

Albanianisation and Anglicisation in Terms of Both Languages for the Terminology of Economy

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Abstract

Before treating the problem related to the concept of "shqipërim" in Albanian and the concept of "anglicizim" (translation of the English word anglicisation or anglicising or even anglicism, as the last one can also be seen in the English dictionaries for anglicising, derived from anglicise), we will look very briefly at these concepts, marked by the corresponding words. This is important for two reasons: Firstly, especially in Albanian, the word (term) shqipërim - Engl. albanianisation (from shqipëroj – Engl. albanise) is ambiguous, and secondly, since the problem is treated in terms of both languages (Albanian and English), then the phenomenon that can be observed in a language, such as, for example, in Albanian, shqipërimi¹ should also be observed in English as a process, the same as it happens during the transition of a foreign word (term) for English in this language, as it is called in Albanian anglicizim (Engl. = anglicisation). Therefore, from this point of view, the process of Albanianisation, especially for the terminology of the economy, has a great value in the standardization act of this terminology, and as such becomes an important part of this process.

Keywords: Anglicism, albanism, anglicisation, albanianisation terms of economy.

Introduction

Without going deeper into the semantics of the term *shqipërim* (Engl. *albanianisation*), as we shall call it here, it should be noted that the Albanian adheres to the meaning that is related to the verb *përkthej* (Engl. *translate*):

- a) "përkthej në gjuhën shqipe ... " = shqipërim₁ (Engl. "to translate into Albanian language ..." = *albanianisation*₁) and
- b) "i jap trajtën shqiptare një emri të përveçëm të huaj" = shqipërim₂ (Engl. "to give the Albanian form/shape to a foreign proper noun" = *albanianisation*₂).

It is important to emphasize that, while even in terminology this term has two meanings, we would accept, as related to our problem, the second

meaning, ie, *shqipërim* = "dhënia e një trajte shqiptare të një fjale të huaj" (Engl. *albanianisation* = "giving an Albanian form/shape to a foreign word.

This will help us to align this term, expressing this concept, with the concept expressed by the English term *anglicisation* (from *anglicise*), which expresses the same concept as in Albanian, given with the verb *anglicise* = "make English, or like English (*anglicisation*). For this concept *anglicising* and *anglicism* (the latter in the sense of the "process") can also be used in the English language.

As we have said above, it is important to clarify this, because in many cases, when the Albanian concept of *shqipërim* (Engl. *albanianisation*) is given in English, as a rule, the meaning of "i përkthimit" (Engl. "translation") is passed/ transmitted, ie. "translation into English", which does not comply with the meaning of *shqipërim* (Engl. *albanianisation*).

This is specified for the first time in the "Albanian-English Dictionary" (Qesku, 1999, p. 874) , where *shqipërimi* in English, when it comes to Albanian, is given with *albanianisation* (related to *albanianise* and the latter with *Albanian*).

So from this point of view, when it comes to albanise a foreign word (term) into Albanian, but not to translate it, it should not be used: *translation into Albanian*, but: *albanianisation (=shqipërim)*, with the meaning we gave above.

By using these two terms in two different languages, but marking the same general concept in two distinct areas of *shqipërim* for Albanian and *anglicizim* for English, it must be asserted that this process, developed in both languages, is of great importance, especially in the very formation of the terminology of the corresponding field in both languages.

This process realtes on the one hand, with the cleansing of the language, but on the other hand with its enrichment. Prof. A. Kostallari, while thoroughly researching the problem of albanianisation of foreign words for Albanian, like the purification as well as the enrichment of the native language vocabulary; where in the cases he analyzed, he accepted these as processes "that go together".

This finding is very important for the Albanian terminology in the field of economy, as it is heavily loaded with foreign terms, mostly obtained from English (in Kosova) or from Italian (in Albania). Since the albanianisation process involves the removal of a foreign unit/entity, but in the meantime also the introduction of a native term (Albanian), then the two terms (both the foreign term and the Albanian one) appear at the same time, so that this situation is undermining the standardization of the terminology.

