals its culture, tradition, and identity. Ultimately, a nation does not vanish if a war is lost. A nation vanishes if it loses its language. And the very first means of losing a language is by misusing it. This is better reflected by Sami Frashëri's statement, "The victims of language are more numerous compared to the ones of sword."

This study has a dual approach. First of all, it is based on the literature review relevant to the topic under the study, where researchers' opinions and suggestions are also included. Secondly, it contains an empirical research in order to have more reliable and concrete outcomes.

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INTRODUCTION

You have heard the phrase that it is the language that seals the common national identity, haven't you? Undoubtedly, language is the very basis of a nation's identity. We aren't aware of it, are we? Are we doing great enough to maintain its purity? Are we preserving it from mixing up with foreign words which are continuously attacking it? Are we really aware about the consequences that it may bring to our society? These are the question that everyone should pose to himself/herself. Adapting and mixing up Albanian with English at the same time does not enrich our vocabulary. Rather, it impoverishes it. What impoverishes us both nationally and emotionally is that almost all of us mix our native language with foreign words in general, and English in particular, as if it were not our mother tongue. Nobody cares about its norm, grammatical rules, purity, and enrichment.

Undeniable is the fact that English is interfering in Kosovans' discourse every day, by everyone, and everywhere. Neither is government, nor are universities, schools, media, and various institutions immune of this. The lack of shame which makes us unable to utter a word or a thought clearly, error-free, has conquered us. The intellectual elite did not show courage to challenge this interference. Instead, they were the ones who with no hesitation at all contributed to its spread. A wise man was absolutely right when once said that not the declared illiterate, but the bearers of pens are the most dangerous misusers of Albanian language. It is disgrace to remain silent and raise no voice when being exposed to this phenomenon on daily basis; this is deforming. Obviously, a similar deformation prevails in our daily routine. It is love that pushes one to do the best for the one s/he loves. If you love your country, you can protect it not only by weapons, but through other means as well. Likewise, writing and speaking the mother tongue in its purity, as required, means to cultivate feelings of love for your own language, for your own country.

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Research Hypothesis

Our research is based on the following hypothesis: "The interference of English terminology in Kosovans' discourse takes place in every sphere of life."

Research Questions

The current study is built upon the following research questions:

- Is English language interfering in Kosovans' discourse?
- Which are the main factors leading to this interference?
- What are the solutions of escaping from this phenomenon which is suffocating our mother tongue?

The statement of problem

The phenomenon of English language interference with Albanian, starting from the highest public and private institutions, government, universities, schools, print and electronic media, to the ordinary people is alarming. Feeling sorry for such a bad occurrence, we decided to work and study the causes that are contributing to it. Hopefully, our study will contribute to fighting this phenomenon, and to the science itself.

The importance of this study

The findings of this study in general provide the reader with an overview of the degree of English interference in Albanian language by Kosovans. It reveals the contributing actors to this phenomenon, and eventually provides ways out to overcome, eliminate, or at least minimize it to the lowest possible extent.

LITERATURE REVIEW

The importance of language's purity

Language is one of the vital components of forming a nation. Where there is no language, there is no development at all; neither there is economic, nor cultural, political, and social one. When talking about the language, it does not mean that we are dealing solely with a technical problem. Rather, it means that we are dealing with a significant national, cultural, and social issue.

Everyone is part of a society, be it a large or a small one. In every society, it is necessary to communicate at every step of life in order to meet the regular crucial needs. In order to communicate properly and accurately, it is necessary to use the very same language of the society belonging to. Otherwise, the communication cannot be realized or would be incompetent. If the speaker mixes native words with foreign ones while communicating, the listeners may not be able to understand the former. Rather, s/he might misunderstand the speaker's words, and as a consequence the communication cannot be successfully reached, because the message will not be taken accurately and completely. Therefore, if using foreign words, there is more likely that misunderstandings can arise.

