

# Anglicisms in Croatian electronic media

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Diplomski studij mađarskog jezika i književnosti – komunikološki smjer i  
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Katarina Bajer

**Anglizmi u hrvatskim elektroničkim medijima**

Diplomski rad

Mentor: prof.dr.sc Mario Brdar

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## Abstract

In this thesis, the emphasis is on the analysis of the frequency of use of anglicisms in television shows and articles of political, showbiz and sports nature in the Croatian electronic media. The electronic media that were analyzed are Croatian television shows *Otvoreno*, *In magazin* and *RTL Sport* and Croatian daily online newspaper *24sata*. In order to introduce the widespread use of the English language, this thesis begins with a discussion of its status as a global language, followed by an overview of the theoretical background on anglicisms and its adaptation in the Croatian language on four levels. Finally, the corpus from Croatian television shows and online newspaper was analyzed and discussed. The aim of this analysis was to determine in which types of Croatian television shows and online newspaper articles the highest number of anglicisms appear, whether in different electronic media anglicisms are most represented in areas of the same nature and which is the most common type and word class of the anglicisms found. The findings suggest that the anglicisms found in both analyzed electronic media are most represented in the area of showbiz, while the area of politics contains the smallest number of anglicisms. Furthermore, the majority of anglicisms found in both electronic media are loan blends and belong to the word class of nouns, which indicates that there is no difference between them in terms of the area of greatest representation of anglicisms, type of anglicisms and word class to which they belong.

Key words: anglicisms, electronic media, global language, English, Croatian

## Sažetak

U ovom radu naglasak je na analizi učestalosti uporabe anglizama u televizijskim emisijama i člancima političke, estradne i sportske naravi u hrvatskim elektroničkim medijima. Elektronički mediji koji su analizirani su hrvatske televizijske emisije *Otvoreno*, *In magazin* i *RTL Sport* te hrvatske dnevne internetske novine *24sata*. Kako bi predstavio široku uporabu engleskog jezika, ovaj rad započinje raspravom o njegovom statusu kao globalnog jezika, nakon čega slijedi pregled teorijske pozadine anglizama i njihove prilagodbe u hrvatskom jeziku na četiri razine. Na kraju je analiziran i raspravljen korpus iz hrvatskih televizijskih emisija i internetskih novina. Cilj ove analize bio je utvrditi u kojim se vrstama hrvatskih televizijskih emisija i internetskih novinskih članaka pojavljuje najviše anglizama, jesu li u različitim elektroničkim medijima anglizmi najzastupljeniji u područjima iste naravi te koji je najčešća vrsta anglizama i vrsta riječi pronađenih anglizama. Rezultati upućuju na to da su anglizmi pronađeni u oba analizirana elektronička medija najzastupljeniji u području estrade, dok područje politike sadrži najmanji broj anglizama. Nadalje, većina anglizama koji su pronađeni u oba elektronička medija su kombinacija posuđenica i izvornog jezika te pripadaju imenicama, što ukazuje na to da među njima nema razlike što se tiče područja najveće zastupljenosti anglizama, vrste anglizama i vrste riječi kojoj pripadaju.

Ključne riječi: anglizmi, elektronički mediji, globalni jezik, engleski, hrvatski



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# 1. Introduction

Nowadays, the English language is ubiquitous and it is rightfully called a global language or *lingua franca*. We are surrounded by the English language in almost every aspect of our lives and are influenced by it, consciously or unconsciously. The wide distribution of English words and expressions affects our everyday language use. Some of these words have become so frequent in our language that we see them as our own, although in many cases they are actually words of English origin, that is, anglicisms. In addition to the information-communication technology that abounds in anglicisms, the media also contain many words that originate from the English language. Considering the above, this thesis deals with the influence of the English language on the language of Croatian electronic media. The areas I have chosen for the analysis of the use of anglicisms are Croatian political, showbiz and sports television shows and Croatian online newspaper in which political, showbiz and sports articles will be analyzed.

The aim of this thesis is to analyze television shows and online newspaper articles of different nature and determine in which type of television shows and online newspaper articles anglicisms are used the most, whether there are differences in their frequency in different electronic media with regard to the area in which they appear and to which word class the majority of the found anglicisms belong. The thesis is divided into two main parts: the theoretical part and the analytical part, i.e. corpus analysis.

In the second chapter, an overview of English as a global language and the reasons why it has acquired such a status is provided.

The third chapter deals with the phenomenon of languages in contact, as well as the spread and influence of the English language on European countries, including Croatia.

In the fourth chapter, the concept of anglicisms is defined through different theoretical backgrounds, the concept of pseudoanglicisms and the ways of their formation are explained, the adaptation of anglicisms in the Croatian language is discussed on four levels – phonological, orthographic, morphological and semantic, and finally, an insight into the use of anglicisms in the Croatian media is provided.

The fifth chapter describes the corpus that will be analyzed and methodology of the analysis. In this thesis, the emphasis is put on anglicisms found in Croatian television shows *Otvoreno*, *IN magazin* and *RTL Sport*, and articles of different nature in Croatian daily online newspaper *24sata*.

Television shows and online newspaper articles that will be analyzed for the purposes of this thesis are of a political, showbiz and sports nature.

The sixth chapter represents the results of the analysis, which is followed by the discussion of the results and their comparison. The thesis ends with a conclusion based on the obtained results.

## 2. English as a Global Language

English is undoubtedly the most widely spoken language in the world. This does not only refer to the fact that English is the official language in many countries around the world, but also to the fact that English words and phrases are increasingly used in non-English speaking countries. “The most remarkable thing about English today is not that it is the mother tongue of over 370 million people, but that it is used as an additional language by so many more people all around the globe. Non-native speakers, in fact, hugely outnumber native speakers – probably a unique situation in language history” (Svartvik & Leech 2016: 1). According to *Ethnologue*, which provides an insight into the statistics of the world’s languages on an annual basis, English is the most widely spoken language in the world in 2022 with 1.5 billion speakers. Its influence on other languages is visible in the fact that anglicisms are more and more used nowadays, to the extent that for some words people do not even know the equivalent in their own mother tongue, although it exists but is used less often. “Sooner or later the foreign words that happen to stay in a receiver language will be integrated into the existing language structures to such an extent that they will not be recognized as foreign anymore” (Fischer & Pułaczewska 2008: 4).

Crystal (1997: 3) gives a definition of a global language by stating that “a language achieves a genuinely global status when it develops a special role that is recognized in every country.” He also explains the reason behind it and claims that “a language has traditionally become an international language for one chief reason: the power of its people – especially their political and military power” (Crystal 1997: 9).

According to Crystal (1997: 29-30), the English language has gained the status of a global language because of its geographical-historical influence as well as its socio-cultural influence. The geographical-historical influence refers to the spread of the English language in non-English speaking countries during the colonial period, while the socio-cultural influence refers to the people’s dependency on English in the sense of their economic and social well-being. This is due to the fact that English became omnipresent on an international level in the domains of political life, business, safety, communication, entertainment, the media and education.

Pašalić & Marinov (2008: 251-252) argue that there are at least two reasons why English has become a global language. The first reason is the great expansion of the British colonial power, which enabled Britain to maintain its important role in the economic and political spheres around the world to this day. The second reason is the fact that the United States became the world’s leading economic power in the 20<sup>th</sup> century, which caused even a stronger effect on the expansion

of the English language. English has become the main means of communication to many people around the world due to its dominance in the fields of science, technology, mass media, electronic communication, publishing, music, economy and many others.

Svartvik & Leech (2016: 5) describe the learning of English as a foreign language as necessary and useful for international contacts in such areas as industry, business, politics, diplomacy, education, research, technology, the Internet, sports, entertainment and tourism.

Although there are many areas that abound in anglicisms, in this thesis a special emphasis will be put on their overwhelming use in the media, which greatly influence our everyday language use as well as our speech in general. Filipović (1996: 38-39) notes that the indirect borrowing of English terms occurs through media between countries with no close connections.

### **3. Languages in Contact**

Sočanac et al. (2005: 9) argue that various factors throughout history have contributed to languages being in contact, such as migrations, territorial conquests, trade, travels, culture, education, and technological advances. Linguistic contacts are important in the process of linguistic variations and changes, and they are always the result of specific social relations. The place where two or more languages meet is the consciousness of a bilingual speaker who acts as a mediator between the language communities of those two languages (Sočanac et al. 2005: 9).

Filipović (1986: 17) defines languages in contact as a linguistic phenomenon with two possibilities of language contact. The first possibility of languages in contact is when a word or a phrase of the giving or lending language is adopted into the system of the receiving language, which refers to the process of linguistic borrowing. The second possibility is when a speaker of a particular language decides to learn a foreign language. This refers to the process of acquiring a foreign language. Filipović (1986: 18) further claims that the term languages in contact has a broader meaning than linguistic borrowing and that in recent times it covers a wider area, such as bilingualism, language borrowing, language acquisition, language loss or language shift and language planning.

According to Ivir (1990: 83), the discipline of languages in contact arose in the 19<sup>th</sup> century and refers to bilingualism, indirect and direct language borrowing, and primary and secondary language adaptation. Ivir analyzes the research of contact between English and certain European languages and English among immigrants in the USA conducted by Filipović, which show that there are some significant differences between these two language contact situations. On the one hand, the indirect contact of English with other European languages is achieved through the intermediation of mediated language or means of communication, such as press, television or radio. On the other hand, the contact between English and immigrants and immigrant communities in the USA is seen as direct because they are forced to communicate directly with speakers of English (Ivir 1990: 83). Therefore, it can be concluded that language contact can be either direct or indirect. Nowadays, the indirect language contact is generally prevalent, since people are constantly exposed to the English language through various means, and the media is one of the most common examples.

#### **3.1. The Influence of English in Europe**

According to Filipović (1986: 50), European languages have established their first contacts with English, more precisely with its British variant, very early. As these contacts grew and strengthened in the 17<sup>th</sup> and 18<sup>th</sup> century with the discovery of England, they had a noticeable impact on the vocabulary and, less often, on the structure of European languages (Filipović 1960, cited in Filipović 1986: 50).

Fischer & Pułaczewska (2008: 1) state that “the growing influence of English on the languages of Europe is an example of a linguistic change under contact conditions”. The reason behind it is the political, economic and technological development over the past few decades. The European countries are nowadays working closely together, which is evident from the fact that the European Union expanded to 27 nations. “English functions as the interlingual medium of European communication and has played a key role in the growing together of the European West and East in recent years” (Fisher & Pułaczewska 2008: 1).

### **3.2. The Influence of English on Croatian**

Sočanac et al. (2005: 10) point out that the English influence intensifies after World War II in all European languages, including Croatian. In the last decade, its influence has become even greater, due to new communication technologies, as well as to the sudden increase in the importance of the English language as a means of global communication.

Turk & Opašić (2008: 79) observe that “in the second half of the 20th century, Croatian, along with the majority of European languages, was swamped with loanwords from the English language”. Among other languages that have influenced Croatian, anglicisms are described as “the largest single group of loanwords over the last few decades”. They further note that “it was precisely because of English loanwords that contact linguistics was articulated at a scientific level in Croatian linguistics” (Turk & Opašić 2008: 79).

Bosnar-Valković et al. (2008: 1037) claim that “with Britain’s rise to a major European political and economic power, the intensity of contacts increased, and English as a *donor language* to Croatian has remained a constant source of new vocabulary items ever since”. They also observe that “the influence of English on Croatian is almost always motivated by cultural-civilizational and scientific-technical reasons, i.e. by the need for words defining new things and terms borrowed from the English language and civilization”. The English element has influenced the Croatian vocabulary on a large scale and the consequence of that is a need to protect the native language from the omnipresent English borrowings (Bosnar-Valković et al. 2008: 1037).

According to Sočanac et al. (2003: 169), the influence of the English language on Croatian is conditioned by the need to name the subject or term which is taken over from the donor language. They also emphasize the great power of the English language and culture, which also greatly influences the need to transfer English words into Croatian. The presence of English words in Croatian is significantly increasing, not only when it comes to professional terminology in, for example, computer technology or medicine, but also in the sphere of public communication – media, and personal communication, especially among young people living in urban areas (Sočanac et al. 2003: 169).

Opačić (2007a: 22) notices that in recent times, loanwords of English origin come into the Croatian language with American technology, film industry, entertainment industry and modern communication, which refers to telecommunications and the global Internet network. Croatia is a country that uncritically accepts everything that is foreign, which is closely connected with Croats' susceptibility to modernity as well as with spiritual indolence and conformism (Opačić 2006: 24).

According to Fischer & Pułaczewska (2008: 6), when it comes to loanwords or lexical borrowings, both the form and the meaning of a foreign word become imported into another language. They also state that lexical borrowing can be considered the same as direct borrowing, which is a borrowing whose form is transferred directly from the source language. On the other hand, hybrid formations are the result of a mixture of lexical and semantic borrowings. They are also called loan blends and they denote a word or a combination of words that consists of elements of both source and receiver language. Finally, there are pseudo-borrowings, or pseudo-loans, which are defined as “words or word elements in languages other than English that were borrowed from English but are used in a way native English speakers would not recognize” (Fischer & Pułaczewska 2008: 7).



## 4. Anglicisms

Languages often have gaps in their vocabulary when it comes to naming new objects, ideas or terms, and are therefore in need of new words. According to Filipović (1990: 15), there are three possible ways to fill these vocabulary gaps – formation of new words using existing elements, linguistic borrowing and changed or added meaning of words that already exist. Linguistic borrowing is the most common way of integrating and adapting new words into the recipient language as loanwords which fill the vocabulary gaps (Filipović 1990: 15).

Fischer & Pułaczewska (2008: 8) claim that “though *anglicism* is connected to the word *England* etymologically, it is generally not only used for anglicisms from England, but also for English loans from all varieties of the English language”.

Opačić (2007a: 22) defines anglicisms as words that have already been adapted to a language and its rules on the graphic, morphological and accentual level, and which originate from the English language.

Filipović (1990: 17) offers a more extensive definition of anglicisms and states that “anglicism is every word borrowed from the English language which denotes an object, idea or concept as integral parts of English civilization; it does not have to be of English origin, but it has to be adapted according to the English language system and integrated into the English vocabulary”. Based on this definition, it can be concluded that “among anglicisms we include all those loanwords for which we can determine: a) that their original language is English, b) that they are taken from English and c) that they denote objects and concepts that are of English origin or are today an integral part of the life and material culture of England and America” (Filipović 1990:17).

Another definition of an anglicism is given by Gottlieb (2005: 163), who claims that it is “any individual or systemic language feature adapted or adopted from English, or inspired or boosted by English models, used in intralingual communication in a language other than English”.

### 4.1. Pseudoanglicisms

Filipović (1986: 193) states that in addition to anglicisms there is another, smaller group of English words in the Croatian language which are called pseudoanglicisms. Pseudoanglicisms are words or expressions that are composed of elements of English origin, but the whole they form is not taken from the English language because it does not exist in it. Filipović (1986: 193) explains that the creation of pseudoanglicisms is related to the filling of gaps in the vocabulary by creating a

new word from already existing elements of the language, but with the difference that these elements are not native words but loanwords.

According to Filipović (1990: 19-20), pseudoanglicisms can be formed in three ways:

a) through composition that occurs when the anglicism is combined with the word man, e.g. gol + man = golman

b) through derivation that occurs when an English suffix like -er or -ist is added to the anglicism, e.g. vaterpolo + ist = vaterpolist

c) through ellipsis that occurs when a suffix or some other part of the anglicism is dropped, e.g. boxing – -ing = boks.

