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SOME ANGLICISMS IN SERBIAN ADVERTISEMENTS

Abstract: English has long been established as the language of international communication (*lingua franca*) while influencing other languages, including Serbian. Therefore, anglicisms are the natural consequence of English and Serbian being in contact. This paper shows to what degree English as the language of marketing influences the language used in some Serbian advertisements. This influence may be identified via the use of anglicisms while the main evaluation instrument is the degree of justification. Together with examples from the research, this paper aims to provide answers to the following questions: (1) What is global language and *lingua franca*? (2) What are the characteristics of English for marketing? (3) To what degree does English influence Serbian advertisements and what are the types of anglicisms in Serbian advertisements? (4) Is the use of anglicisms justified? (5) Which conclusions could be drawn from the research?

Keywords: anglicisms, marketing, advertisements, quality of knowledge, languages in contact

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1. **Introduction**

As a global language, English has an impact on all spheres of life: everyday life, education, fashion, industry trends, communication, business, and marketing, including the language of advertising.

The nature of every language is to develop and evolve, which is most evident in the usage of new words, phrases and concepts. In this process, every language adopts new concepts and words/phrases from other languages (in this case from English). Such changes occur on a daily basis; however, a lack of awareness of new words/anglicisms may lead to incorrect usage of new words or communication difficulties evident in the everyday communication.

2. **English as a global language**

English has retained its status as a global language into the twenty-first century. A language has the status of a global language if it develops a special role that is evident in every country. Such a role is most evident in countries where English is spoken as a mother tongue: United States of America, Canada, United Kingdom, Ireland, Australia, New Zealand, South Africa, and several Caribbean countries. This does not mean that English is spoken as a mother tongue all over the world, which implies that a language cannot gain a global status based on this criterion only. A language can become a global one if communities/countries decide to accept the language and give it a special status, even though there are few or no native speakers.

This can occur in two ways. First, language can be introduced as a "second language", acting as a complement to the mother tongue. The second language is the official language of the country, and it is used as a medium of communication in domains such as government, law courts, media, and the educational system. Nowadays, English is the official language in over seventy countries. David Crystal elaborates that there are several ways in which language can be made official:

It may be the sole official language of a country, or it may share this status with other languages. And it may have a 'semi-official' status, being used only in certain domains, or taking second place in other languages while still performing certain official roles. Many countries formally acknowledge a language's status in their constitution (e.g. India); some make no special mention of it (e.g. Britain). In certain countries, the question of whether the special status should be legally recognized is a source of considerable controversy – notably, in the USA (Crystal, 2003: 5).

Secondly, language can be made a priority in foreign language teaching. Prioritizing language entails offering learning opportunities: primarily to schoolchildren, or even to adults. There are several reasons for prioritizing a particular language – historical tradition, political expediency, and the desire for commercial, cultural, and technological contact.

Besides, there are other factors which contribute to global language status. The status of a language is not determined by the number of speakers, but by the fact of who those people are. Throughout history, Latin became the international language, but not because the Romans were more numerous. The reason why Latin remained the leading language lied in the power of Roman Catholicism. Another factor, apart from military might, is the economic power of a country that would maintain and expand it. This was always a key factor and, in the 18th

and 20th centuries, due to global economic development. The growth of the competitive industry was followed by the growth of international marketing and advertising which resulted in the well-established status of English.

In the early 19th century, Britain was the world's leading industrial and trading country. Furthermore, at the turn of the 20th century, the U.S. economy was the most productive and the fastest growing in the world.