Albanian language and its short history

Albanian language belongs to the Indo-European family of languages. It forms a separate branch in the family of Indo-European languages, so there is no affiliation with any of

today's Eastern European languages. It is spoken in Albania and surrounding area, i.e., in Kosovo, on a large territory of Macedonia, especially in Skopje, Gostivar, Tetovo and Dibra; in the eastern part of Kosovo, i.e., in Presevo, Bujanovc, Medveja; in parts of Montenegro, like in Kraja, Ulcinj and the surrounding area of Tivar, and Camëri. Therefore, Albanian language is widely spoken in the western parts of the Balkans. It is spoken in two main dialects, the Geg dialect which prevails in Northern Albania and the Tosk in its southern parts. Despite the fact that there are two main dialects, both spoken and written Albanian can be understood by all Albanians. This old European language is spoken by more than seven million people around the world, 3.5 million in Albania, 3 million in former Yugoslavia (Kosovo, Macedonia, Serb and Montenegro), over 1 million in Turkey, as well as large groups of Albanians in South Italy (known as Arbëreshë), Greece, Europe, USA, Canada, and Australia. Albanian is both spoken and written language. It uses words and letters; it also uses grammatical rules by which the words are related to the sentence and get a certain meaning.¹

The importance of preserving Albanian's language purity

Naim Frashëri, a well-known Albanian author of the past, conveyed the importance of language learning to the following generations. His advice was very pragmatic, logical, and realistic. "Albanians [including Kosovo Albanians-now called Kosovans, and Albanians living in Albania and abroad] must learn foreign languages, but Albanian should be their "lady language"". -were his words. However, this eminent author's great advice did not reach everyone's ear. Somehow, it was soundless; almost forgotten. No one was willing to follow it. Instead, it was replied with negligence. By mixing our pure language with thousands foreign words, we are rapidly denigrating it. Why don't we continuously remind ourselves that our language, i.e., Albanian, although not rich enough compared to English and some other languages, is one of the oldest languages in Europe? Doesn't this mean a lot? We are the bearers of one of the oldest languages in Europe. Many of its documents either spoken or written ones have been found since 1280, respectively 1462. Among these are "Formula e Pagëzimit – Baptizing Formula" which was found earlier even though so far we have known only "Meshari" of John Buzuk. Other authors say they found elements of Albanian language before the new era.² Shouldn't these evidences encourage and inspire us to preserve its pure system of words? Perhaps it is worth mentioning another Naim Frashëri's advice, who critically and lovingly said, "Always speak simple and unmixd Albanian language..."

Albanian language, either spoken or written is not being preserved, is it? We are all witnesses that lots of English words have been imported; this number is so great that we can easily conclude that it is exposed to a risk of being degraded at once, at a time when it's rich enough that there is no need to borrow from other languages. In fact, it were other languages that borrowed from Albanian and many of their words today can only be explained by our language. For this, there are dozens of

¹ https://sq.wikipedia.org/wiki/Gjuha_shqipe

² Gjoka, F., "Shkolla dhe shoqëria duhet të shpëtojë shqipen letrare", an interview for kohajone.com.

studies of Albanian, German, English, Italian, Spanish, and other linguists.³

In order to convey the importance of preserving this very old Indo-European language, we will provide some sayings of Albanian brightest figures'. These renowned authors through their writings contributed to Albanian's language independence, purity, and authenticity for centuries.

"The foundation of knowledge and patriotism is made up of Albanian language." - Mit'hat Frashëri

"The foreign word in the language is like the goat among the sheep." – Naim Frashëri

"Language is the most precious thing of a people, and to Albanian it is the only treasure." – Eqrem Çabej

"The language reflects a nationality; it is the clearest picture of a nationality and its culture. The degree of wealth and purity of the language is an indication of the level of this culture." – Eqrem Çabej

Language borrowings

No language is immune to borrowings. Albanian does not make an exception either. Therefore, it is quite understandable and reasonable that it borrows new words that do not exist in its vocabulary. However, the process of borrowings should be done by following an institutional line. Foreign words can be borrowed, but they should be adapted by taking grammatical features in accordance with the rules of Albanian language. "...The language should neither be isolated of borrowings nor should it swallow every element or structure of foreign languages and sink into artifice of any kind."⁴ Rather, borrowings should be inspected carefully whether they enrich or violate our language. Undoubtedly, it is Albanian language linguists who must show their skills and accept new words that are emerging as a result of many developments and discoveries in different social fields. This means that language is not immutable. It changes and develops simultaneously with the changes and developments that take place in society. Yes, when two or more languages have direct contact and vice versa, they will definitely have impact on each other in different language spheres, we do not deny it. But, shouldn't there be laws and relevant institutions like Albanological Institution of Prishtina, for example, to deal with the issue of language? One thing is very incomprehensible and intolerable. And this is the use of barbarisms (words or expressions borrowed unnecessarily from another language) instead of already existing Albanian words. As mentioned above, borrowing can take place, but in order to borrow a foreign word, we must consider the following guidelines.