## **4.2. Adaptation of Anglicisms in the Croatian Language**

Filipović (1986, 1990) analyzes the adaptation of anglicisms in the Croatian language on four different levels – phonological, orthographic, morphological and semantic.

### *4.2.1. Phonological Adaptation of Anglicisms*

On the phonological level, phenomena of substitution and importation appear. Substitution occurs when elements of the donor language are replaced by elements of the recipient language, whereas importation occurs when some element of the donor language is transferred into the system of the recipient language (Haugen 1956: 50, as cited in Filipović 1986: 68).

As far as the phonological level of adaptation is concerned, substitution is a more frequent occurrence than importation. Substitution at the phonological level is called transphonemization and it is defined as “the replacement of phonological elements of the donor language with elements of the recipient language, and occurs during the formation of the phonological form of the loanword in the recipient language” (Filipović 1986: 69).

Futhermore, Filipović (1986: 72-73) describes three types of transphonemization. The first type is complete transphonemization which consists of phonemes of the donor language that are replaced by corresponding phonemes of the recipient language whose description fully corresponds to the description of the model phonemes. Then, there is also partial or compromise transphonemization which differs from the first type in that the phonemes of the donor language are replaced by the corresponding phonemes of the recipient language whose description only partially corresponds to the description of the model phonemes. The third type is free transphonemization, which

includes those phonemes of the donor language that do not have even partial equivalents in the recipient language and can therefore be replaced without any restrictions regarding the description of phonemes of the recipient language. Complete and partial or compromise transphonemization is carried out according to phonetic principles, while free transphonemization is “based on orthography or some extralinguistic factor” (Filipović 1986: 73).

Filipović (1986: 73-75) provides examples for each of the types, in which English is the donor language, while Croatian is the recipient language.

1. Complete transphonemization: e.g. *team* /ti:m/ > *tim*
2. Partial or compromise transphonemization: e.g. *box* /bɒks/ > *boks*
3. Free transphonemization: e.g. *pyjamas* /pə'dʒɑ:məz/ > *pidžama*

#### 4.2.2. Orthographic Adaptation of Anglicisms

According to Filipović (1990: 28-29), the orthography of loanwords can be formed in four different ways, based on the pronunciation of the model, orthography of the model, the combination of the pronunciation and orthography of the model and the influence of the intermediary language.

Sočanac et al. (2005: 12) analyze these four ways of forming the orthography of loanwords and observe that in contrast to the basic word forms which were formed according to pronunciation and which were adapted to the system of the recipient language, those basic word forms which were formed according to orthography retain the visible features of the donor language. The combination of pronunciation and orthography of the model is described as a kind of compromise, in which both of these systems are present. The influence of the intermediary language refers to the involvement of a third language which acts as an intermediary between the donor language and the recipient language and affects the basic orthographic form of the loanword (Sočanac et al. 2005: 12).

Sočanac et al. (2005: 12-13) provide examples for each of the ways of forming the orthography of loanwords, in which English is the donor language, Croatian is the recipient language and German is the intermediary language.

1. Pronunciation of the model: e.g. *jam* > *džem*
2. Orthography of the model: e.g. *reality show* > *reality show*

3. Combination of the pronunciation and orthography of the model: e.g. *dealer* > *diler*

4. Influence of the intermediary language: e.g. *strike* > *Streik* > *štrajk*

#### 4.2.3. *Morphological Adaptation of Anglicisms*

“The analysis of loanwords at the morphological level consists in determining: a) all the changes that the basic form of the donor language model goes through during its adaptation and transition into the basic form of the replica of the recipient language, and b) how the laws of the morphology of the recipient language are applied to this new basic form” (Filipović 1986: 117).

Filipović (1986: 119) introduces a new term for analysis at the morphological level. This term is called transmorphemization, and it is based on the assumption that a word can be composed of a free morpheme and a bound morpheme, that a bound morpheme can be zero morpheme, which means that the free morpheme forms a word, and finally, that the complex morpheme, which consists of a free morpheme and a suffix (Haugen 1969: 389, as cited in Filipović 1986:19), forms a word.

There are three types of transmorphemization depending on the composition of the loanword and the adaptation of the bound morpheme – zero transmorphemization, compromise transmorphemization and complete transmorphemization. Zero transmorphemization refers to taking the model into the recipient language as a free morpheme without a bound morpheme, and therefore there is no need for morphological adaptation of the basic form. Compromise transmorphemization occurs when a loanword retains the suffix, i.e. transphonemized bound morpheme from the donor language, but it does not conform to the morphological system of the recipient language. Complete transmorphemization also refers to the adaptation of a bound morpheme of the donor language that does not correspond to the morphological system of the recipient language. The only difference is that in the case of complete transmorphemization, it is about replacement with a bound morpheme, i.e. a suffix, which has the same function and meaning from the inventory of the recipient language. Complete transmorphemization results in a replica, which is completely integrated into the recipient's language system. In its morphological adaptation, the donor language model goes through two stages of transmorphemization. The first stage refers to its transition into a compromise replica that retained the bound morpheme of the donor's language, while the second stage refers to its integration into the system of the recipient's language by which it became a replica (Filipović 1986: 119-123).

Filipović (1986: 119-123) exemplifies each of the above mentioned types of transmorphemization. In the following examples, English is the donor language, while Croatian is the recipient language.

1. Zero transmorphemization: e.g. *nylon* > *najlon*
2. Compromise transmorphemization: e.g. *train-ing* > *tren-ing*
3. Complete transmorphemization: e.g. *box-er* > *boks-er* > *boks-ač*

#### 4.2.4. *Semantic Adaptation of Anglicisms*

The main goal of the analysis at the semantic level is to show how English loanwords form their meaning when integrated into the recipient's language system, the changes that occur during their integration and why these changes occur, as well as what is the relationship between the meaning of the loanword and the meaning of the model in the donor language. In semantic analysis, two types of changes are studied - primary and secondary (Filipović 1986: 153).

On the one hand, primary semantic adaptation of loanwords refers to zero semantic extension, restriction of meaning in number and restriction of meaning in the field. Zero semantic extension occurs when the meaning of the English loanword, or replica, remains the same because it is integrated into the system of the recipient language, e.g. *beefsteak* > *biftek*. Given that words in most cases have multiple meanings, the phenomenon of restriction of meaning has become the most common change in linguistic borrowing. Restriction of meaning in number refers to the fact that one specific meaning is transferred from the donor language to the recipient language, e.g. the English word *hobby* has seven different meanings in Webster's dictionary, while the Croatian word *hobi* refers only to the third meaning from the above mentioned dictionary. Under this third meaning, the word *hobby* is defined as "a specialized pursuit (...) that is outside one's regular occupation and that one finds particularly interesting and enjoys doing usually in a non professional way as a source of leisure-time relaxation" (Gove 1966: 1075). However, certain English loanwords convey more than one meaning in the recipient language, e.g. out of five meanings for the English word *goal*, two meanings can be found for the Croatian word *gol* – *vratnica* and *zgoditak*. Restriction of meaning in the field refers to the narrowing of the loanword in such a way that it is not used in the recipient language in the full meaning of its field of meaning, e.g. Croatian loanword *stjuard*, which comes from the English word *steward*, is not used in the full meaning of its field of meaning according to Webster's dictionary, but rather narrows its field of meaning and refers only to an employee on an airplane and excludes other meanings from that field of meaning (Filipović 1986: 161-169). Nonetheless, in the meantime, the term *stjuard* has

become current in Croatian also in the sense of an official appointed to supervise arrangements or keep order at a large public event, for example a race, match, or demonstration in football contexts, where these people can be seen wearing yellow hi-vis vests. However, this is an observation that has not yet been confirmed in the dictionaries of the Croatian language.

On the other hand, secondary semantic adaptation of loanwords refers to expansion of meaning in the field and expansion of meaning in number. There are two conditions for this semantic change, namely the complete integration of the loanword into the lexical system of the recipient language and its free use within the recipient language. The expansion of meaning in the field refers to the inclusion of additional elements in the recipient language that expand the field of meaning and the use of the loanword in a wider context, e.g. the English adverb *out* in the Croatian language becomes the noun *aut*, and expands its field of meaning in the function of an attribute that contains a meaning that does not exist in the English language. The expansion of meaning in number occurs when a loanword expands its number of meanings from one to two, e.g. the Croatian loanword *najlon* retained the meaning of the English model – *nylon*, but it also expanded the number of meanings by adding a new meaning – *plastika* (Filipović 1986: 169-175).

### **4.3. Anglicisms in Media**

Among other areas in which the use of anglicisms is a frequent occurrence, the media is one of the most prominent areas that greatly influences the public and, therefore, the further use of those same anglicisms that people see or hear in the media on a daily basis. According to Opačić (2006: 5), “the media are the ones who design opinions, taste, needs, and morals today”. Nowadays, the communication between the media and the consumers of those media is impaired due to the overabundance of English words and expressions and it is rushing towards incomprehensibility and the Croatian language towards unrecognizability (Opačić 2006: 6).

Opačić (2007a: 23-25) discusses how English, as the language of the world's leading power, that is, the United States of America, has become the language that connects all countries through its influence in the media. She notices that in Croatia, for the titles of foreign TV series and reality shows such as *Big Brother* and *Survivor* there are even no attempts at translations into Croatian and they are simply left in their original form. Opačić also mentions various Croatian newspapers and newspapers columns which do not have a Croatian, but an English name, such as *Journal* and *Lifestyle*. As the main reasons for this, she points out the aspiration to equalize different lifestyles and linguistic snobbery because all of these English titles can easily be translated into completely comprehensible Croatian language.

Opačić (2007b: 280) describes the English language as an external threat to small languages, including Croatian, which is unstoppably encroaching on the Croatian public, political, scientific, economic, cultural, and above all, media space. Opačić states that English phrases and constructions are pushed and imposed in the Croatian media without any coercion, even in cases where the Croatian versions of these phrases and constructions are more concise and therefore more understandable.

As far as the electronic media are concerned, Görlach (2002: 191) claims that “with the development of the electronic media and their recent spread to all parts of the world one may foresee that English influence will become a lasting reality”.

## 5. Corpus

The corpus that was analyzed consists of Croatian television shows *Otvoreno*, *IN magazin* and *RTL Sport*, and Croatian daily online newspaper *24sata*. The occurrence and frequency of anglicisms in the mentioned television shows and online newspapers in articles of different nature was analyzed and compared, as well as the type and word class of the found anglicisms. *Otvoreno* is the central Croatian political talk show, in which four days a week, together with guests from the Croatian and sometimes even foreign political scene, current political topics are analyzed and commented on. *IN magazin* is a Croatian television entertainment show that brings various news from the domestic and foreign showbiz scene five days a week. *RTL Sport* is a Croatian sports television show as part of the *RTL* news program, which brings the latest domestic and foreign sports news every day. *24sata* is the leading Croatian news portal, which provides its readers with an insight into the latest news from Croatia and the world. Apart from the fact that it is one of the most read news portals in Croatia, *24sata*, as its name suggests, contains a lot of news and articles from different areas which are published on a daily basis, which is the main reason why I chose this particular online newspaper for the purposes of the analysis.

### 5.1. Methodology

Television shows *Otvoreno*, *IN Magazin* and *RTL Sport*, as well as the online newspaper *24sata* were analyzed over a period of four days, more precisely, from May 29 to June 1. Television shows were watched on the websites of the television programs on which they are broadcast, that is *HRTi*, *RTL Play* and *Nova TV*. That way, I could stop the video of the show the moment I noticed that an anglicism was being used to record it, and also rewind it if I missed something or wanted to watch it again. The total duration of the watched television shows was 5 hours and 58 minutes. In order to check whether all recorded words are truly anglicisms or whether they originate from another language, I used *Hrvatski jezični portal*, which is the first online dictionary of the Croatian language. Some of the Croatian words may initially seem like anglicisms, but in fact be of completely different origin, thus it was essential to carefully look into the etymology of the noted words. Regarding corpus analysis from the online newspaper, the articles were read on the website of the *24sata* news portal. The articles that were selected for the analysis of the use of anglicisms are political, showbiz and sports articles. Four randomly selected articles of each of the mentioned nature published on a given day were attentively read and every word that was borrowed from the English language, that is, anglicism that was used in the articles was noted. After all the anglicisms



were recorded, I also used *Hrvatski jezični portal* to check the etymology of each word in order to make sure it was truly an anglicism and not a word of some other origin.

## 6. Results

The total number of anglicisms found in the entire analyzed corpus is 274, of which 159 anglicisms were detected in television shows, while the remaining 115 anglicisms were found in online newspaper articles.

The results of the analysis are presented by the broadcast dates of the analyzed television shows, as well as by the publication dates of the analyzed online newspaper articles in which anglicisms were found, after which the total number of anglicisms found in each electronic media source is listed. Furthermore, the anglicisms found are further categorized according to the more specific domains they belong to within the area in which they were found. Anglicisms that do not belong to any specific domain are not listed.

The research results are presented in the form of tables. The tables are followed by sentences from the analyzed television shows and online newspaper articles in which anglicisms were found. Words that were identified as anglicisms are underlined in each of the sentences.

### 6.1. Otvoreno

The anglicisms found in the political television show *Otvoreno* are shown in the following table.

| May 29   | May 30  | May 31  | June 1     |
|--|---|---|------------|
| start, inflacija,<br>partner,<br>nadstandardno,<br>cruise, turizam,<br>autobus, tramvaj,<br>tramvajski, gap,<br>trend, turistički, bus,<br>webshop,<br>nadstandard | inflacija, turizam,<br>commodity, input,<br>turistički, retail,<br>brendirano, hedžirati,<br>trend, fer, smart<br>farming | NATO, džoker, film,<br>bojkotirati, samit,<br>partner | trend, tim |

Table 1: Anglicisms found in television show *Otvoreno*.

A total of 28 anglicisms were found in four episodes of the political television show *Otvoreno*. Anglicisms that were repeated several times were counted only once. Although the show mainly discusses political topics, the majority of the anglicisms found can be further divided into more specific domains to which they belong.

|                   |   |
|-------------------|---|
| Politics/Economy  | partner, nadstandardno, nadstandard, NATO, bojkotirati, samit, inflacija, turizam, gap, turistički, commodity, retail, hedžirati, smart farming |
| IT                | webshop, input  |
| Health            | -   |
| Sport             | start, tim  |
| Lifestyle/Fashion | cruise, trend, brendirano   |
| Gastronomy        | -   |

Table 2: Anglicisms found in television show *Otvoreno* categorized by specific domains.