Therefore, from this point of view, the process of albanianisation, especially for the terminology of the economy, has great value in the act of

standardization of this terminology, and as such becomes an important part of this process.

Regarding the anglicisation into English, that relates to the "adaptation of foreign terms" with native English terms, compared to the albanianisation of foreign terms into Albanian, it can be said that this process does not obtain any great value in the standardization process, as the English terminology of economy appears generally regulated and standardized.

Albanianisation

The job for the albanization of the terminology in general is performed in the framework of an organized activity for the cleaning and enrichment of the standard Albanian language as two processes, which always link together. For the albanianisation of terms, the criterion to "albanise non-international scientific terms"(Fjalor 2, 1963, p. 6-7) has been applied.

The Albanianisation of the terminology of economy

Issues of albanising the terminology of the economy have been monitored for a long time and continue to be observed still today. However, along with efforts to albanianise non-international terms, it was intended, where possible, to albanise some terms of the terminology of Economy and of banking, where we face a number of foreign terms that are becoming less, and from this point of view, there is a tendency for the use of Albanian terms.

The paths through which this terminology has passed appear as zigzag and with contradictions. This is reflected in a particular way in the contradiction between the work done by the promoters of the terminology in order to systematize, unite and albanise it (mainly reflected in dictionaries and codifying works), and the work (efforts) to put it into use (especially in Kosovo, in textbooks and in the teaching practice)(Duro, 2002, p. 351-352).

The work for albanising the terminology of economy is related to the situation of the vocabulary, as in two main directions:

- 1) Non-terminological and terminological vocabulary, not directly related to this field;
- 2) Terminological vocabulary of the relevant field.

While the vocabulary of the first group is taken in its original state from other areas, thus, it inherits more or less its good or bad sides regarding the degree of the albanisation and unification; the vocabulary of the second group reflects overall the work which is done within the boundaries of this field.

From the viewpoint whether a foreign term has the potential to be albanised or not, three solutions are given:

- 1) The foreign term, used densely and for a long time, is difficult to be extracted from a language.
- 2) Terms with quite specific meanings can also be extracted with difficulty;

3) Terms with a wider and more general meaning can be taken out more easily than terms with a narrow meaning.

It should be emphasised that the equivalence of foreign terms in English, used in Albanian, prove that anglicization in the English terminology of the economy is a negligible phenomenon, since it is, in general terms, a consolidated and standardized terminology. New formations may mainly belong to the very narrow subdivisions of the terminology of the economy.

The process of standardization in the terminology of Economics

The process of standardization, particularly in the terminology of Economics of Albanian, as a terminology in the process of standardization, connects in an uninterrupted manner with its Albanianisation, the latter not meant as the translation of the terms, but their adaptation in agreement with the nature of Albanian and the rule of its functioning. This is important to be understood because as a terminology in progress, in the terminology of Albanian Economics frequent interferences do occur from Specialists and Linguists to put it on a basis that is most native (Albanian).

Therefore, the joint work of Specialists and Linguists is of exceptional importance for the overcoming of this situation, through its evidencing, undertakings of joint action through boards of examiners, panels, advertisements, in the press etc., for the setting into circulation of the standard terms, mainly those with an Albanian base, but by leaving also foreign terms according to the occasion, in particular those with International expansion.

Finally, it needs to be stressed that the comparison of the Albanian terminology of Economy with the English one puts the terminology of this field into privileged positions by treating it in the light of a terminology that serves as an International Standardization sample. Nevertheless, regardless of this, the process of comparing with other languages as well remains open especially with Italian, French and Russian, the reflections of which are felt in it.