What should we consider when borrowing foreign words

Rrokaj, Sh. (2014) provides the following guidelines when borrowing foreign words. According to him, linguists should:

1. Take only the needed word which serves to Albanian speaking community;
2. Establish clear rules for applying the phonetic principles in spelling;

3. Establish clear rules for implementing the grammatical principles;
4. Convey to the State Institutions (administration, schools, research centers, media and literature, normative acts, etc.) the importance of preserving the mother tongue;
5. Convey to the society the importance of fostering linguistic language awareness through permanent culture in the mother tongue.

METHODOLOGY

This paper deals with the interference of English terminology in Kosovans' discourse.

Participants

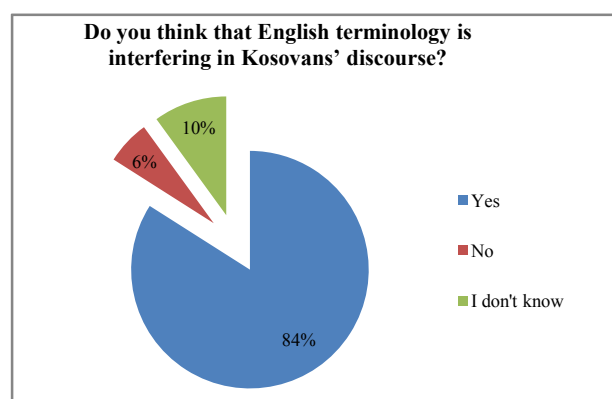
50 common citizens from Viti, Kosovo were part of the study. They were selected randomly. The participants were of two genders and of different ages. They were of different intellectual background.

Instruments

We used a questionnaire as an instrument of conducting the research. It was divided into two sections; the first part contained five multiple choice questions where participants had to circle one option only. The other part of questionnaire contained a series of non-Albanian words used in different institutions and mass media in Kosovo, where participants were asked to write these words' meaning in their mother tongue. It included 20 most frequent non-Albanian words used in Kosovans' everyday life.

Findings and Analysis

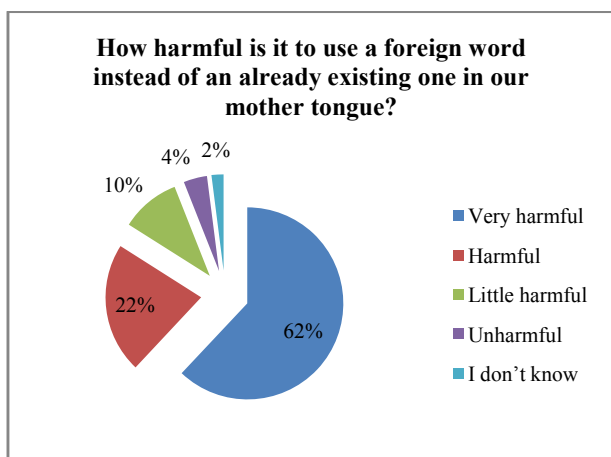
After collecting and analyzing the required data, we came to the part of findings and analysis. The findings are presented in graphs. They are presented by percentage and then analyzed in details.