“*I ono treće gdje bih se čak u startu možda i složio sa ovim što ministar govori...*”

“*Mi imamo u zadnjih godinu, dvije kada imamo ovaj visoki val inflacije...*”

“*Mi se naravno još moramo savjetovati sa koalicijskim partnerima.*”

“*...nadstandardne usluge dapače, u onoj mjeri u kojoj jedinica lokalne samouprave to može ispoštovati.*”

“*...recimo, za grad Dubrovnik prihoda od cruise takse.*”

“*Očekujemo i ovu eko taksu o zakonu turizma...*”

“*Mi danas itekako vidimo, recimo u gradu Zagrebu, od autobusa, tramvaja i tako dalje...*”

“*Mi želimo da svi građani Republike Hrvatske kad dođu u Zagreb mogu platiti tu subvencioniranu tramvajsku kartu...*”

“*Zato što mi enormno zaostajemo za Europom i taj gap koji se pojavio...*”

“*...znače jedan pojačani trend prodaje imovine ljudi.*”

“*Grad Zagreb je sve više i više turistički grad kojeg posjećuju brojni izletnici.*”

“*Grad Dubrovnik je uveo jednu aplikaciju koja se zove Bus webshop...*”

“*...stanovnici grada Zagreba ne mogu i ne smiju plaćati apsolutno nadstandard za sve ostale.*”

“*A sada, što se tiče commodity roba, a tu su dosta značajne poljoprivredne sirovine...*”

“*Već su se neki inputi smanjili u odnosu na prošlu godinu...*”

“...i što se tiče retaila, odnosno njihove prisutnosti u trgovačkim lancima, a još više njihove prisutnosti u turizmu, potrebno je da budu više tržišno orijentirani.”

“Dakle, ići ka visoko finaliziranim brendiranim proizvodima...”

“Na kraju je ispalo da su to veliki commodity trgovci, da su to banke koje su naplaćivale skupe kolaterale i da su to fondovi koji su hedžirali.”

“Dakle fer i poštena praksa i u ovom segmentu.”

“Moramo ići u tom smjeru, i u inovacije, i u smart farming...”

“...osudili su dužnosnici NATO-a, Europske unije i Sjedinjenih država.”

“...nekako uvijek džoker u rukavu za Aleksandra Vučića.”

“...a onda premotamo film malo i pogledamo kad su bili ovi ponovljeni izbori na Kosovu.”

“Pa tko je pozivao da se bojkotiraju izbori?”

“...osude dužnosnici NATO-a, Europske unije, Sjedinjenih država, danas i francuski predsjednik Macron na samitu u Bratislavi?”

“...u razgovoru sa stručnim timom iskazuju neke svoje preferencije.”

## 6.2. IN Magazin

The anglicisms found in the showbiz television show *IN Magazin* are shown in the following table.

| May 29   | May 30   | May 31   | June 1  |
|--|--|--|---|
| glamur, filmski, teniski, Survivor, in, film, bend, intervju, starleta, fashion week, dizajn, body positivity, after work, event, fun fact, big no, džungla, show, biznis, sportski, sport, tenis, reket, tenisač, | jazz, pop, UNESCO, šokiran, video, videospot, hitmaker, Eurosong, crossover, gag, GMO, hit, in, film, tinejdžerski, vokalan, mini, turistički, klub, trening, sportski, sport, tim, šok, stresor, stres, | in, džungla, roker, singl, hit, bend, riff, filmski, film, inflacija, dolar, art, rekord, turistički, zgrilano, intervju, šokirati, frontmen, show, menadžer, Eurosong, O.K., top, cheddar, upgrejdati, dip, ketchup, like | film, in, Bloom, social, frend, hit, show, fan, filmski, set, partner, serijal, trening, trik, izvanfilmski, fitness, bend, blok, art, mail, top, gold, miks, park, kauč, keks, stand-up, humor, video, beepati, like |

|  |   |  |  |
|--|---|--|--|
| trener, song, hip-hop, gig, vikend, blendati | highlight, kombi, tost, dip, runda, mikser, blender |  |  |
|--|---|--|--|

Table 3: Anglicisms found in television show *IN Magazin*.

In four episodes of the television show *IN Magazin*, a total of 98 anglicisms were encountered. Anglicisms that were repeated several times were counted only once. More than half of the anglicisms found can be further categorized into more specific domains to which they belong, while the remaining anglicisms do not belong to any of the categories.

|                   |  |
|-------------------|--|
| Politics/Economy  | biznis, turistički, inflacija, dolar   |
| IT                | upgrejdati, like, mail   |
| Health            | body positivity, šok, stresor, stres, šokirati   |
| Sport             | teniski, sportski, sport, tenis, reket, tenisač, trener, klub, trening, tim, runda, rekord, fitness      |
| Lifestyle/Fashion | starleta, event, roker, menadžer, fan, partner, show, glamur, in, fashion week, dizajn, trend, mini, hit |
| Gastronomy        | blendati, GMO, tost, dip, mikser, blender, zgrilano, cheddar, ketchup, keks                              |

Table 4: Anglicisms found in television show *IN Magazin* categorized by specific domains.

“...glamur na azurnoj obali.”

“Donosimo najljepše haljine s filmskog festivala u Cannesu.”

“Naš teniski humanitarac hrani i školuje svoje kumče iz Afrike.”

“Pogledajte kakav su doček prijatelji pripremili pobjednici Survivora Antoniji Ivić.”

“Kuhanje je IN.”

“...poznatog po ulozi Isusa Krista u filmu Pasija.”

“Svećenike su u nagovoru pratili vodeći bendovi duhovne glazbe.”

“...to smo u svakom intervjuu rekli, evo kao da letite.

“Opći dojam Cannesa je ove godine zaista fenomenalan, mimo ovih nekih starleta...”

“...odnosno kolekcija sa prošlog Couture fashion week-a.”

“Haljina je zapravo specifičnog dizajna...”

“...nadamo se da će takozvani body positivity trend u budućnosti biti sve zastupljeniji.”

“Terase okupane suncem idealna su mjesta za sve popularnija after-work druženja u metropoli.”

“...ali ovako kad je neki eventić u pitanju volim probati svašta nešto novo.”

“Fun fact, prije deset godina mislim da sam vidjela neki recept...”

“Big no, nemojte to jesti.”

“Pa iskreno, ja se još nisam vratila iz džungle u svojoj glavi...”

“Kako vam je bilo gledati kćer na televiziji u ovom dosta izazovnom showu?”

“...taj cijeli iznos bih iskoristila za svoj neki biznis.”

“Dolazi iz sportske obitelji i sportom se bavi otkad zna za sebe.”

“Zašto baš tenis?”

“Kad sam bio mali, počeo sam lupat sa reketom...”

“Bivši tenisač danas radi kao trener.”

“To su songovi koji se pamte zapravo za cijeli život...”

“S pjesmama kulturnog zagrebačkog hip-hop benda Elemental odrastale su mnoge generacije...”

“Mislim da smo sad prebacili preko tisuću gigova...”

“Tako je ovog vikenda izgledao Platak nedaleko od Rijeke.”

“Još ju moram samo dobro izblendat u krem juhu.”

“...ali nije klasična jer spaja jedan jedan jazz, etno, ali i pop zvuk.

“...po broju kulturnih nematerijalnih dobara koje je zaštitio i UNESCO.

“Zaista, publika diljem svijeta ostane, reći ću, pozitivno šokirana...”

“*Jak su one potpis svakog kraja, ali i video priče...*”

“*Sve što je prikazano ovim stihovima, glazbom i videospotom...*”

“*Našeg najpoznatijeg hitmakera čeka veliki koncert...*”

“*...što misli o ovogodišnjem Eurosongu...*”

“*...pa ću odsvirati nešto iz crossover materijala...*”

“*Lako mi je komunicirat na hrvatskom i stvarat gag situaciju.*”

“*Tu je valjda GMO uradio svoje.*”

“*...u Večeri novih pjesama - Hit ljeta nastupiti gotovo svi njegovi izvođači.*”

“*...je skladati počela još u tinejdžerskim danima.*”

“*...i oko toga je poprilično vokalna.*”

“*Danas ovaj mini zoološki vrt ima šest deva i dvije ljame...*”

“*...na jednu tajnu lokaciju kod našeg kolege iz turističke zajednice...*”

“*Prvakinje Hrvatske, nogometašice nogometnog kluba Osijek...*”

“*Kako izgleda trening, te zašto je ovim djevojkama nogomet...*”

“*...koje se mogu pohvaliti titulom najtrofejnije sportske ekipe u Osijeku.*”

“*Baviti se profesionalnim sportom...*”

“*Naučiti raditi kao tim najvažnija je lekcija...*”

“*Koliki je šok bila dijagnoza?*”

“*Znaš koji su okidači, znaš koji su stresori...*”

“*Stres i nespavanje.*”

“*To su mi nekako dva highlighta života trenutno.*”

“*Svi mi imamo trenutke kad izlazimo iz kombija pokočeni...*”

“*...ali uz hrskavi tost ili svježe povrće.*”

“*Danas pripremam svoj omiljeni bliskoistočni namaz ili dip...*”

“Prva runda ide van.”

“Ovo nemojte raditi štapnim mikserom ili blenderom.”

“Rokeri iz Županje posjetili su i slapove Niagare...”

“...svojim su obožavateljima nakon dvije godine poklonili novi singl...”

“...sjeda na onaj riff, dok slaže već solo.”

“...a kako je bilo vrijeme inflacije, devalvacije...”

“Jednom prilikom, točno imamo skoro u dolar...”

“...na gotovo obiteljskom projektu, predstavi Art.”

“...ponovno obara rekorde.”

“...i malezijsku turističku atrakciju...”

“Zmija je bila dosta pečena, zgrilana.”

“Čime smo šokirali poznatog pjevača...”

“...frontmen grupe Vigor ljubazno je pristao na razgovor...”

“...koja je tvrdila kako će u poznatom TV showu...”

“...ni organizator, ni naš menadžer.”

“...nije dala nijedan bod Hrvatskoj na Eurosongu?”

“Ne, ma sve O.K., nema problema.”

“...fora vam je top.”

“Zatim ćemo naribati cheddar sir.”

“...ali ja ću ga malo upgrejdat...”

“Stavit ćemo majonezu, zatim ketchup.”

“Ostavite like ili komentar.”

“...ali i veliki koraci malenog Blooma.”

“...baš je social.”



“*Ima ono frendače u ulici...*”

“*U jubilarnoj desetoj sezoni hit showa...*”

“*...zapravo znam da imamo mega fanove.*”

“*...ne jenjava ni izvan filmskog seta...*”

“*...čeka dijete s 54 godine mlađom partnericom.*”

“*Prvi film serijala 96 sati...*”

“*Još jedan od trikova u rukavu...*”

“*...jest prisutnost i izvanfilmskog svijeta.*”

“*Zato imamo konvencije zdravlja i fitnessa...*”

“*...tako da imamo nekakav blok koji smo sastavili...*”

“*Odmah mi je uputila mail...*”

“*...zlatno gold boje...*”

“*...da napravimo jedan miks, ugodan miks...*”

“*Naša djeca kada dođu u parkić...*”

“*Obožava biti na kauču...*”

“*...samo je bitno da se ima keksić...*”

“*Na nadolazećem festivalu stand-up komedije...*”

“*Humor joj je pomogao da se vrati jača...*”

“*Stavila sam paralelno dva videa kolege...*”

“*Doslovno da ga ideš beepat...*”

### **6.3. RTL Sport**

The anglicisms found in the sports television show *RTL Sport* are presented in the following table.

| May 29  | May 30   | May 31   | June 1   |
|---|--|--|--|
| gol, fan, trener, klub, trans, skauting, Bad Blue Boys, nokaut, Play premium, meč, nokautirati, runda, digitalno, set, tenisač, sport | break, Bad Blue Boys, klupski, meč, tenisač, set, stop, teniski, cikloturistički, trener | klupski, rekorder, kup, UEFA, the special one, nokaut, trener, tinejdžer, tenisač, ATP, šokantno, meč, klub, NBA | klub, gol, transfer, trener, trenirati, kup, dres, kamp, meč, set, runda, tenisač, relijaš |

Table 5: Anglicisms found in television show *RTL Sport*.

In four episodes of the television show *RTL Sport*, a total of 33 anglicisms were found. Anglicisms that were repeated several times were counted only once. Most of the anglicisms found can be further categorized into more specific domains to which they belong.

|                   |   |
|-------------------|---|
| Politics/Economy  | -   |
| IT                | digitalno   |
| Health            | trans, šokantno   |
| Sport             | gol, fan, trener, klub, skauting, nokaut, meč, nokautirati, runda, set, tenisač, sport, klupski, teniski, cikloturistički, rekorder, UEFA, ATP, NBA, transfer, trenirati, relijaš |
| Lifestyle/Fashion | dres  |
| Gastronomy        | -   |

Table 6: Anglicisms found in television show *RTL Sport* categorized by specific domains.

“...i takva je riješena četiri gola prije kraja.”

“Proslava se ubrzo preselila u fan zonu...”

“...koji su zadovoljni naslovom i novim trenerom...”

“U karijeri je branio za samo tri kluba...”

“...bacio u trans navijače Evertona.”

“Bavili smo se skautingom...”

“...sigurno sada preko pet tisuća Bad Blue Boysa došlo je podržati...”

“Šest nokauta, jedna predaja...”

“...kojeg ste gledali samo na Play premiumu...”

“Dva meča za naslov prvaka...”

“...nokautirao je Britanac Jordan Barton.”

“...ali u tri runde nije uspio svladati...”

“Sve borbe su vam dostupne na digitalnoj platformi Play premium.”

“...s 3:1 u setovima izbacio Argentinca...”

“Srpski tenisač je nakon meča još jednom napravio potez koji nema veze sa sportom.”

“Napravili smo break u Omišu...”

“Prvi finale od tri europska klupska natjecanja...”

“Stop nasilju.”

“...a teniski savez najmlađe europske države...”

“Ali u zemlji koja sebe voli nazivati vodećom cikloturističkom destinacijom...”

“Andalužani su sa šest naslova apsolutni rekorderi...”

“...ili nekadašnjeg kupa UEFA-e...”

“...ali nikada s druge strane nije naišla na the special one-a.”

“Bio je to prvi nastup 18-godišnjeg Hajdukovog tinejdžera...”

“...stigao je 172. igrač s ATP ljestvice...”

“Evo kako je Rus objasnio svoje šokantno ispadanje.”

“Nakon šokantnih konferencijskih finala vrijeme je za onaj pravi, veliki finale NBA lige.”

“Stručnjak za transfere...”

“Imao sam privilegiju trenirati najboljeg igrača...”

“...pa je i razmjena dresova prošla s manjim problemima.”

“...promovira nogometni kamp...”

“A najbolji relijaši svijeta su u Italiji...”

#### 6.4. 24sata

##### 6.4.1. Politics

The anglicisms found in political articles of the online newspaper *24sata* are shown in the following table.

| May 29  | May 30  | May 31                      | June 1   |
|---|---|-----------------------------|--|
| turistički, turizam, rekordno, inflacija, standard, kontejnerski, lider | partner, inflatorni, miks, intervju, samit, video, protutenkovski | NATO, lider, klub, šokirati | digitalno, terminal, turizam, sport, turistički, turist, deblokiranje, deblokirati, blokirano, blokirati, samit, NATO, KFOR, bojkotirati |

Table 7: Anglicisms found in political articles of the online newspaper *24sata*.

A total of 27 anglicisms were found in 16 political articles in the online newspaper *24sata* over a period of 4 days. Anglicisms that were repeated several times were counted only once. The majority of the anglicisms found can be further categorized into more specific domains to which they belong, while a few of them do not belong to any category.

|                   |  |
|-------------------|--|
| Politics/Economy  | turistički, turizam, inflacija, standard, lider, partner, inflatorni, samit, protutenkovski, NATO, turist, KFOR, bojkotirati |
| IT                | video, digitalno   |
| Health            | šokirati   |
| Sport             | rekordno, klub, sport  |
| Lifestyle/Fashion | -  |
| Gastronomy        | -  |

Table 8: Anglicisms found in political articles of the online newspaper *24sata* categorized by specific domains.

