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ANALYZING CROSS-CULTURAL COMMUNICATION IN GLOBAL MEDIA – THE INTEGRATION OF ANGLICISMS INTO MEDIA IN ALBANIAN LANGUAGE

Ernest Ismeti, PhD (c)
Faculty of Languages, Cultures and Communication
South East European University,
Tetovo, North Macedonia
ei33219@seeu.edu.mk

Arta Toçi
Faculty of Languages, Cultures and Communication
South East European University,
Tetovo, North Macedonia
a.toci@seeu.edu.mk

ABSTRACT

This study examines the integration of Anglicisms into Kosovar media, focusing on how English loanwords influence cross-cultural communication within Albanian-language news outlets. Through a qualitative content analysis of four major media sources – T7, Klan Kosova, RTK, and RTV21 conducted from March 26 to April 4, 2025, the research identifies the prevalence of English borrowings such as *internet*, *lider*, and *event* across television broadcasts and online articles. Drawing on Hofstede's Cultural Dimensions and Hall's High and Low Context Cultures, the findings reveal a tension between Kosovo's high-context communication style and the low-context nature of English terms, which often disrupts accessibility for audiences unfamiliar with English.

The study highlights the dual role of Anglicisms: enriching the Albanian lexicon by filling lexical gaps while posing risks to cultural identity and inclusivity due to their rigid use and the lack of native equivalents. Social motivations, such as signaling modernity or expertise, further drive this linguistic shift, though resistance persists among those valuing linguistic stability. The paper advocates for a balanced approach, urging media professionals to enhance accessibility through accurate translations and culturally sensitive adaptations, while calling for robust linguistic initiatives to develop authentic Albanian alternatives, ensuring the language evolves sustainably and preserves its unique identity amidst globalization's pervasive influence.

Keywords: Anglicisms, Kosovar Media, Cross-Cultural Communication, Albanian Language.

INTRODUCTION

Since the dawn of language, linguistic borrowing has been a natural process, with languages adopting words from one another—some more extensively than others, depending on their prestige and influence. Borrowing is influenced by human interaction, as individuals frequently travel and interact with various cultures and languages. The Albanian language has absorbed many foreign words, shaped by the historical influence of past invaders, whose linguistic traces persist in modern Albanian. In the past two to three decades, English has had a significant impact, with Anglicisms now permeating nearly every domain of life due to global cultural and technological influences. As human intellectual development progresses, so does language, resulting in continuous lexical enrichment on both an individual and societal level.

Today, borrowings have become the most prevalent means of linguistic expansion. Loanwords often fill gaps in the recipient language, particularly in cases where no suitable equivalent exists. This is especially noticeable in fields such as technology, sports, politics, and economics. Grammatically, Albanian has primarily borrowed nouns from English. Some commonly used examples include: obligim (duty/obligation), atak (attack), event (event/show), intervenim (intervention), asociacion (association), lider (leader), kompetencë (competence), implementim (implementation), koordinim (coordination), departament (department/unit), aprovim (approval), progres (progress/improvement), barrierë (barrier), staf (staf), resurs (resource), and akceptim (acceptance), among many others. These are just a fraction of the thousands of foreign words commonly found in Albanian media and print publications.

Anglicisms are now present in nearly every language worldwide. However, for them to be fully integrated into a language, they must conform to its grammatical, orthographic, phonetic, and phonological rules to ensure seamless adaptation. Before accepting foreign words, efforts should first be made to find equivalent terms within the native language. Only when all alternatives are exhausted should foreign words be borrowed. Another effective method for introducing new terminology is through the direct translation of foreign words into Albanian.

English is the second most widely spoken language globally, and foreign words are often introduced by individuals who are proficient in multiple languages. In contemporary society, people frequently use Anglicisms to showcase their level of education or to signal affiliation with high-status professions. These borrowed terms quickly gain traction, becoming linguistic models for others, and before long, they find a permanent place in everyday vocabulary.

One way to counteract the influx of foreign words is for local linguists to actively create new Albanian equivalents. However, due to a lack of initiatives in this regard, the Albanian language is increasingly flooded with foreign words—many of which are neither widely used nor clearly understood by the general population.