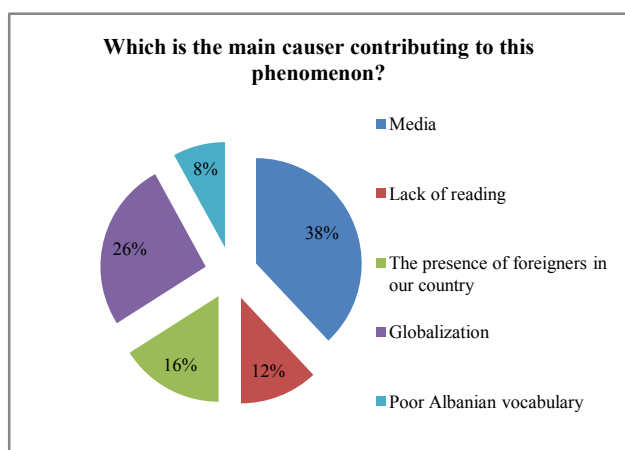
It is obvious that Kosovans' discourse is being interfered by English terminology nowadays. This is so obvious that almost everyone is aware of this phenomenon. Based on our findings, it turns out that 42 out of 50 respondents of our research, or 84% of them share the opinion that the Albanian language is being misused.

³Ibidem.

⁴Murati, Q, *Shqipja përballë gjuhëve të tjera evropiane e rajonale-huazime leksikore dhe strukturore*, Aktet e Konferencës Shkencore-Zbatimi i cultures gjuhësore në shqipen e shkruar.

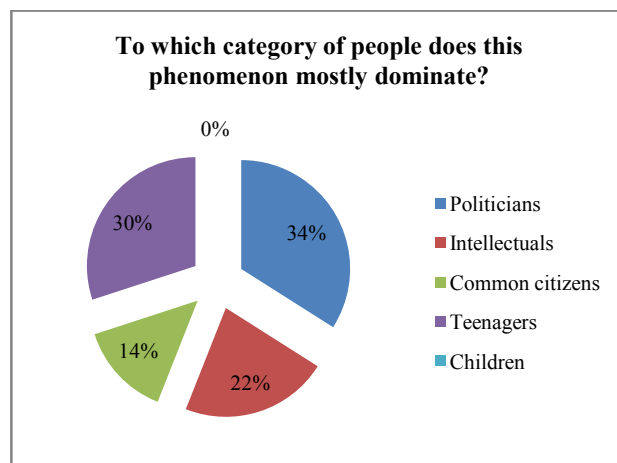


The awareness of the damage that this phenomenon emits is best reflected by the participants' answers to this question. Only two of them, representing an almost negligible percentage of 4%, hold the opinion that such a phenomenon is unharmful to our native language. On the other hand, the rest or 95% have expressed different positive nuances of the same opinion for the damage which is caused to the Albanian language by using equivalent words from English given their existence in the mother tongue.

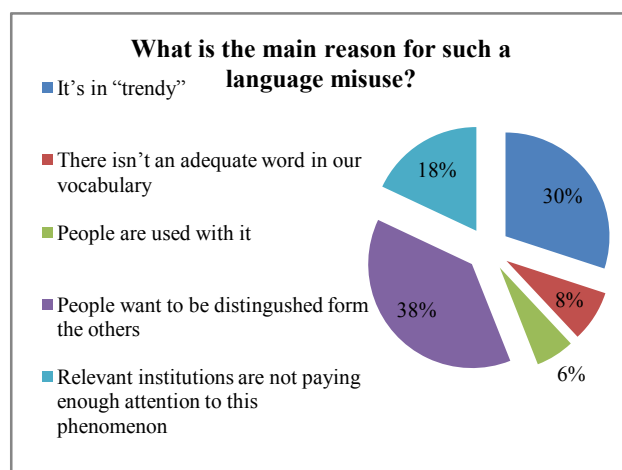


The question which seeks the causers of misusing our mother tongue provides the following results: 38% of respondents blame the media. In addition, the phenomenon that today prevails in large percentage over 40% in our society as a whole comes as a consequence of presence of foreigners and globalization. Also the lack of reading is a contributing factor towards language misuse.

The extent of this negative phenomenon has covered almost all layers of our society, regardless of their background. Even worrisome is the fact that such misuse comes from those whom should be expected at least; it even dominates. Most of the research participants rank the political spectrum as the largest contributor of borrowing unnecessary foreign words. According to them, the intellectual layer is not immune to this usage, which although lesser than the political elite, contributes in this direction.



Only 14% of the participants share the opinion that even common citizens contribute to this bad phenomenon, which in fact, in relation to the intellectual elite, would be justified somehow.