“Ove godine kad završi turistička sezona...”

“Siguran sam da će prihodi od turizma biti rekordni...”

“Mislimo kako bi se stopa inflacije trebala smanjivati...”

“Moramo nastaviti dizati ekonomski i socijalni standard sugrađana.”

“...učinit ćemo sve da nema više nijednog kontejnerskog naselja na Banovini.”

“Slijedi i turistička sezona koja bi, po pokazateljima, mogla biti bolja od rekordne...”

“...tvrde da je cilj zakona ukloniti lidera Građanske platforme...”

“...da smo poštovani i uvaženi od naših partnera...”

“...osjećaju i u energetskej krizi, prehrambenoj krizi, inflatornim pritiscima.”

“Taj neki miks kompleksa i ljubomore pršti iz njega...”

“...rekao je predsjednik Volodimir Zelenskij u intervjuu...”

“...prvi put ovog mjeseca na marginama samita čelnika...”

“Zelenski je također zatražio vojnu potporu Južne Koreje u video obraćanju...”

“...protuzračno, protutenkovsko i protubrodsko oružje.”

“Gordan Jandroković prije NATO sastanka...”

“...francuska zastupnica iz kluba Zelenih...”

“Ta je izjava šokirala istočnoeuropske zemlje...”

“...njegovu komunikaciju i inteligentno korištenje digitalnih tehnologija.”

“...terminala na Krku na 6,1 milijardu prostornih metara plina.”

“Ministrica turizma i sporta Nikolina Brnjac izjavila je u četvrtak kako je turizam...”

“...pozicionirati kao cjelogodišnja turistička destinacija, jer to turisti...”

“Vladajuće stranke u BiH traže deblokiranje...”

“...kako je za napredak ove zemlje ključno deblokirati nova...”

“Zbog poteza vlasti Republike Srpske blokirana su sredstva...”

“Jasno je da time onda blokiramo čitav proces...”

“Nekoliko desetaka vojnika KFOR-a, snaga međunarodne zajednice pod vodstvom NATO-a...”

“...nakon izbora koje su Srbi bojkotirali.”

#### 6.4.2. Showbiz

The anglicisms found in showbiz articles of the online newspaper *24sata* are shown in the following table.

| May 29  | May 30  | May 31   | June 1   |
|---|---|--|--|
| šokirati, funta, blogerica, fan, selfie, reality show, reality, internetski, hejter | striptiz bar, podcast, film, hostesa, dizajnerica, marketinški, turbofolk, reality, hejter, glamurozno, event, hit, sport, hobi | video, misica, vikend, filmski, film, glamurozno, glamur, skript, partner, internet, intervju, koledž, taksi, bestseler, rock, bend, hit | video, klub, videozapis, live, rock, bend, top, menadžer, back stage, fan, Barbie, veganstvo, intervju, film, tenisač, mini, partijati, DJ |

Table 9: Anglicisms found in showbiz articles of the online newspaper *24sata*.

A total of 48 anglicisms were found in 16 showbiz articles in the online newspaper *24sata* over a period of 4 days. Anglicisms that were repeated several times were counted only once. Most of the anglicisms found can be further categorized into more specific domains.

|                   |  |
|-------------------|--|
| Politics/Economy  | funta, marketinški   |
| IT                | internetski, podcast, video, internet, videozapis, live, DJ  |
| Health            | šokirati   |
| Sport             | sport, klub, tenisač   |
| Lifestyle/Fashion | blogerica, fan, reality show, reality, hostesa, dizajnerica, glamurozno, event, hit, hobi, misica, glamur, partner, top, menadžer, Barbie, mini, partijati |
| Gastronomy        | veganstvo  |

Table 10: Anglicisms found in showbiz articles of the online newspaper *24sata* categorized by specific domains.

“...i njegova obitelj šokirali su se kada im je u kuću upao...”

“Kažnjen je s 250 funti i zabranom prilaska...”

“...a mnogi je smatraju i blogericom, nikada se nisu javno eksponirali.”

“...javili fanovi koji su joj postavili zanimljiva pitanja.”

“Selfie na plaži - napisala je Marijana...”

“To je otkrila u premijernoj epizodi nove sezone reality showa...”

“...djecu koja su se dala kupiti darovima reality zvijezde...”

“...a zbog toga je trpjela strašne uvrede internetskih hejtera.”

“...te je ponudio velik iznos plesačici u striptiz baru...”

“U četvrtak je u podcastu...”

“...koja se često zbog toga pojavljuju u njegovim filmovima.”

“Radi kao hostesa na našoj obali.”

“Ipak, na kraju je odabrao modnu dizajnericu...”

“Danijela je marketinška stručnjakinja, a ovo ljeto radi kao hostesa...”

“Danijela se u emisiji posebno zbližila s turbofolk pjevačicom...”

“...njihovo prijateljstvo nije opstalo nakon završetka realityja.”

“...s početka karijere i okrenula ženstvenijem i glamuroznijem.”

“... kao i na još nekim eventima...”

“...još od kada je imala 14 godina i snimila hit pjesmu...”

“Kao dječak se bavio sportom...”

“Tada mu je glazba bila samo hobi...”

“Odgovor nije bio potreban jer je Severina u videu...”

“Hrvatska misica iz Cannesa o karijeri...”

“...pozornost je privukla prošlog vikenda na 76. Filmskom festivalu u Cannesu.”

“No kad radiš kao voditeljica, nije sve samo glamur.”

“...trebaš mnogo toga naučiti i pripremiti o filmovima, znati napamet sve sa skripta.”

“Poštovanje i podrška između partnera...”

“Nekad pogledam vijesti na internetu...”

“Glumica je ranije u intervjuu za...”

“...nakon što je diplomirala na koledžu 1987. godine.”

“...gdje je tvrdio da će joj pozvati taksi.”

“Knjiga je postala bestseller...”

“Američki rock idol Bruce Springsteen...”

“...uz pomoć članova benda i zaštitara.”

“...i do kraja otpjevao noviji hit 'Ghosts'.”

“...i njemačkog nogometnog kluba...”

“U videozapisu koji se širi na društvenim mrežama je muškarac snimao 'live'...”

“...punile su top ljestvice.”

“...odlučio je njezin menadžer...”

“Bio sam malo u back stageu, malo u publici...”

“...i da izgleda poput Barbie lutke kako joj često pišu.”

“...i da je veganstvo za nju bilo pravo otkriće.”

“Bivša djevojka tenisača Borne Ćorića...”

“...zasjala je u crvenoj mini haljini...”

“Prije četiri godine uhvaćena je kako partija...”

“...razlog što se pjevačica razvela od trećeg supruga, DJ-a...”



### 6.4.3. Sport

The anglicisms found in sports articles of the online newspaper *24sata* are presented in the following table.

| May 29   | May 30  | May 31  | June 1   |
|--|---|---|--|
| volej, dribling, klub, sport, sportaš, stop, flomaster, sportski, ATP, trener, bek | trener, šok, šokantno, kup, dres, gol, partnerica, start, šut, floater, time-out, meč, tenis, tenisač, set, tie-break | runda, klub, stoper, transfer, skautski, tim, sportski, rekordno, gol, ATP, standard, establišment, fair play, bluesi | trener, time-out, šut, vaterpolist, gol, klub, transfer, kup, sportski, rekord, sportaš, trenirati, internet |

Table 11: Anglicisms found in sports articles of the online newspaper *24sata*.

A total of 40 anglicisms were found in 16 sports articles in the online newspaper *24sata* over a period of 4 days. Anglicisms that were repeated several times were counted only once. Almost all anglicisms found can be further categorized into more specific domains to which they belong, while only 3 of them do not belong to any of the categories.

|                   |  |
|-------------------|--|
| Politics/Economy  | standard, establišment   |
| IT                | internet   |
| Health            | šok, šokantno  |
| Sport             | volej, dribling, klub, sport, sportaš, sportski, ATP, trener, bek, kup, gol, start, šut, floater, time-out, meč, tenis, tenisač, set, tie-break, runda, stoper, transfer, skautski, tim, rekordno, fair play, vaterpolist, rekord, trenirati |
| Lifestyle/Fashion | dres, partnerica   |
| Gastronomy        | -  |

Table 12: Anglicisms found in sports articles of the online newspaper *24sata* categorized by specific domains.

“...a Luka Perić je sjajnim volejom s devet metara...”

“Iskusni Tihomir Novak driblingom se oslobodio...”

“...došao do naslova i postao prvi zagrebački klub...”

“...politici nema mjestu u sportu.”

“...zabrana ruskim i bjeloruskim klubovima i sportašima...”

““Kosovo je srce Srbije, stop nasilju”, napisao je Đoković flomasterom...”

“No, Srbin je to sada prvi put napravio na sportskom terenu...”

“...ili čelnici ATP-a, kazniti ili barem upozoriti Đokovića?”

“Na suigrače prenosi sve pozitivno, objasnio je trener Andaluzana.”

“...kapetan je Seville uz 37-godišnjeg beka Jesusa Navasa.”

“Bivši trener Zagreba preuzima Podravku, dolazi 'kraljica šoka'.”

“...nakon šokantnog poraza od Dugog Sela i smjene Željka Babića, te je pritom osvojio i Kup...”

“U dresu hrvatske reprezentacije odigrao je 62 utakmice i zabio 29 golova...”

“...poznata lica poput Marka Livaje i njegove partnerice Ines.”

“Na startu druge četvrtine...”

“...i njima je presudilo forsiranje šuteva izvana.”

“Zadnju četvrtinu floaterom je otvorio Ukić...”

“Subotić je pozvao time – out...”

“Rus je bio ogroman favorit u ovom meču.”

“...osjeća najbolje i igra najkvalitetniji tenis...”

“...veliko razočarenje za drugog tenisača svijeta.”

“Seyboth je osvojio prvi set nakon uzbudljivog tie-breaka, a Medvjedev je poveo nakon drugog i trećeg seta.”

“...premda je izgubio prvu rundu od Rusa...”

“Stoper hrvatske kadetske reprezentacije napunio je 16 godina i s minhenskim klubom potpisao dugogodišnji ugovor.”

“... financijske detalje transfera iz Osijeka.”

“Jako smo zadovoljni što je naš skautski tim...”

“Ako ispuni bonuse, bit će to rekordni transfer...”

“...onima koji se pridržavaju standarda establišmenta.”

“...zbog kršenja financijskog fair playa...”

“'Vatreni' ima ugovornu obvezu s 'bluesima' do ljeta...”

“Vaterpolisti dubrovačkog Juga...”

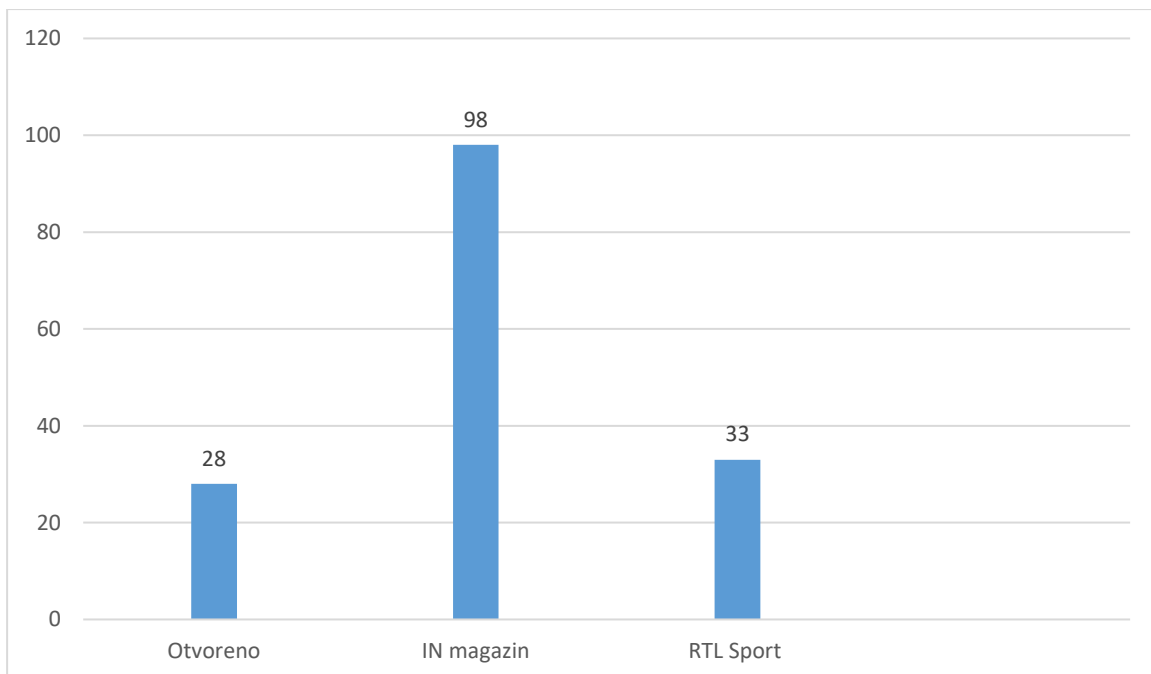
“Time bi prestigao rekord koji drži Marko Pjaca...”

“Sad sam ovdje, uživam svakog dana, dobro treniram...”

“Onaj tko govori je internet, a internet nije stvarnost...”

## 7. Discussion

After the analysis of Croatian television shows, the results show that the largest number of anglicisms appears in the showbiz area, more precisely in the television show *IN magazin*, where a total of 98 anglicisms were found. Sport is the area that ranks second in terms of frequency of use of anglicisms. In four episodes of the television show *RTL Sport*, 33 anglicisms were found, and they are mostly anglicisms related to sports terminology. Some of the anglicisms were mentioned multiple times, but were only counted once. In the political television show *Otvoreno*, slightly fewer anglicisms were found, 28 of them to be exact. According to the results, on television, which is one of the leading electronic media, showbiz is the area where the largest number of anglicisms is used, while politics is the area with the lowest number of anglicisms. The results are not surprising, since in the area of showbiz, various news from the fields of music, culture, fashion, etc. are brought, in which various words and expressions of English origin are used, and people of various professions are interviewed. On the other hand, the political show *Otvoreno* hosts distinguished people from the Croatian political scene who use more formal words when expressing their opinion on a certain political topic. The results of the analysis of anglicisms in Croatian television shows are shown in the following graph.