During the twentieth century, this world presence was maintained and promoted almost single-handedly through the economic supremacy of the U.S.A. as the new superpower. Economics replaced politics as the chief driving force. And the language behind the US dollar was English (Crystal, 2003: 11)

Significantly, English is also a *lingua franca*. *Lingua franca* refers to a language that has served as a means of communication over a long time. People who intended to trade used adopted and simplified language, known as pidgin, which combined different elements of their languages. Some *lingua francas* gained status but only in certain parts of the world – Swahili, Arabic, Spanish, French, English, Hindi, and Portuguese. When some international organizations were created (World Bank, UNESCO, UNICEF, the World Health Organization, and International Atomic Energy Agency) there was a need to adopt a single *lingua franca* to facilitate communication in such a context. In this period, English, together with a number of other languages, became a *lingua franca*.

Nowadays, English is the intermediary language and language of communication for business purposes. Marketing, for instance, is an area of business in which English is dominant.

3. **English as a *lingua franca* in marketing**

In the nineteenth century, globalization led to the usage of advertisements in publications, especially in more industrialized countries. During the same century, marketing specialists concluded that "slogan" was a really important part of advertising, as well as the famous "trade name". Many famous products developed their popularity and became

famous at the time, such as Coca-Cola, Ford, Kodak, and Kellogg. Due to industrial and market growth, the 'outdoor media' started to spread internationally which resulted in the global use of English. This led to advertisements in English being predominant even in countries where English has no official status. Nowadays, famous brands communicate with audience all over the world by using English which confirms that English is the *lingua franca* in marketing.

Marketing experts confirm that marketing is not only related to the product, product placement, and promotion, but that language plays a significant role in the whole process. According to marketing experts, five promotion tools help in building producer-customer relationships by using language :

1. *Advertising* – any paid form of no personal presentation and promotion of ideas, goods, or services by an identified sponsor.

2. *Personal selling* – personal presentation by the firm's sales force to make sales and build customer relationships.

3. *Sales promotion* – short-term incentives to encourage the purchase or sale of a product or service.

4. *Public relations* – building good relations with the company's various public by obtaining favorable publicity, building up a good 'corporate image', and handling or heading off unfavorable rumours, stories, and events.

5. *Direct marketing* – direct connections with carefully targeted individual consumers both to obtain an immediate response and to cultivate lasting customer relationships – the use of telephone, mail, fax, email, the Internet, and other tools to communicate directly with specific consumers.

(Kotler, Wong, Saunders, Amstrong, 2005: 719)

Since there is no marketing without a language, it is important to mention that the most important feature of language in marketing is to send a message from producer to consumer. The famous communication diagram provided by Bugarski (1996) and the communication diagram provided by Kotler et al. (2005) explain the same idea.

The sender of a message is a party who intends to promote a product or a service (a company). The company (the sender) chooses to present a product or a service through an advertisement (message) and the advertisement performs an encoding function (the company or marketing agency chooses words and illustrations that would convey the intended message). The message (advertisement) is sent through TV or social media (a channel the company has chosen). The message is transmitted to the target audience or potential customers (receiver(s)) and such audience performs the function of decoding – the customer interprets the message (in the same sense as it is encoded by the sender). When the message is decoded, customers perform the function of feedback: they remember the advertisements, call the company to buy a product/service, or they want to be provided with more information. The last element is noise which means that customers did not interpret the message in the same way, or they were tired so they turned off the TV, or could not be on social media so they missed the advertisement.

Therefore, it can be concluded that successful communication is dependent upon encoding and decoding processes, making language the core ingredient of marketing.

4. Research and results

This paper aimed to determine and analyze frequently used anglicisms in commercials posted on several advertising social media platforms (YouTube, Instagram), websites, and television. The research was done in Serbia during the second half of 2022. The results were obtained by analyzing gathered material, and the following hypothesis was proposed:

Serbian advertisements contain a higher number of raw anglicisms than of obvious anglicisms, while hidden anglicisms are the smallest group of anglicisms numerically.

The analysis of the material was divided into three stages. The first stage of analysis included the division of material into seven categories: (1) food and beverages, (2) beauty and wellness (health), (3) services, (4) education, (5) products, (6) jobs, and (7) other advertisements.