Below we will present some of the main terms used in the English terminology of the economy in English and Albanian:

balance

balance

balance of account

balance of export and import

balance of foreign exchange

balance of good exchange

balance of payments

balance of payments account

balance of payments deficit

balance of payments equilibrium

barazoj, kompensoj

bilanc, mbetje llogarie, saldo

gjendja e llogarisë

bilanc i eksportit dhe i importit

bilanc valuator

bilanc i këmbimit të mallrave

bilanc i pagesave

saldo e bilancit të pagesave

deficit i bilancit të pagesave

ekuilibër në bilancin e pagesave

balance of payments policy
balance of payments surplus
balance of trade
balance of trade deficit
balance of trade position
balance sheet account
balance sheet analysis
balance sheet date
balanced budget
(balancuar)
balanced budget multiplier
balancuar
balanced trade
balance-of-payments deficit
balance-sheet items
balance-sheet total
price
price adjustment
price agreement
price calculation
price catalogue
price change
price complaint
price control
price decline
price difference
price discount
price fixing
price flexibility
price inclusive duty
price inclusive VAT
price increase
price index
price level
price limit
pricelist
price offer
price reduction

investment
investuar)
investment adviser

politikë e bilancit të pagesave
tepricë në bilancin e pagesave
bilanc i tregtisë së jashtme
deficit në bilancin tregtar
gjendja e bilnacionit tregtar
llogari e bilancit të gjendjes
analizë bilanci
datë e bilancit të gjendjes
buxhet i baraspeshuar

shumëzues i buxhetit të

bilanc tregtie i barazuar
deficit në bilancin e pagesave
zërat e bilancit
shumë bilanci
çmim
barazim i çmimeve
marrëveshje për çmim
llogaritja e çmimeve
listë e çmimeve
ndryshim i çmimeve
reklamim çmimesh
kontrolli i çmimeve
rënie e çmimeve
diferencë çmimi
rabat, zbritje çmimi
fiksime çmimi
fleksibilitet i çmimit
çmim me doganë
çmim me TVSH
rritje e çmimit
indeks i çmimeve
nivel i çmimeve
kufi i çmimit
çmimore
ofertë çmimi
ulje çmimi

investim (i kapitalit, kapital i

konsulent për investime

investment bank
investment broker
investment centre
investment contract
investment enterprise
investment expense
investment fund
investment grade
investment policy
investment programme
investor

bankë investimesh
ndërmjetës investimesh
qendër investimi
kontratë investimi
ndërmarrje investuese
dala (të-) investimi
fond investimi
shkallë investimi
politikë investimi
program investimi
investues

payment

payment against documents
payment at tenor
payment before due date
payment by annual instalment
payment by bank draft
payment by cheque
payment by instalments
payment by transfer
payment condition
payment day
payment facilitation
payment in advance
payment in full
payment in kind
payment of a debit
payment of compensation
payment order
payment plan
payment slip
payment within a term
investor

pagesë

pagesë kundrejt dokumentesh
pagesë pas arritjes
pagesë e parakohshme
pagesë me këste vjetore
pagesë me kambial bankar
pagesë me çek
pagesë me këste
pagesë me transfer
kushte të pagesës
ditë e pagesës
lehtësira rreth pagesës
pagesë paraprake
pagesë e plotë
pagesë në natyrë
pagesë e borxhit
pagesë e zhdëmtit
urdhërpagesë
plan pagesash
fletëpagesë
pagesë me afat
investues

Conclusions

The process of Albanianisation in the terminology of the economy is related to a variety of features which in this process are noticed in the general Albanian language as well, because the lexical units of these two parts infiltrate into each other and the features of the one affect the other.

The drastic development of the economy will influence the development and enrichment of its terminology (of economics) with the same intensity, with new notions and terms.

In the terminology of the economy, a foreign fund is still being used, mainly for new notions and fields, especially since after 1999. It is also noticed that besides many of these foreign terms, is the Albanian term as well, sometimes as a translation and sometimes as a new word created with the tools of the Albanian languages.

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