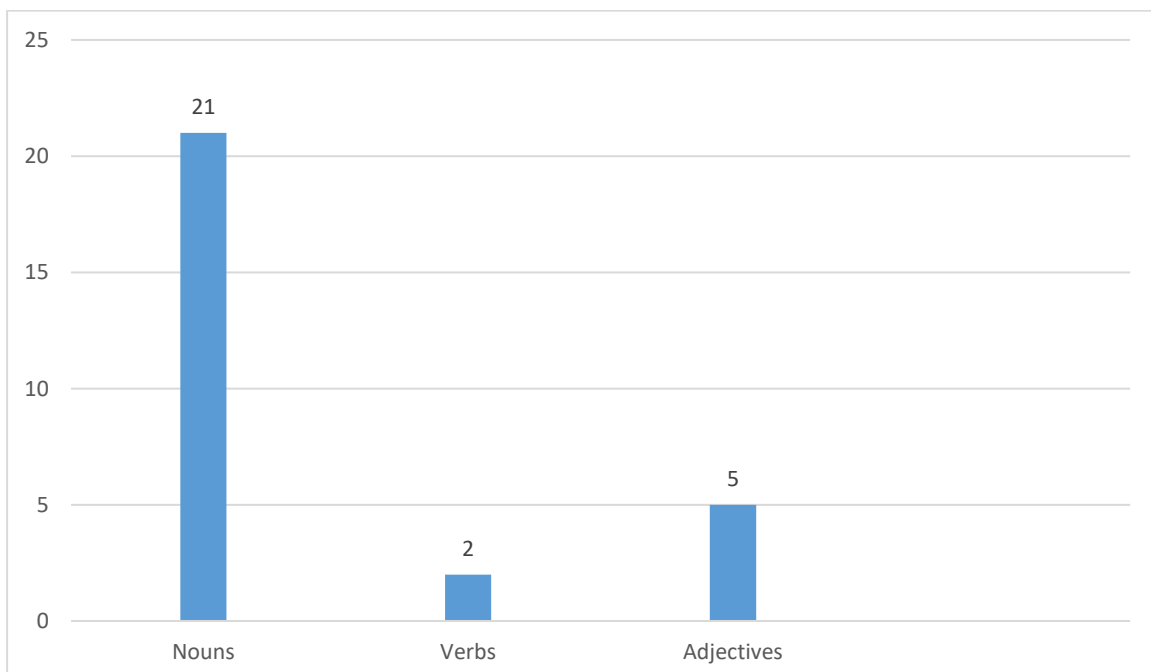
Graph 1: The number of anglicisms found in Croatian television shows of different nature.

The second part of the analysis of anglicisms refers to the determination of the word class to which the anglicisms found belong. Since no adverbs were detected among the anglicisms, the found

anglicisms were classified into three categories - nouns, verbs and adjectives. The results show that the largest number of anglicisms found in all three television shows are nouns, followed by adjectives, while verbs are represented in the smallest number, which is shown in the following tables and graphs.

| Word class | Anglicisms   |
|------------|--|
| Nouns      | start, inflacija, partner, cruise, turizam, autobus, tramvaj, gap, trend, bus, webshop, nadstandard, commodity, input, retail, smart farming, NATO, džoker, film, samit, tim |
| Verbs      | hedžirati, bojkotirati   |
| Adjectives | nadstandardno, tramvajski, turistički, brendirano, fer   |

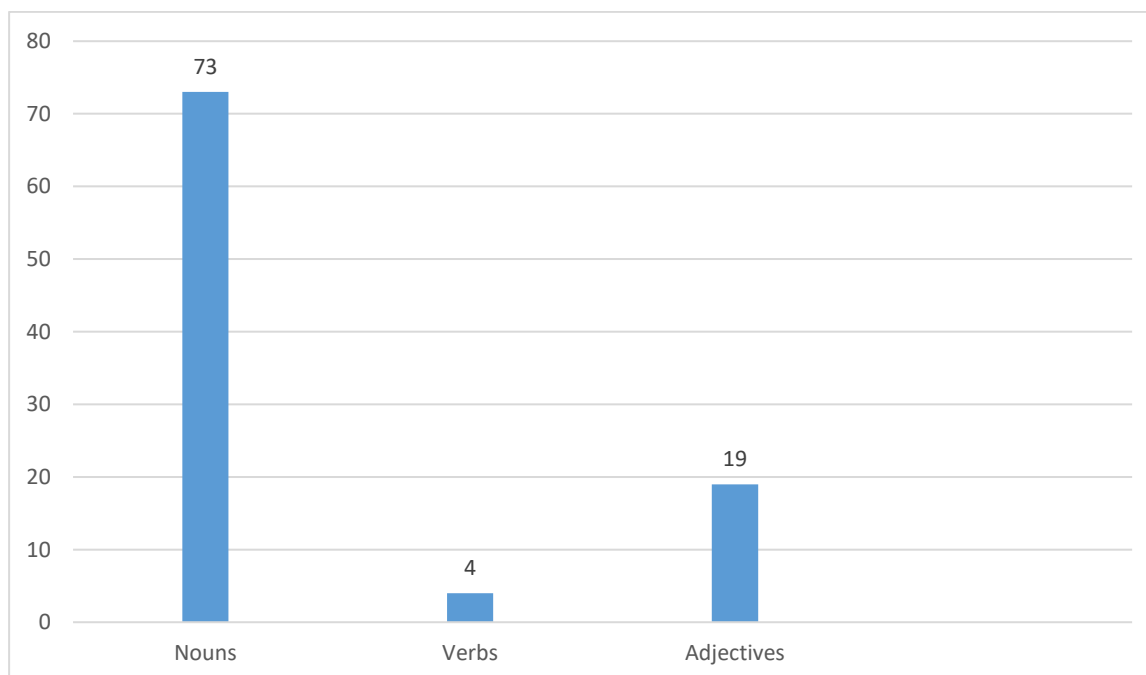
Table 13: Anglicisms found in the political television show *Otvoreno* categorized by word class.



Graph 2: Number of anglicisms in the political television show *Otvoreno* categorized by word class.

| Word class | Anglicisms  |
|------------|---|
| Nouns      | glamur, Survivor, film, bend, intervju, starleta, fashion week, dizajn, body positivity, trend, event, džungla, show, biznis, sport, tenis, reket, tenisač, trener, song, gig, vikend, jazz, pop, UNESCO, video, videospot, hitmaker, Eurosong, crossover, gag, GMO, hit, klub, trening, tim, šok, stresor, stres, highlight, kombi, tost, dip, runda, mikser, blender, roker, singl, riff, inflacija, dolar, art, rekord, frontmen, menadžer, cheddar, ketchup, like, Bloom, frend, fan, set, partner, serijal, trik, fitness, blok, mail, miks, park, kauč, keks, humor |
| Verbs      | blendati, šokirati, upgrejdati, beepati   |
| Adjectives | filmski, teniski, in, after-work, sportski, hip-hop, šokiran, tinejdžerski, vokalan, mini, turistički, zgrilano, O.K., top, social, hit, izvanfilmski, gold, stand-up   |

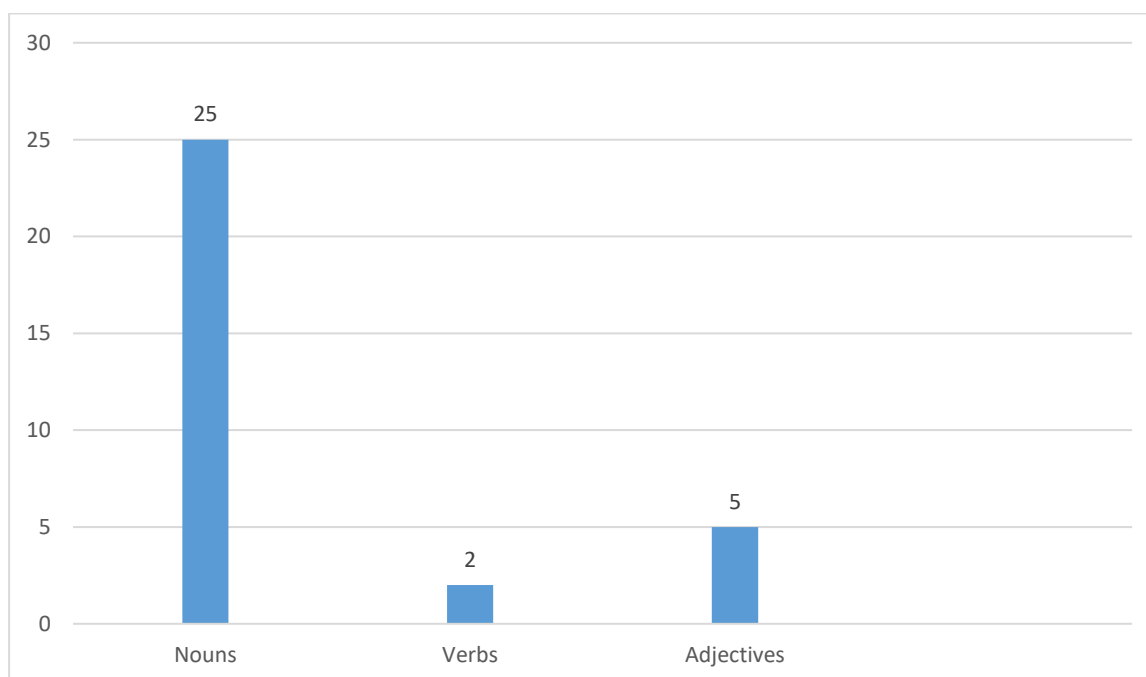
Table 14: Anglicisms found in the showbiz television show *IN magazin* categorized by word class.



Graph 3: Number of anglicisms in the showbiz television show *IN magazin* categorized by word class.

| Word class | Anglicisms   |
|------------|--|
| Nouns      | gol, fan, trener, klub, trans, skauting, Bad Blue Boys, nokaut, Play premium, meč, runda, set, tenisač, sport, break, stop, rekorder, UEFA, tinejdžer, ATP, NBA, transfer, dres, kamp, relijaš |
| Verbs      | nokautirati, trenirati   |
| Adjectives | klupski, digitalno, teniski, cikloturistički, šokantno   |

Table 15: Anglicisms found in the sports television show *RTL Sport* categorized by word class.



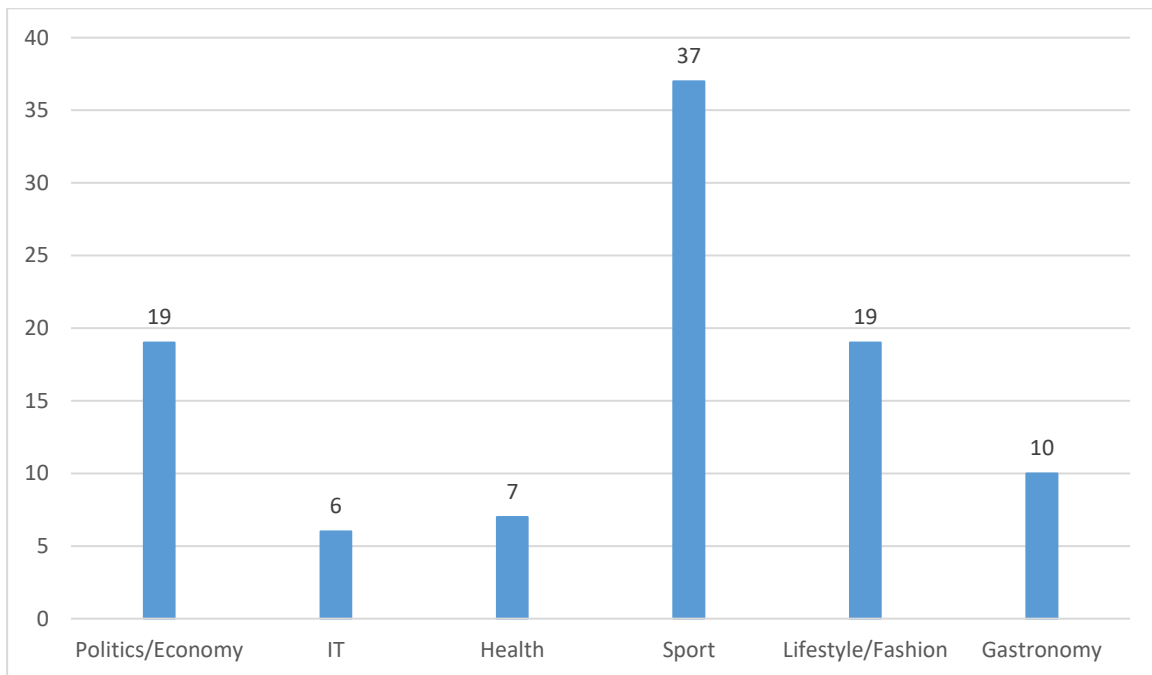
Graph 4: Number of anglicisms in the sports television show *RTL Sport* categorized by word class.

In addition to the three mentioned word classes to which the found anglicisms belong – nouns, verbs and adjectives, I also found some anglicisms, or to be precise, expressions of English origin in some of the television shows which do not belong to any of the word classes. Those anglicisms are shown in the following table.

| Television show   | Anglicisms       |
|-------------------|------------------|
| <i>Otvoreno</i>   | -                |
| <i>IN magazin</i> | fun fact, big no |
| <i>RTL Sport</i>  | the special one  |

Table 16: Anglicisms found in television shows that do not belong to any of the word classes.

As for the specific domains by which the anglicisms found in television shows of a certain nature were further categorized, the most represented anglicisms belong to the domain of sports. The smallest number of anglicisms found belongs to the domain of IT. The results are shown in the following graph.

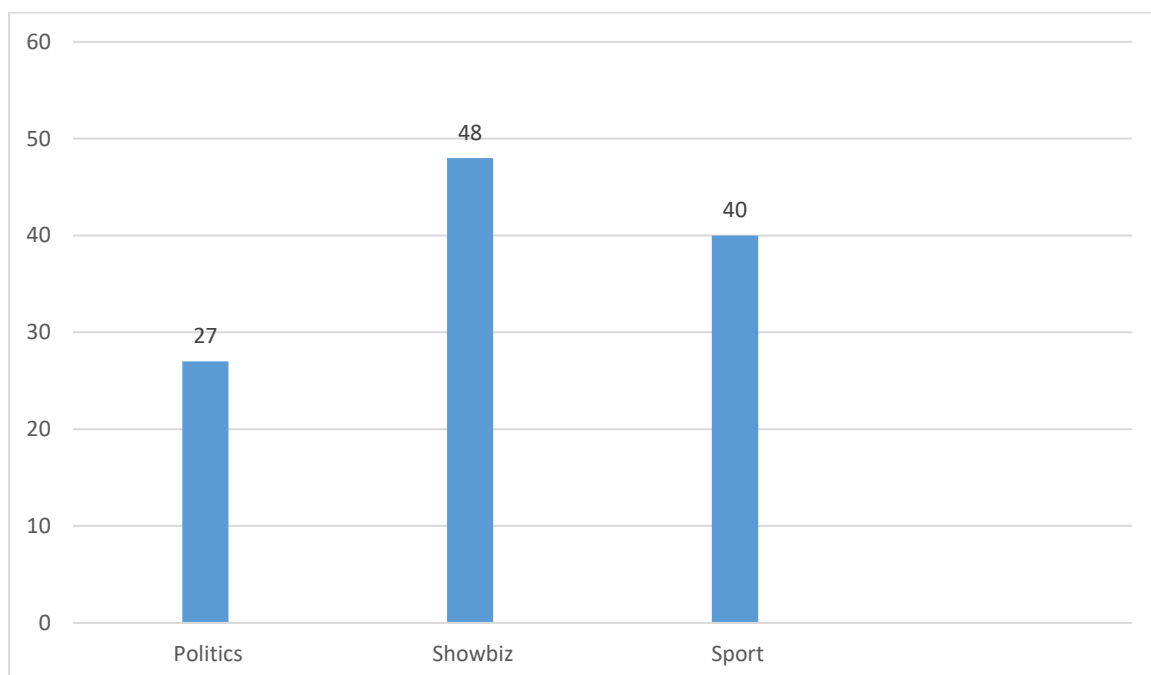


Graph 5: Number of anglicisms found in television shows categorized by specific domains.