When asked for the reasons which lead to this misuse, it turns that the distinguishing feature people want to have as opposed to others and its trendy are the greatest ones. So, what is this trendy? It is the very frequent practice of this phenomenon by the same people. Thus, both of these features grow in a fair relationship with one another. Since the fact of the non-existence of equivalent words in Albanian is not the case, the increase of this phenomenon occurs from carelessness which leads to the trend itself becoming unconscious everyday. Even relevant mechanisms have not done that much to prevent this negative phenomenon which directly contributes to its growth.

Foreign words used in Kosovans' discourse	Write down their meaning
<i>Influencë</i>	12/50
<i>Intensiv</i>	07/50
<i>Dedikoj</i>	11/50
<i>Aludoj</i>	13/50
<i>OK</i>	50/50
<i>Divorc</i>	45/50
<i>Blu</i>	42/50
<i>Modifikoj</i>	07/50
<i>Konfuzë</i>	02/50
<i>Immediate</i>	04/50
<i>Lider</i>	36/50
<i>Neglizhencë</i>	09/50
<i>Bilateral</i>	14/50

<i>Inaguroj</i>	02/50
<i>Surprizë</i>	31/50
<i>Eksperiencë</i>	36/50
<i>Interaktiv</i>	17/50
<i>Diskurs</i>	09/50
<i>Involvim</i>	11/50
<i>Koincidencë</i>	09/50

The consequences of mixing Albanian words with foreign ones are best reflected from the evidences above. The table above is the real landscape which represents the degradation that foreign words are bringing to our language. Even worrisome is the fact that although these words are often heard, very little is understood of them. Definitely somebody should be blamed. It is not people who do not understand these words, but the ones who use them to be blamed.

These very few words' meanings were more likely to be identified by the participants who, alongside the Albanian language, know English. However, the majority of participants do not know the meaning of words they are exposed to everyday. As a consequence, the speaker's message does not entirely reach the listener; or even if it reaches him/her, it is not completely understood. These results are an indicator that using foreign words does not enrich our vocabulary. Rather they deepen its impoverishment.

DISCUSSION

Evidently, Albanian language is exposed to a great risk. A sense of risk which although present in Kosovans' awareness, is neither activating, nor is it energizing them to raise their voice and give contribution to stop this occurrence once and for all.

English language terminology is becoming part of the entire population's lexicon. It is more emphasized at youths considering the fact that they are the ones that absorb foreign words faster than anyone else. These words are present in their talks, telephone messages, their social networks accounts, and other means of communication. In addition, a large amount of foreign words is especially noticed in the media. It should have been and should be the biggest concern of ours, because we are all aware that little children and teenagers are the ones who spend a lot of time sitting in front of TV. As a consequence, if, on daily basis, their hearing is exposed to foreign words use instead of native ones in their own language, then they are exposed to a risk that these expressions may become a habit of theirs and may not seem so tragic. One may rightly think that the reasons behind using English words are numerous; someone may say that a lot of Kosovo people, especially the youth, want to sound more "in trendy", or they want to show to the rest of people that they know English, or they might want to be considered superior compared to the ones who lack English, and so on.

The current and ongoing situation is more or less as Shkurtaj considered, "Albanian language no longer sounds like our own language; it is rather a mixture or "hybrid" of "franglais" (French) type, against which the French have fought with so much zeal and patriotism for years."⁵ According to him, our nation is threatened of an "Albanian-English" speaking. He calls for a general mobilization of the entire Albanian society,

and asks them to wake up from the lethargy and emerge from the smog of this Albanian-English speaking that might overwhelm us.

Isolation is an impossible means from being influenced by foreign languages. Not at a time of globalization, where English dominates as the communicative language all around. Neither we call for isolation nor do we call for adapting every single word. We consider that it is intolerable to let this phenomenon spread out its roots and overwhelm the whole society. Let the Albanian language give its version to the foreign words you are using instead! You will be amazed by the beauty they convey; by the way they sound.