The categories were formed based on the industry. The total number of advertisements was 91 and the percentage regarding the share of advertisements in every category is presented in Graph 1.

Graph 1

Number of advertisements
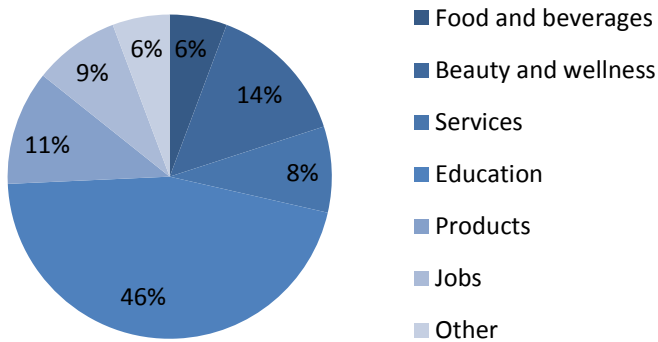
In the second stage of the analysis, the total number of anglicisms was classified according to their type (raw, obvious, and hidden anglicisms). Such analysis provided the following insights:

- The total number of anglicisms in all categories is 111.
- The number of anglicisms in each category (raw anglicisms – 71, obvious anglicisms – 27, hidden anglicisms – 13).
- The percentage of anglicisms in each category is presented in Graph 2.

Graph 2

Number of anglicisms

- Raw anglicisms
- Obvious anglicisms
- Hidden anglicisms
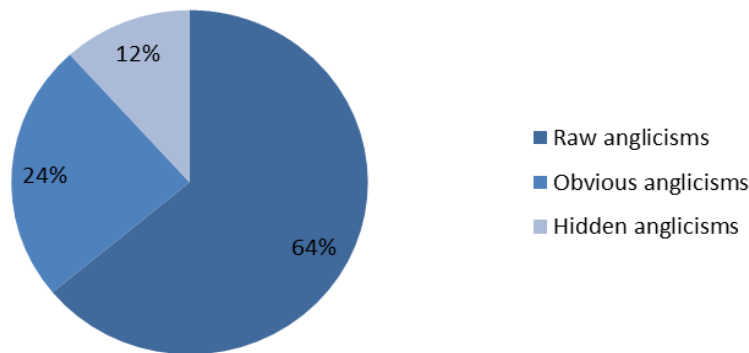
The third stage of the research was focused on the justification criteria which were detailed and precise; therefore, the categorization used for this paper regarding the justifiability criterion is narrowed and classified into two categories:

1. Unjustified anglicisms – the words that can be translated by using morphosyntactic and semantic properties of the Serbian language or that can be replaced with the already existing domestic or naturalized word (includes fully unjustified anglicisms and unjustified anglicisms).

2. Justified anglicisms –words that introduce new meanings or concepts into the Serbian language system; words that follow postulates of language economy (includes conditionally justified anglicisms, justified anglicisms, and fully justified anglicisms) (Prćić, 2019).

The analyzed material was divided into two groups of unjustified and justified anglicisms, while the category of unjustified anglicisms needed to be divided into subcategories which enabled further analysis. Table 1 shows the subcategories of unjustified anglicisms and the number of anglicisms.

Table 1

Subcategories of unjustified anglicisms	Number of anglicisms
Beauty and beauty products	17
Products and services	17
Business terminology	23
Education	19
Other	20
Total number of unjustified anglicisms	96

In the following sections, we give some examples of unjustified anglicisms in every category that should be replaced with domestic words:

Skalp – obvious anglicism; should be replaced with domestic term "koža glave".

Kondicioner – obvious anglicism; instead domestic term "regenerator" should be used.

Multiputno osiguranje – hidden anglicism; should be replaced with domestic term "višenamensko putno osiguranje".

Rent a car – raw anglicism: should be replaced with domestic term "agencija za iznajmljivanje vozila ili iznajmljeno vozilo".

Newsletter – raw anglicism; should be replaced with domestic term "bilten".