When it comes to the second type of electronic media that was analysed, that is Croatian electronic newspaper *24sata*, the results are quite similar to those collected in different Croatian television shows. The results of the analysis of the Croatian online newspaper *24sata* also show that anglicisms are most represented in the showbiz area, i.e. showbiz articles. A total of 48 anglicisms were found in 16 showbiz articles over four days. The second type of articles in terms of the number of anglicisms represented in the online newspaper *24sata* are sports articles, which have only a few less anglicisms than the analyzed showbiz articles, 40 to be exact. In online newspaper



articles of a political nature, 27 anglicisms were found, which is the lowest number of anglicisms compared to the remaining two types of articles. Some of the found anglicisms were mentioned more than once in the online newspaper articles as well, but they were counted only once. According to the results, in Croatian online newspaper *24sata*, as in the analyzed television shows, the largest number of anglicisms is present in the area of showbiz, while politics is the area in which anglicisms appear the least. The only difference is that in the television showbiz show *IN magazin*, there is a much larger difference in the number of anglicisms used in comparison to the other two television shows which cover the areas of politics and sport, which had an almost equal number of anglicisms. On the other hand, in online newspaper, between the showbiz articles that have the highest number of anglicisms and sports articles, which are right behind showbiz articles in terms of the number of anglicisms, there is a difference of only 6 anglicisms, while political articles quite convincingly have the fewest anglicisms. The results of the analysis of anglicisms in political, showbiz and sports articles in the Croatian online newspaper *24sata* are shown in the following graph.



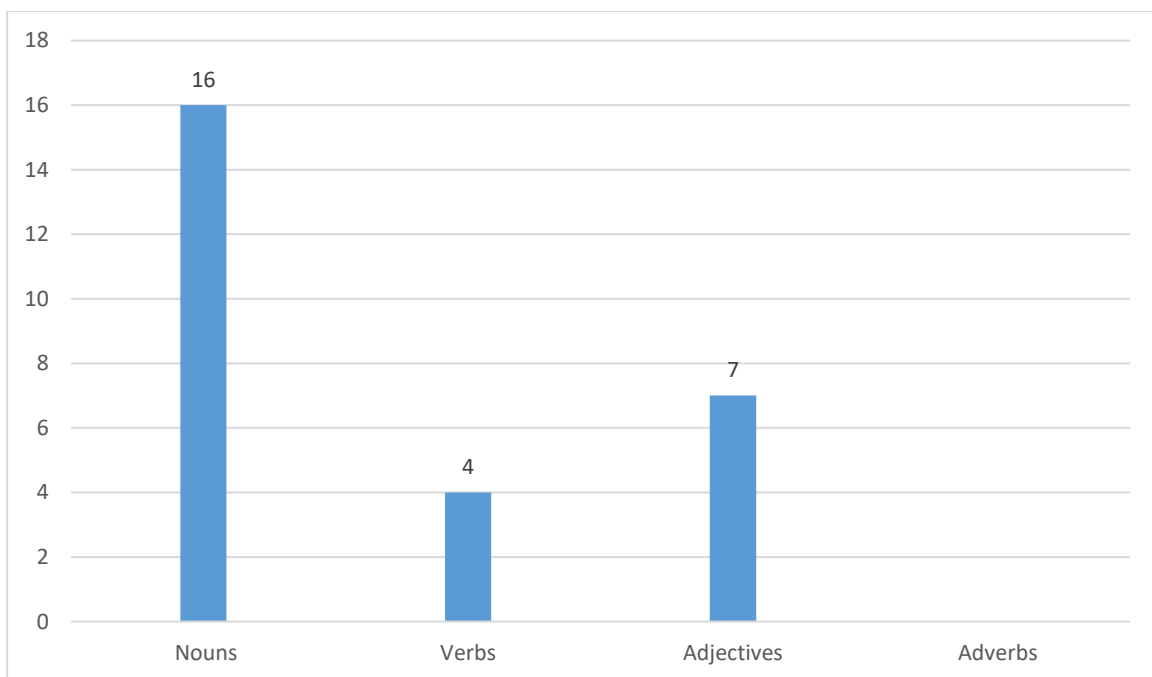
Graph 6: Number of anglicisms found in articles of different nature in Croatian online newspaper *24sata*.

Regarding the determination of the word class of the anglicisms found in the online newspaper *24sata*, the anglicisms found were classified into four categories - nouns, verbs, adjectives and adverbs. In all of the analyzed articles - political, showbiz and sports, the largest number of

anglicisms belongs to the category of nouns, followed by adjectives, then verbs, while only one example of an adverb was found.

| Word class | Anglicisms  |
|------------|---|
| Nouns      | turizam, inflacija, standard, lider, partner, miks, intervju, samit, video, NATO, klub, terminal, sport, turist, deblokiranje, KFOR |
| Verbs      | šokirati, deblokirati, blokirati, bojkotirati   |
| Adjectives | turistički, rekordno, kontejnerski, inflatorni, protutenkovski, digitalno, blokirano  |
| Adverbs    | -   |

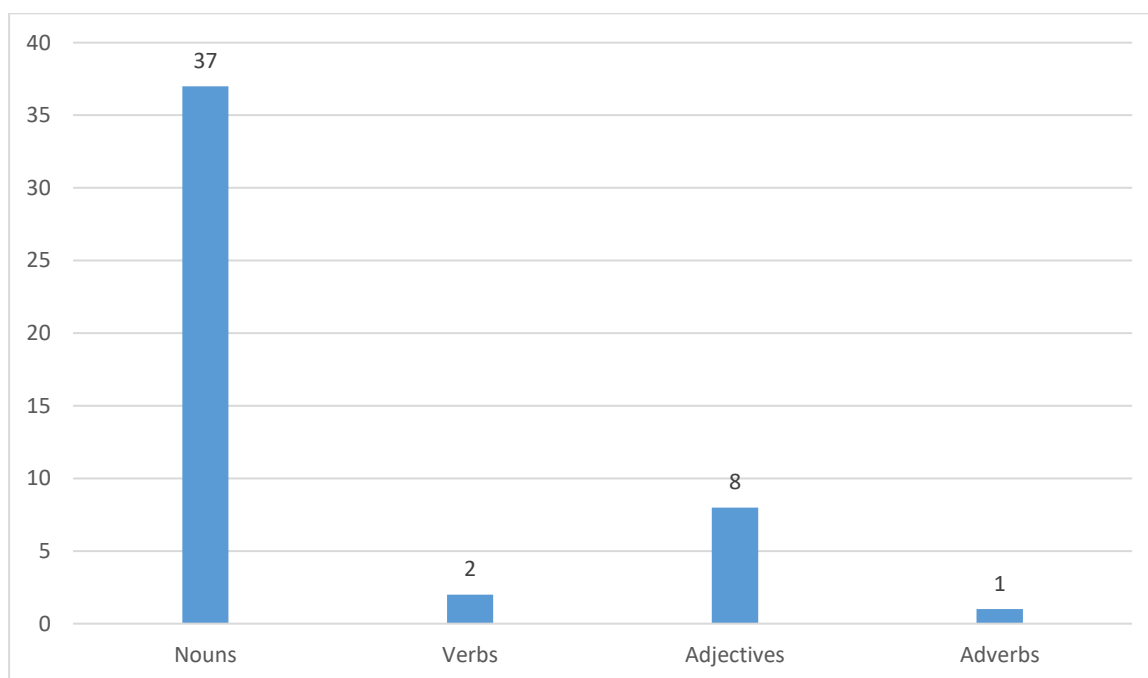
Table 17: Anglicisms found in political articles in the Croatian online newspaper *24sata* categorized by word class.



Graph 7: Number of anglicisms found in political articles in the Croatian online newspaper *24sata* categorized by word class.

| Word class | Anglicisms   |
|------------|--|
| Nouns      | funta, blogerica, fan, selfie, reality show, hejter, striptiz bar, podcast, film, hostesa, dizajnerica, turbofolk, event, sport, hobi, video, misica, vikend, glamur, skript, partner, internet, intervju, koledž, taksi, bestseler, rock, bend, hit, klub, videozapis, menadžer, back stage, Barbie, veganstvo, tenisač, DJ |
| Verbs      | šokirati, partijati  |
| Adjectives | reality, internetski, marketinški, glamurozno, hit, filmski, top, mini   |
| Adverbs    | live   |

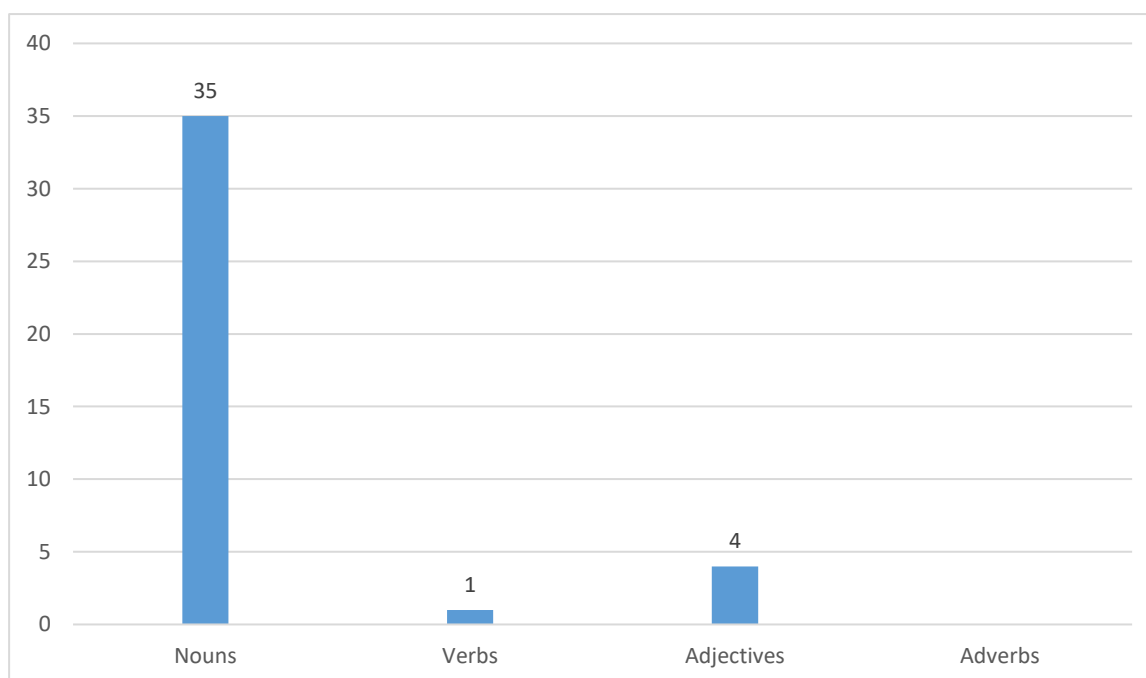
Table 18: Anglicisms found in showbiz articles in the Croatian online newspaper *24sata* categorized by word class.



Graph 8: Number of anglicisms found in showbiz articles in the Croatian online newspaper *24sata* categorized by word class.

| Word class | Anglicisms  |
|------------|---|
| Nouns      | volej, dribling, klub, sport, sportaš, stop, flomaster, ATP, trener, bek, šok, kup, dres, gol, partnerica, start, šut, floater, time-out, meč, tenis, tenisač, set, tie-break, runda, stoper, transfer, tim, standard, establišment, fair play, bluesi, vaterpolist, rekord, internet |
| Verbs      | trenirati   |
| Adjectives | sportski, šokantno, skautski, rekordno  |
| Adverbs    | -   |

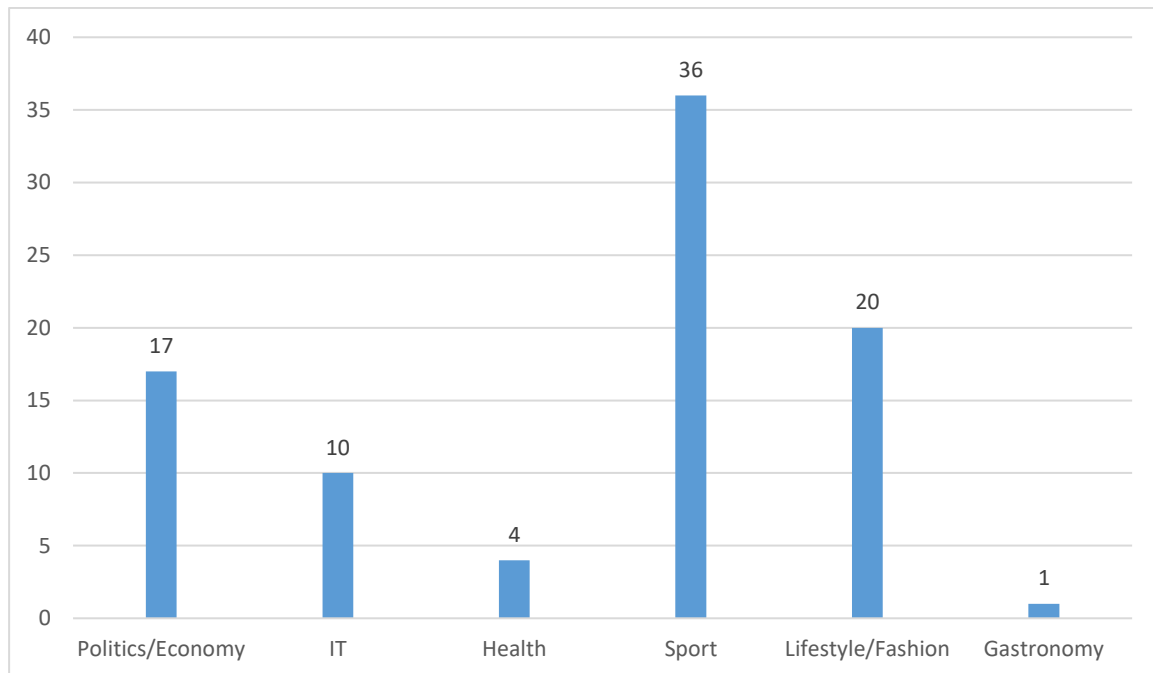
Table 19: Anglicisms found in sports articles in the Croatian online newspaper *24sata* categorized by word class.



Graph 9: Number of anglicisms found in sports articles in the Croatian online newspaper *24sata* categorized by word class.

When it comes to the categorization of anglicisms found in all of the analyzed online newspapers articles into more specific domains, the domain of sports also contains the largest number of

anglicisms. Here, the domain of gastronomy is the one that contains the least number of anglicisms, only 1. The results are shown in the following graph.



Graph 10: Number of anglicisms found in online newspaper articles categorized by specific domains.

After the analysis of Croatian television shows and online newspaper over a period of four days, it is evident from the presented results that anglicisms in these two electronic media are most represented in the same area, that is, in the area of showbiz. Since that area, both on television and in online newspapers, covers a wide range of domestic and foreign news related to various smaller areas such as fashion, music, the lives of celebrities and other news that journalists read on various social networks such as Facebook and Instagram, it is not surprising that it is precisely in the field of showbiz that the most words and expressions of English origin are used, because social networks and information-communication technology in general abound in anglicisms. In the area of showbiz, there are numerous anglicisms that appear both in the television show *IN magazin* and in showbiz articles of the online newspaper *24sata*. Those anglicisms are the following: ‘*film*’, ‘*intervju*’, ‘*fan*’, ‘*glamur*’, ‘*klub*’, ‘*hit*’ (both as a noun and an adjective), ‘*vikend*’, ‘*video*’, ‘*sport*’, ‘*tenisač*’, ‘*menadžer*’, ‘*event*’, ‘*bend*’, ‘*šokirati*’, ‘*filmski*’, ‘*mini*’ and ‘*top*’.