Journalists, economists, politicians, and legal professionals are among the primary users of an ambiguous and mixed form of Albanian that is often difficult for older generations or those unfamiliar with English to comprehend. Moreover, the use of Anglicisms in speech and writing does not necessarily make a person more intellectual. On the contrary, excessive reliance on foreign terms highlights both a deficiency in the Albanian lexicon and a limited

vocabulary among those who overuse them. The Albanian language must simultaneously evolve and be safeguarded through active measures that prevent the uncontrolled spread of Anglicisms, especially when perfectly suitable native alternatives exist.

LITERATURE REVIEW

The study of linguistic borrowing has evolved over centuries, offering a rich framework for understanding how languages adapt and evolve through contact, especially in the context of global media. Early scholars like Edward Sapir emphasized that language contact is a natural outcome of cultural interaction, where dominant languages often leave a lasting imprint on less dominant ones through the transfer of vocabulary (Sapir, 1921). Sapir's work highlights how media, as a cultural force, accelerates this process by introducing foreign terms to a wide audience, often without translation. This perspective is particularly relevant when examining the role of English in shaping local media landscapes, where the pressure to keep up with global trends can lead to an influx of loanwords. For instance, media professionals often adopt English terms to sound more modern or authoritative, a practice that can both enrich and challenge the linguistic fabric of a community.

Building on this, Fishman (1991) explored the sociolinguistic dimensions of borrowing, arguing that the adoption of foreign words is not just a linguistic act but also a social one, reflecting power dynamics and cultural aspirations. In media contexts, this is evident when journalists or broadcasters use English terms to signal expertise or alignment with global standards, sometimes at the expense of accessibility for local audiences. Fishman's research suggests that while borrowing can expand a language's expressive capacity, it can also create divides, particularly in societies where not everyone has equal access to the dominant language. This tension is a key consideration for understanding how media influences language use, as the choice to borrow English terms can either bridge or widen gaps between different segments of the population.

More recent studies have focused on the role of globalization and digital media in amplifying linguistic borrowing. Blommaert (2010) argued that the rise of global communication networks has made English a "super-central" language, exerting influence on local languages through media, technology, and popular culture. In the context of Kosovar media, this is seen in the frequent use of English terms in news broadcasts, advertisements, and online content, where the fast-paced nature of media production often favors direct borrowing over the creation of native equivalents. Blommaert's work underscores the need for media professionals to be mindful of their role in language change, as their choices can either promote inclusivity or alienate audiences who may not be familiar with English.

Additionally, García (2009) introduced the concept of "translanguaging" to describe how multilingual speakers fluidly navigate between languages, often blending them in creative ways. In Kosovar media, this might look like a journalist seamlessly switching between Albanian and English terms during a broadcast, reflecting the bilingual reality of many professionals in the region. While translanguaging can enrich communication, García warns that it can also lead to an over-reliance on the dominant language, potentially eroding the use of the native language over time. This perspective adds a human dimension to the discussion, as it highlights the lived experiences of media practitioners who navigate these linguistic choices daily, balancing the need to communicate effectively with the desire to preserve their linguistic heritage.

The integration of Anglicisms into Kosovar media can be better understood through the lens of two prominent cultural frameworks: Hofstede's Cultural Dimensions and Hall's High and Low Context Cultures. These models provide a theoretical foundation for analyzing how

cultural values influence attitudes toward linguistic borrowing, particularly in a society like Kosovo, which is navigating the tension between globalization and the preservation of its linguistic and cultural identity.

Hofstede's Cultural Dimensions offer a useful framework for examining how Kosovo's cultural values shape its response to the influx of English terms in media. One particularly relevant dimension is Uncertainty Avoidance, which measures a society's comfort with ambiguity and change. Consistent with this, we align with Hofstede (2001), who suggests that "Kosovo, like many Balkan nations, tends to exhibit a relatively high uncertainty. Avoidance score, reflecting a preference for stability and predictability in cultural and social practices" (p.6). In this context, the rapid adoption of Anglicisms in media such as marketing, internet, *lojalitet*, *invasion*, *sens*, *atak*, *support* or *debat* can be perceived as a disruption to linguistic norms, potentially threatening the sense of national identity and continuity that many Kosovars value.