Master Asisstant and Business MVP – raw anglicisms; should be replaced with domestic term "rukovodilac" or "vođa tima".

E-commerce – raw anglicism; should be replaced with domestic term "elektronska trgovina ili elektronsko poslovanje".

Startap priče – obvious anglicism; should be replaced with domestic term "priče početnika".

NLP Basic – raw anglicism; should be replaced with domestic term "neuroligvističko programiranje za početnike".

Corporate event – raw anglicism; should be replaced with domestic term "korporativna proslava".

Justified anglicisms were not divided into subcategories. The number of justified anglicisms is 15. Below are some examples of justified anglicisms that could be found in this category:

SAAS – raw anglicism; follows the postulates of language economy, i.e., it is shorter than domestic word.

DevOps posao – raw anglicism; follows the postulates of language economy, i.e., it is shorter than domestic word.

Vebinar – obvious anglicsm; used in adopted form which introduces a new concept in Serbian language.

Digitalni marketing – hidden anglicism; used in adopted form which introduces a new concept in Serbian language.

Strategija digitalnog nastupa – hidden anglicism, used in adopted form which introduces a new concept in Serbian language.

Unjustified and justified anglicisms mirror the language of Serbian advertisements and confirm the theory of languages in contact (*Graph 3*). Unjustified anglicisms present the tendency of borrowing foreign terms with no adaptation or just a mere adaption, while those examples could be replaced with domestic terms. Justified anglicisms, however, can enrich the borrowing language.

Graph 3

Justification of anglicisms
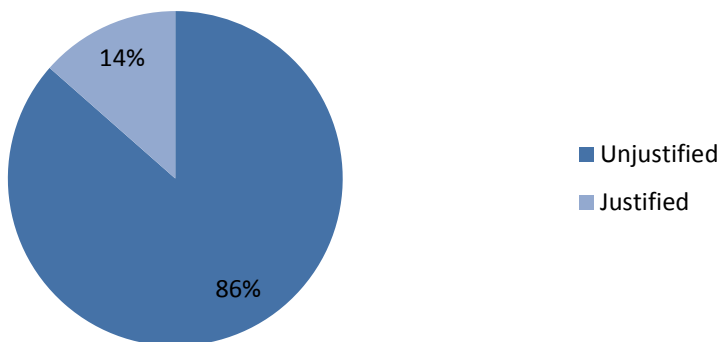
5. Conclusion

The main purpose of any language is communication. Although it seems like a simple process, knowing what constitutes a successful communication process would benefit both the sender and the receiver of the message. Understanding the encoding and decoding process will surely benefit the communication process used for marketing purposes, but such knowledge is not enough. Both the sender and receiver might want to go beyond simple communication and focus on the words, phrases and structures used in such communication.

Bearing in mind that marketing experts use language to transfer the message, one important aspect is left out. Advertisements are more than messages; the words, phrases and concepts are being communicated in an educational manner which results in forming a kind of register used by adults and youth.

The research showed that this register consisted of anglicisms mainly. The register consists of 64% of raw anglicisms, 24% of obvious anglicisms and 12% of hidden anglicisms. Further research examined the justifiability of those anglicisms and concluded that there is 86%

of unjustified anglicisms and only 14% of justified anglicisms. We can conclude that there are many educational implications to this: younger generations spend most of the time during the day in front of the TV or on social media. Therefore, the youth is directly influenced by English and the commercials containing anglicisms. Since it was proven that most of the anglicisms were used unjustifiably while a small percentage of anglicisms were used justifiably, instructional materials containing anglicisms would benefit the teaching and learning process. The process of teaching and learning could be engaging and interactive. The teacher could raise awareness of unjustified use of anglicisms, while helping students achieve overall language competence.

This research demonstrated the unjustified uses of anglicisms in Serbian and the value of results for educational purposes. This analysis could hopefully contribute to the future research in this field.

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