According to the results, sport is the second area in terms of the number of anglicisms used, both in the sports television show as well as in online newspaper sports articles that were analyzed. However, there is a difference in their frequency compared to the anglicisms found in the remaining two showbiz and political television shows and newspaper articles of those natures. For

example, out of the total number of anglicisms found in all 12 episodes of watched television shows, the percentage of anglicisms in the television show *RTL Sport* is 20%. On the other hand, out of the total number of anglicisms in all 16 articles read in the online newspaper *24sata*, the percentage of anglicisms found in sports articles is 35%. Since in the area of sport, anglicisms mainly cover sports terminology, there are many examples of anglicisms that were used both in television show *RTL Sport* and sports articles in the online newspaper *24sata*. Those anglicisms are the following: ‘gol’, ‘klub’, ‘sport’, ‘trener’, ‘tenisač’, ‘dres’, ‘stop’, ‘runda’, ‘set’, ‘ATP’, ‘transfer’, ‘trenirati’ and ‘šokantno’.

The results of the corpus analysis show that the use of anglicisms is the least frequent in the field of politics in both electronic media that were analyzed. Compared to the total number of anglicisms in all 12 episodes of television shows watched, anglicisms in the political show *Otvoreno* make up a percentage of only 17%. There is a significant difference between the political television show *Otvoreno* and the showbiz television show *IN magazin*, which convincingly contains the largest number of anglicisms with a percentage of 61%. In the case of political articles, the results are quite similar. Out of the total number of anglicisms in all 16 articles, anglicisms in political articles make up a percentage of 23%, while the area of showbiz contains almost twice as many anglicisms, 41% to be exact. Nevertheless, examples of some anglicisms that appear both in the television show *Otvoreno* and in political articles of the online newspaper *24sata* were found. Those anglicisms are the following: ‘turizam’, ‘inflacija’, ‘partner’, ‘samit’, ‘NATO’, ‘bojkotirati’ and ‘turistički’.

As for the word class of anglicisms found in the selected television shows and online newspaper articles, nouns are undoubtedly more prevalent than the remaining word classes to which other anglicisms found belong. In the political television show *Otvoreno* 75% of the found anglicisms are nouns, while in the political articles the percentage of anglicisms that belong to the word class of nouns is 59%. Regarding the showbiz area, in the television show *IN magazin* 74% of the found anglicisms are nouns, while in the online newspaper articles the percentage of anglicisms that belong to the word class of nouns is 77%. In the television show *RTL Sport*, of all found anglicisms, nouns make up a percentage of 75%, while the percentage of anglicisms belonging to the word class of nouns in sports articles of the online newspaper *24sata* is 87%, which is also the highest percentage of nouns in the entire analyzed corpus.

Furthermore, the anglicisms that were identified in the entire analyzed corpus do not all have the same status as far as their integration into the Croatian language is concerned. Some of them have

been used for a long time in the Croatian language and have become integrated, while some anglicisms have started to be used more recently with the development of modern technologies. In order to investigate which of them are already integrated into the Croatian language, and which of them belong to more recent anglicisms, I referred to Vladimir Anić's book *Rječnik hrvatskoga jezika* from 1991. The division of anglicisms was based on the fact that those anglicisms that were found in the aforementioned dictionary belong to the category of integrated anglicisms, while those that were not found there, belong to the category of recent anglicisms. The classification of the found anglicisms based on their level of integration into the Croatian language is shown in the following table.

| Integrated anglicisms   | Recent anglicisms   |
|---|---|
| autobus, bek, bestseller, bojkotirati, biznis, blok, blokirati, cikloturistički, digitalno, dres, deblokirati, džoker, džungla, fer, film, filmski, flomaster, funta, gol, humor, hobi, inflacija, inflatorni, intervju, izvanfilmski, kamp, kauč, keks, klub, klupski, kup, kombi, koledž, lider, mikser, menadžer, meč, nadstandard, nokaut, partner, park, protutenkovski, reket, runda, rekord, rekordno, start, sport, sportski, sportaš, set (tennis), song, stres, stop, striptiz bar, šok, šokirati, šut, taksi, turizam, turistički, turist, tramvaj, tramvajski, trend, tim, tenis, tenisač, terminal, trener, trening, trenirati, transfer, tinejdžer, tost, trik, trans, vaterpolist, vikend, video, vokalan, volej | art, after work, ATP, back stage, Barbie, bend, bus, brendirano, body positivity, big no, blender, blendati, Bloom, beepati, Bad Blue Boys, break, blokirano, blogerica, bluesi, cruise, commodity, crossover, cheddar, dizajn, dizajnerica, dip, dolar, deblokiranje, DJ, dribling, event, establišment, Eurosong, fair play, fashion week, fun fact, frontmen, frend, fan, fitness, floater, gap, glamur, glamurozno, gig, gag, GMO, gold, hedžirati, hejter, hip-hop, hitmaker, hit (noun), hit (adjective), highlight, hostesa, input, in, internet, internetski, jazz, ketchup, kontejnerski, KFOR, like, marketinški, mini, misica, miks, mail, nadstandardno, NATO, nokautirati, O.K., partijati, pop, podcast, Play premium, retail, rock, roker, riff, rekorder, relijaš, reality show, reality, smart farming, samit, Survivor, starleta, show, set (movie), serijal, skript, stresor, singl, social, stand-up, skauting, skautski, stoper, selfie, šokiran, šokantno, turbofolk, teniski, tinejdžerski, top, time-out, tie-break, the special one, UNESCO, UEFA, |

|  |  |
|--|--|
|  | upgrejdati, veganstvo, videospot, videozapis, zgrilano, web shop |
|--|--|

Table 20: Anglicisms found in the analyzed corpus categorized by their level of integration into the Croatian language.

The results show that the majority of anglicisms found in the corpus can be classified as recent anglicisms, more precisely 60% of them. On the other hand, anglicisms that were found in Anić's dictionary, that is, those that can be classified as integrated anglicisms make up a percentage of 40%. Based on the obtained results, it can be concluded that although almost half of the anglicisms found can be considered integrated into the standard Croatian language, there is still a significantly higher percentage of those anglicisms that cannot be found in the dictionary and that are used by the Croatian population due to the increasing influence of various social networks, electronic media and other information and communication technologies, in which numerous words of English origin can be encountered on a daily basis.

Anglicisms found in the analyzed corpus can be further classified according to the type of the detected English loanword. Anglicisms found are divided into direct loans, loan blends and pseudoanglicisms, all of which are explained in more detail in chapter 3.2. The results of the analysis are shown in the following tables.

| Direct loans  | Loan blends  | Pseudoanglicisms     |
|---|--|----------------------|
| standard, partner, video, NATO, terminal, sport, KFOR, fan, selfie, reality show, reality, bar, podcast, film, turbofolk, event, hit, internet, rock, live, top, back stage, Barbie, mini, DJ, stop, ATP, start, floater, time-out, set, tie-break, transfer, fair play | turistički, turizam, rekordno, inflacija, kontejnerski, lider, inflatorni, miks, intervju, samit, protutenkovski, klub, šokirati, digitalno, turist, deblokiranje, deblokirati, blokirano, blokirati, bojkotirati, blogerica, hejter, internetski, striptiz, hostesa, dizajnerica, marketinški, hobi, glamurozno, vikend, filmski, | tenisač, vaterpolist |



|  |   |  |
|--|---|--|
|  | glamur, skript, koledž, taksi, bestseler, bend, videozapis, menadžer, veganstvo, volej, dribling, sportaš, flomaster, sportski, trener, bek, šok, šokantno, kup, dres, gol, partnerica, šut, meč, tenis, runda, stoper, skautski, tim, establišment, bluesi, rekord, trenirati, partijati, misica |  |
|--|---|--|

Table 21: Anglicisms found in the analyzed online newspaper articles categorized by the type of loanword.

| Direct loans  | Loan blends  | Pseudoanglicisms |
|---|--|------------------|
| start, partner, cruise, gap, bus, trend, webshop, commodity, input, retail, smart farming, NATO, film, Survivor, in, fashion week, body positivity, after work, event, fun fact, big no, show, sport, song, hip-hop, gig, jazz, pop, UNESCO, video, hitmaker, Eurosong, crossover, gag, GMO, hit, mini, highlight, dip, blender, riff, art, O.K., top, cheddar, ketchup, like, Bloom, social, fan, set (movie), fitness, mail, gold, park, stand-up, humor, Bad Blue Boys, Play premium, set (tennis), break, | inflacija, nadstandardno, turizam, autobus, tramvaj, tramvajski, turistički, nadstandard, brendirano, fer, hedžirati, džoker, bojkotirati, samit, tim, glamur, filmski, teniski, bend, intervju, starleta, dizajn, džungla, biznis, sportski, tenis, reket, trener, vikend, blendati, šokiran, videospot, vokalan, tinejdžerski, klub, trening, šok, stresor, stres, tost, runda, mikser, roker, singl, dolar, rekord, zgrilano, šokirati, frontmen, menadžer, frend, upgrejdati, serijal, trik, izvanfilmski, blok, miks, | tenisač, relijaš |

|   |  |  |
|---|--|--|
| stop, UEFA, the special one, ATP, NBA, transfer | kauč, keks, beepati, gol, trans, skauting, nokaut, digitalno, meč, nokautirati, klupski, cikloturistički, rekorder, tinejdžer, šokantno, trenirati, dres, kamp |  |
|---|--|--|

Table 22: Anglicisms found in the analyzed television shows categorized by the type of loanword.

From the presented results, it is evident that in both electronic media English loanwords, that is, anglicisms classified as loan blends, are the most represented. In the case of online newspaper articles, loan blends make up a percentage of 63%, while in the case of television shows their percentage amounts to 52%. On the other hand, pseudoanglicisms are the least represented, more precisely, only 2 pseudoanglicisms were found in each of the analyzed electronic media, and it must be taken into account that one of them is repeated – *tenisač*. It is interesting that the found pseudoanglicisms all belong to the domain of sports. As for direct loans, a higher percentage was detected in the analyzed television shows (46%) than in the analyzed online newspaper articles (34%).

## 8. Conclusion

The Croatian language is heavily influenced by the English language in many areas. One of the most significant areas in which words and expressions of English origin, or anglicisms, are used to a large extent, is certainly the media. Precisely because of this, the aim of this thesis was to find out to what extent anglicisms are represented in the Croatian electronic media with regard to the area of electronic media reporting. The areas of Croatian electronic media reporting that have been selected for analysis and comparison are politics, showbiz and sport. The focus was on the analysis of the frequency of use of anglicisms in two types of electronic media – television shows and online newspaper articles, which correspond to the selected areas. The influence of the English language on Croatian, that is, the frequency of the use of anglicisms was analyzed in the political television show *Otvoreno*, showbiz television show *IN magazin* and sports television show *RTL Sport*, as well as in political, showbiz and sports articles of the leading Croatian online newspaper *24sata*.

The corpus that was analyzed consisted of 16 television shows and 16 online newspaper articles which were carefully watched and read over a period of four days in order to find and record the use of anglicisms. A period of four days was sufficient to collect enough material for analysis and comparison of the frequency of use of anglicisms in different areas of electronic media coverage.

The results of the analysis show that anglicisms are used in Croatian electronic media on a daily basis, some to a greater and some to a lesser extent, but they are still present and apparently inevitable, regardless of the area in which they appear. According to the results, both in the analyzed television shows and in online newspaper articles, the area with the highest percentage of anglicisms is the area of showbiz, followed by the area of sports, while the area of politics has the lowest percentage of anglicisms. Considering the obtained results, it can be concluded that there is no difference in the frequency of anglicisms in different electronic media with regard to the area in which they appear. After further dividing the found anglicisms into more specific domains, it was discovered that the largest number of anglicisms in both electronic media belongs to the domain of sport. In the analyzed television shows, anglicisms are the least represented in the domain of IT, while in the analyzed online newspaper articles, the domain of gastronomy proved to be the one with the least number of anglicisms. The next step of the analysis was to determine the word class of the anglicisms found. The majority of found anglicisms convincingly belong to the word class of nouns, in both of the electronic media. This is probably due to the fact that nouns are the largest word class in the English language, so it is not surprising that they are

borrowed and used the most in the Croatian language. The second words class in terms of the number of found anglicisms are adjectives, followed by verbs, while only one example of an adverb was found in the entire analyzed corpus, more precisely, in a showbiz article of the online newspaper. The found anglicisms were additionally analyzed based on the level of their integration into the Croatian language. According to the results, it can be concluded that in both analyzed electronic media, recent anglicisms prevail over the integrated ones. The final step of the analysis was the division of anglicisms according to their type. The largest number of anglicisms in both media is categorized as loan blends, while pseudoanglicisms are the least numerous.

The analyzed corpus shows an evident influence of the English language on the Croatian language in the electronic media. In all selected areas, a certain number of anglicisms were found that appear in the same areas in both electronic media, which indicates that anglicisms related to certain terminology have taken root in the Croatian language. Another example of that is the fact that only a few anglicisms found in online newspaper articles were put in quotation marks to emphasize that they are words of English origin, while the majority of found anglicisms were written like all other Croatian words, i.e. without any special emphasis that they are loanwords from the English language. It is also important to note that anglicisms are used in the names of two of the three analyzed television shows – *‘IN’ magazin* and *RTL ‘sport’*, and two of the three rubrics to which the analyzed articles belong are also written in the form of an anglicism on the website of the online newspaper *24sata* - *‘show’* and *‘sport’*. Furthermore, for many anglicisms found, there are Croatian equivalents that can and should be used instead of English loanwords, especially in the language of the media, which is known for influencing its audience very easily. Based on these findings and the obtained results in general, it can be concluded that anglicisms have become quite common and established in the language of the Croatian electronic media.

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## Appendix

The appendix consists of recorded sentences containing anglicisms that were repeated multiple times in the analyzed television shows and online newspaper articles.

### Otvoreno

“Pandemija, rat u Ukrajini, energetska kriza, inflacija, klimatske promjene.”

“...potpredsjednik hrvatske gospodarske komore za poljoprivredu i turizam.”

“...kao i na vrlo visoku inflaciju i u drugim segmentima proizvodnje.”

“...do inflacije koja je prisutna diljem svijeta.”

“Evo gospodine Jakopoviću, čuli smo neki su se inputi, odnosno ulazni troškovi smanjili...”

“Međutim, nisu se svi inputi promijenili.”

“Vjerojatno će malo oko smanjenja cijena obeshrabriti povećanje turističke potražnje.”

“Mi smo vidjeli u zadnjim godinama da imamo snažni oporavak turizma...”

“Evo vi u Hrvatskoj gospodarskoj komori spajate upravo taj sektor poljoprivrede i turizma.”

“Kako zapravo povezati potrošnju u turizmu s proizvodnjom u Hrvatskoj?”

“...cijelo ovo vrijeme bili smo izloženi uvezenoj inflaciji.”

“...zapravo su nam onemogućili amortizirati ove snažne cjenovne udare i uvezenu inflaciju.”

“Jasno da je na to utjecala povećana potražnja zbog snažnog oporavka turizma.”