What's worse, even in the cradle and the temple of knowledge, where a pure and crystal clear language is expected, paradoxical is the fact that this negative phenomenon has its own nest. Instead of fighting and declaring war on this phenomenon, these borrowings are easily used and have found enough commodities in universities, government, public and private institutions. These words we encounter in everyday life usually come from the ones the least is expected; starting from the highest state leaders, intellectuals, media, to the common citizens. Indeed, if these people and institutions were aware of the value and importance of their own language, they would be more careful and avoid such language violations. Even though it is inappropriate and unethical to use a foreign word when the right word already exists, we have the right to believe that such people misuse Albanian language in order to show "higher education and culture", and as a result to sound like highly advanced people.

How to prevent unnecessary foreign words

Borrowing unnecessary English words and substituting their Albanian equivalent ones is already an irrefutable fact. Though the avoidance of these borrowings might seem difficult or almost impossible from fully penetrating our native language, trying to minimize it is a worth try. Thus, providing alternatives from escaping from such a phenomenon or at least minimizing it, is more than necessary.

It is the media which has a great influential power on society. According to Lafe, E. (2000), media plays a leading role in the development of language, because it is closely related to people's lives and activities. Being aware of its powerful influence, we can turn to it and use it as a way of raising people's awareness on how to use their own language correctly and appropriately. This can be accomplished by broadcasting TV or radio shows regarding essential issues of language, which would encourage and guide the audience on how to preserve and adapt their language to the demands of the time, fairly and without deformation. This can also be accomplished by devoting a space in newspapers for linguists. They might be able to write about the best way of using Albanian language, give some spelling rules, and say which words that we are using are foreign and how can we replace them.

Also, Albanian language teachers should be given trainings regarding this issue. This is because they are the ones who are able of conveying accurate information about Albanian language, and are capable of improving it. It is said that, "the school is at the top of the greatest work created by man... like

⁵Shkurtaj, Gj, *Kahe dhe dukuri të cultures së gjuhës shqipe*, Tiranë 2003.

the garden, where the newborn breeds of our mother tongue are born."⁶

Interpreters should not be left aside from this awareness. A great attention should be paid to them. Apart from knowing the foreign language, they must also possess a very good knowledge of Albanian language, its lexicon, its morphological and syntactic constructions, its spelling rules, etc. Each of us is obliged to adopt and use properly the standard language and give his/her modest contribution to preserve and further develop it. Above all, this responsibility should be felt by media employees and public people; as one of the first elements to be observed in a well-educated man is the way how s/he speaks his/her language.

CONCLUSION

Almost in every discourse, television debate, radio program, newspaper or magazine's articles these words have found shelter. It is ethical and indispensable to fight the negative phenomena. This is confirmed by each and every person. But the willingness to fight these negative phenomena somewhere is more emphasized and somewhere less. The burden of fighting it falls on each and every individual, ranging from the common ones to the intellectual, though the latter must show a more intensity. This is because s/he is a person with a larger audience, among other things his/her knowledge about the risk of mixing mother tongue with other languages dwells in him/her.

Albanian language borrows words from English in particular, and from other languages in general for several reasons. Kosovo is both economically and politically dependent on more powerful countries, especially the USA. These borrowings have penetrated almost all spheres; somewhere more and somewhere less, such as: in phonetics, lexicon, morphology, and syntax.

During the study, we proved that a large number of English words have been introduced in Albanian language. This fact causes problems in everyday communication, as the message that the speaker follows does not reach completely the listener.

Recommendations

- There should be various scientific conferences and symposiums which would make the Albanian speaker aware of the preservation of his/her language; encourage him/her for the value of preserving the authenticity of his language; disclose the consequences of eventual permanent danger resulting from misuse of his language.
- Round-table discussions with linguistic experts should be organized and broadcasted through electronic or written media.
- Albanian language teachers should be trained to convey the message of cultivating pure Albanian to the students of knowledge.
- Texts and books should be edited from professional editors; all publishing houses should be penalized in case there are violations of this nature.
- Educational programs focusing on Albanian language, its lexicon, grammar, syntax, etc., should be initiated.
- Many borrowed words that have already been institutionalized, should be substituted by their Albanian counterparts.

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⁶Babameto, L. *Ta pastrojmë e pasurojmë gjuhën tonë*, Tiranë 2008.