“...nisu samo inflacija, COVID kriza i ruska agresija na Ukrajinu utjecale na proizvodnju u Hrvatskoj.”

“Zajednički apel je vezano za ovaj trend povećanja marže...”

“Slažem se s ovim što je gospodin Majdak rekao, da treba biti jedan fer i zdravi odnos...”

“...porez se smanjio u doba najvećeg udara inflacije.”

“Kad mi pogledamo kako se inflacija tada kretala u Hrvatskoj...”

“Kriza je još uvijek aktualna, inflacija je vidite na kojoj razini...”

“Istovremeno i uteg, ali definitivno džoker u rukavu...”

“...NATO šalje dodatnih 700 vojnika na Kosovo.”

“Srbija nije spremna na otvoreni sukob, ne samo s NATO-om...”

“S druge strane, kad vam NATO otkáže sudjelovanje u europskoj NATO vježbi...”

“Kakva je to poruka kad NATO otkazuje zajedničku vježbu?”

“...brojne zemlje članice NATO saveza i Europske unije ne priznaju pravo državi Kosovo na njeno postojanje.”

“Onog trenutka kad vam NATO otkáže tu vojnu vježbu...”

“...40-ak ozlijeđenih pripadnika NATO snaga je izuzetno veliki broj za koji će netko morati odgovarati.”

“Međutim, činjenica je da dolaze novi vojnici NATO saveza...”

“...zbog tog što je NATO odlučio reagirati.”

“...i to je jedan trend koji se događa u svim razvijenim zemljama.”

“...Kosovo je trebala biti jedna od brojnih država među saveznicima i partnerima...”

“Hoće li onda Srbi opet bojkotirati?”

“Brojke se nastavljaju u tome trendu i ove godine...”

## **IN Magazin**

“...glumac najpoznatiji po ulozi Isusa u filmu Pasija.”

“...među ostalim, govorio je o svojoj ulozi u filmu Pasija.”

“Pošto smo već gledali i film...”

“...koji se smatra najprestižnijim filmskim, ali i modnim događajem na svijetu.”

“...zasjenio je Kanski filmski festival.”

“Ne propustite i nastavak In magazina i nakon reklama.”

“Pobjednica ovogodišnje sezone Survivora je 24-godišnja Zagrepčanka...”

“Poslala je i poruku svima koji razmišljaju o prijavi u Survivor.”

“...onda bolje da se ni ne prijavljuje na Survivor.”



“Povodom nedavnog svjetskog dana Afrike razgovarali smo s našim teniskim humanitarcem...”

“Imali smo nekakav mali reket u stanu.”

“...malo po malo nagovorio sam roditelje da me upišu na tenis.”

“Zahvaljujući tenisu proputovao je cijeli svijet...”

“...teniska sezona počinje u Australiji, pa se seli u Ameriku.”

“Već dugo neki film nije izazvao tolike kontroverze...”

“...iz razloga jer sam ja pjevao sva tri songa.”

“...napravio sjajne rezultate na Eurosongu kojeg nije propustio pogledati ni ove godine.”

“...novih domaćih hitova nam ovog ljeta neće nedostajati.”

“Kuhanje je IN.”

“Tad je bio jako popularan film...”

“Znaju to i nogometašice nogometnog kluba Osijek...”

“...a uz treninge, svakodnevno se vježba i u teretani.”

“Kad dođeš na trening, onda sve to...”

“...onda se fokusiraš na trening, na loptu...”

“...ovaj se klub može pohvaliti još jednim nevjerojatnim podatkom.”

“...i što je pred njim svijetla budućnost u hrvatskom sportu.”

“Pa iskreno, veliki šok.”

“...dobro došli u Kuhanje je IN.”

“Lijep pozdrav od cijele ekipe IN magazina.”

“Dobro došli u još jedno izdanje IN Magazina.”

“Džungla, uspon na najveći budistički hram...”

“Kuhanje je IN.”

“Rokeri iz Županje u Kanadi su posjetili čuveni studio...”

“Novi singl potpisao je Mario Vestić, autor njihovih brojnih hitova...”

“Specifičnost snimanja ove pjesme je to što su svi članovi benda...”

“...alpinist, fotograf, filmski snimatelj i redatelj...”

“...i režirao preko 120 dokumentarnih filmova...”

“...koju ćemo pamtititi po Gruntovčanima, ali i filmovima...”

“Na predstavi Art varaždinskog HNK...”

“Počeo sam kao roker krajem šezdesetih...”

“...tako da sam se odmah počeo baviti glazbom za kazalište i film.”

“Predstava Art gotovo je obiteljski projekt jer je okupila...”

“Među brojne svoje rekorde koji su ga iscrpili...”

“...ni pri Slavenovu posjetu džungli.”

“...uklopljeno je i u dokumentarni film.”

“...dogovorili smo mu intervju koji neće tako lako zaboraviti.”

“Hitovi Vigora glasno su se pjevali do dugo u noć.”

“...dobro došli u Kuhanje je IN.”

“...napraviti ćemo umak ili dip.”

“...150 grama cheddar sira...”

“...100 grama ketchupa...”

“Snimaju filmove i dobivaju djecu...”

“IN vrt - najveselije uređenje vrta dosad.”

“Kuhanje je IN.”

“...stao je pred kamere, i to In magazina.”

“...kao i maleni Bloom, koji ipak plijeni najviše pozornosti.”

“Želiš li i ti postati super fan...”

“...jedva čekamo da show počne.”

“...koja ne usporavaju ni sa snimanjima filmova...”

“...koji je istodobno režirao film i glumio u njemu.”

“...te režira svoj posljednji film.”

“Prije tih filmova morate proći određene treninge.”

“Filmski veterani ne mogu si dopustiti...”

“...snimila sam tri filma.”

“...vodeći svjetski bend u duhovnoj glazbi...”

“Značaj ovog benda u svijetu duhovne glazbe...”

“Današnji nastavak našeg serijala IN vrt...”

“...i bili smo u posjeti na Flora artu.”

“...na suradnju s IN magazinom...”

“Obzirom da gledam IN magazin...”

“...uvijek napravite top, ono najbolje od najboljeg.”

“...zaljubili smo se u park i park u nas.”

“...ili posjet psećem parkiću.”

“Može provesti cijele dane na kauču...”

“Je li ženama u stand-upu teže nego muškim kolegama...”

“Još samo nekoliko dana dijeli nas od prve ženske stand-up poslastice.”

“U mom videu ja dva puta opsujem...”

“...podržite osnaživanje žena humorom...”

“Ostavite like ili komentar.”

## **RTL Sport**

“...trebala su se pridružiti još dva kluba...”

“Slavnom klubu prijeto je prvo ispadanje iz lige...”

“Kao što znamo, futsal klub Dinamo osnovan je...”

“2014. je dobio veliku podršku od Bad Blue Boysa koji su ovaj klub...”

“...ipak nokautirao Poljaka...”

“Nokaut je bio brutalan...”

“...s 2:0 u setovima.”

“On je s 3:0 u setovima svladao Amerikanca...”

“Proslava naslova pred Bad Blue Boysima koji su 2014. našli utočište u klubu...”

“Omišanka u ovim trenucima počinje svoj meč prvog kola...”

“Preostalih dvoje hrvatskih predstavnika svoje mečeve igraju...”

“...senzacionalno je izbacio drugog tenisača svijeta...”

“...nakon velike borbe u pet setova.”

“Sada znam zašto su me treneri...”

“...zato što smo odigrali dobro u nokaut fazi.”

“...osvajajući prvog od tri europska nogometna klupska trofeja.”

“A trener Manchester City-ja Josep Guardiola treći je put primio nagradu za trenera godine u Engleskoj.”

“U tradicionalnom odabiru trenera engleskih profesionalnih liga...”

“...koji je pet puta bio trener godine u Engleskoj.”

“...tek nakon odigranog finala hrvatskog kupa.”

“...još jedna hrvatska tenisačica.”

“A prvo kolo sinoć je bilo kobno za drugog tenisača svijeta...”

“Težak meč, ne znam.”

“...iz sada već čuvene taekwondo škole splitskog kluba Marjan.”

“...tako da lovi svoj prvi naslov u klupskoj povijesti...”

“Ovo je NBA finale.”

“Pokušavamo osvojiti prvi NBA naslov u klupskoj povijesti.”

“...nešto veliko i dobro za cijeli klub.”

“Bio bi to jedan od njegovih najljepših golova...”

“...za ovaj klub, za ove navijače.”

“...i da mu dosadašnji klub nudi jednogodišnji ugovor...”

“Odlazim iz kluba ostavljajući ga...”

“...niti je postigao dogovor s drugim klubom.”

“U subotu će odigrati svoju zadnju utakmicu za pariški klub, potvrdio je to trener...”

“Messi, koji ove sezone ima 21 gol...”

“...odlučio je napustiti klub u kojem je debitirao...”

“U 15 godina osvojio je 3 lige prvaka, 7 domaćih kupova...”

“Volio bih se okušati kao trener.”

“...je odveo do naslova kupa prvaka...”

“Maratonski meč Borne Čorića...”

“U pet setova drame i nakon velike borbe, Borna Čorić je slavio s 3:2 u setovima te ga u sljedećoj rundi čeka...”

“...132. tenisačica svijeta.”

“...koja je okrenula zaostatak od jednog seta...”

## **24sata**

### **Politics**

“To znači da neće više biti kontejnerskih naselja.”

“...kazao je Plenković napominjući kako je pred nama turistička sezona.”

“Predsjednik Yoon Suk Yeol je u intervjuu za...”

“...bila je priprema za sljedeći samit čelnika...”

“...na sastanku predsjednika parlamenata država članica NATO-a.”

“To što su se neki zapadni lideri navukli na to...”

“...koja je dio zastupničkog kluba...”

“Također je rekao da više nema lidera u Europi...”

“...na koji Zelenskova vlada koristi digitalne tehnologije...”

“Turizam je jednako važan na kontinentu i Jadranu.”

“Brnjac je kazala kako je u Strategiji razvoja održivog turizma...”

“...razvoj cjelogodišnjeg regionalno razvijenog turizma.”

“...uz novi Zakon o turizmu važnu ulogu...”

“...koji su od značaja za razvoj turističkih destinacija i županija...”

“...prema kriterijima održivosti, zelene i digitalne tranzicije...”

“...značajni u razvoju cjelogodišnjeg i kontinentalnog turizma...”

“Idemo i u smjeru što bolje turističke promocije svih kontinentalnih županija.”

“...kako su župani zadovoljni novim Zakonom o turizmu...”

“...na nacionalnoj razini, promovira kontinentalni turizam.”

“To nam puno znači, jer je turizam...”

“...zadovoljan je što je kontinentalni turizam po prvi put...”

“Ističe kako ta županija već godinama bilježi ozbiljan porast turističkih posjeta...”

“...ali potvrđuje da se turizam počeo razvijati...”

“...zbog reformi aktualnih vlasti deblokirati sredstva...”

“Ključno je pitanje deblokirati sva sredstva.”

“...ne može biti blokiran jer je to netko procijenio izvana.”

“...Josepom Borrellom na samitu u Moldaviji.”

“...u kojima je ranjeno 30 NATO-vih pripadnika...”

## Showbiz

“...toliko velik da je platio ženi koja je radila u striptiz baru...”

“...koji radi u striptiz baru...”

“...sve svjetske premijere novih filmova...”

“...oštro je odbrusila hejterima koji su je napali...”

“...je li doista tako glamurozan?”

“Rekla bih da je sam 'crveni tepih' doista vrlo glamurozan...”

“...svoj život ispričala i u dokumentarnom filmu.”

“...kada je utjelovila prostitutku u filmu...”

“Spomenuti film zapravo je tema...”

“U iskrenom filmu, Brooke je također otkrila...”

“Nastupala je u filmovima poput...”

“Prisjetimo se, rock legenda započela je...”

“Viralni video rastužio žene...”

“Tvrđi da na viralnom videu nije on.”

“U viralnom videu, osoba nalik na...”

“...bolje da nije snimio live nego da je rekao...”

“...naknadno se oglasio te otkrio da na viralnom videu...”

“Nedavno preminula rock legenda Tina Turner...”

“...sa svojim tadašnjim bendom 'Noćna straža'.”

“...često na društvenim mrežama oduševi fanove novim objavama...”

“... otkrila je u jednom od intervjua.”

“I dalje se bavi glumom, a među posljednjim filmovima...”

“...pjevačica koja je 13 godina mlađa od tenisača...”

## Sport

“Sad zamislite da neki ruski sportaš napiše...”

“Trener nogometaša Seville Jose Luis Mendilibar rekao je...”

“Dobro poznajem koliko kvalitetno rade naši klubovi...”

“Bio je trener PPD Zagreba...”

“...a Zadar bivši trener Splita Jusup...”

“...Zadar je imao šut za tricicu...”

“...suci su procijenili kao prekršaj splitskog beka...”

“...sjajno igrao u četvrtom i petom setu i stigao do pobjede.”

“Medvjedev mu je učinio veliku uslugu u četvrtom setu...”

“Pritom je izgubio samo jedan set.”

“...u trećoj rundi otišao u finale Svjetskog prvenstva.”

“Iako je Duvančić slavila u prvoj rundi...”

“...i treća koju je osvojio splitski klub Marjan.”

“...u 23 godine postojanja kluba.”

“Potvrdio je to njemački klub na...”

“...otkrio je stručnjak za transfere Fabrizio Romano...”

“...rekao je Halil Altintop, sportski direktor Bayernove škole.”

“...i zabio jedan gol.”

“Đoković, koji je lani propustio polovicu ATP sezone...”

“...a stručnjak za transfere Fabrizio Romano prenosi da...”

“Klub je odradio pozitivne razgovore s igračem...”

“Razgovori između klubova uskoro će se nastaviti.”

“Londonski klub kupio ga je nakon...”



“Odigrao je 221 utakmicu, zabio šest golova uz 15 asistencija.”

“...rekao je trener Zadrana.”

“Kad su povelili sedam razlike pred kraj, pozvali smo time out...”

“...rekao je Danijel Jusup, trener Zadra.”

“...kazao je Srđan Subotić, trener Splita.”

“Imam osjećaj da su se oni svaki put vraćali šutem na svaki naš šut...”

“...a po jedan gol su dodali...”

“Leipzig je fantastičan klub...”

“I ja i klub imamo velike ambicije...”

“...što bi značilo da Dinamo ostaje bez udjela u njegovu budućem transferu...”

“...potpisao novi trogodišnji ugovor s njemačkim klubom...”

“Idealno bi bilo osvajanjem kupa u subotu - rekao je Olmo.”

“Za dva ga dana očekuje finale njemačkog kupa...”

“...sudjelovao u akcijama za 50 golova s 21 golom i 29 asistencija.”

“...skupio 30 nastupa i zabio šest golova...”

“Nahvalio ga je sportski direktor Leipziga Max Eberl.”

“Dinamo je za njegov transfer u siječnju...”

“...u eventualnom budućem transferu do isteka ugovora.”

“...koju spominje stručnjak za transfere Fabrizioo Romano...”

“...koju dobivaju sportaši s povijesnim dostignućima i izvrsnim karijerama.”

“...jednogodišnji ugovor s osvajačem Kupa kralja.”

“U 647 nastupa za "kraljevski klub" u svim natjecanjima zabio je 353 gola...”