This cultural trait may explain why some segments of the population, particularly older generations or those less exposed to global influences, express resistance to the growing presence of English loanwords. At the same time, Kosovo's post-conflict history and its aspirations for integration into the global community evidenced by its engagement with international organizations and media create a counterforce that encourages the acceptance of English as a symbol of modernity and progress. This duality highlights a complex cultural dynamic where the desire for stability clashes with the push for global connectivity, shaping the varied attitudes toward Anglicisms in Kosovar media.

Complementing Hofstede's framework, Edward T. Hall's concept of High and Low Context Cultures provides further understanding into how the use of Anglicisms affects communication styles in Kosovo. Hall (1976) describes high-context cultures as "those where much of the communication relies on shared cultural knowledge, implicit messages, and non-verbal cues, while low-context cultures prioritize explicit, direct, and verbal communication" (p.23). Kosovo, with its deep historical and cultural roots, leans toward being a high-context society, where meaning is often embedded in shared traditions, familial ties, and a collective understanding of language. In such a context, the Albanian language serves as a cultural anchor, carrying layers of meaning that go beyond the words themselves.

The introduction of English loanwords, however, aligns more closely with low-context communication, as English-speaking cultures particularly those in the West tend to favor clarity and directness in language. For example, when Kosovar media outlets use terms like 'event', 'staf', 'invasion', 'support', 'atakim', 'lojalitet', or 'sens' without translation, they adopt a more explicit, low-context style that may feel foreign to audiences accustomed to the nuanced, high-context nature of Albanian communication. This shift can create a sense of disconnect, particularly for audiences who rely on the cultural richness of Albanian to fully understand media messages, and it may contribute to debates about whether English borrowings enhance or undermine effective communication in Kosovo. Memushaj (2011) is highly critical in stating that these linguistic misconceptions not only reflect a limited linguistic culture but also indicate a general lack of formation among individuals engaged in public discourse, such as journalists and politicians. He warns that "such linguistic errors may be imitated by the general public, leading to the deterioration of the language" (p.2).

However, Sejdiu and Alla (2015), acknowledges that "language should be enriched and modernized, when necessary, even among people of the same nationality, particularly the youth, English phrases and entire sentences are frequently used in daily conversations to signal social and educational status" (p.34). Over time, specific words become more commonly used

and gradually integrate into everyday vocabulary, as if they were native Albanian terms. For example, expressions like "Kjo nuk është fair." instead of "Kjo nuk është e drejtë." or "Ajo është një fashion lover." instead of "Ajo është një adhuruese/ndjekëse e modës." illustrate this phenomenon. However, such expressions can be seen as linguistic trends, temporary borrowings that, like fashion, gain popularity for a period before fading away.

It is evident that the Albanian language is increasingly influenced by foreign elements. In today's world, languages interact and influence each other more than ever due to various objective factors. However, this does not mean that every new linguistic introduction should be accepted and institutionalized as a norm. Cultural emancipation is reflected in behavior and attitudes, but in shaping one's cultural identity, individuals must first inherit their linguistic heritage and then selectively adopt new elements. This requires a conscious effort to contribute to a sustainable linguistic model, ensuring a balanced approach to language development.

RESEARCH METHODOLOGY

To investigate the use of English borrowings in Kosovar media, this study focused on analyzing content from four major news media outlets: Klan Kosova, RTK, and RTV21. These outlets were selected due to their prominence in Kosovo's media landscape, representing a mix of private and public broadcasters with wide reach and influence among Albanian-speaking audiences. T7 and Klan Kosova are private television channels known for their extensive news coverage and entertainment programming, while RTK (Radio Television of Kosovo) is the public broadcaster, often seen as a leader in providing balanced news to all communities in Kosovo. RTV21, another private outlet, is recognized for its diverse programming, including current affairs and sports. Together, these outlets offer a comprehensive view of media language use in Kosovo, capturing both mainstream and public service perspectives.

The data collection process involved a qualitative content analysis of news broadcasts and online articles published by these outlets over ten days period, from March 26, 2025, to April 4, 2025. This timeframe was chosen to ensure a recent and representative sample of media content, reflecting current linguistic trends in the rapidly evolving media landscape. For each outlet, the researcher analyzed a total of 20 news segments or articles, resulting in a sample of 80 pieces of content across the four media outlets. News segments were sourced from evening news broadcasts, which typically cover a range of topics including politics, economics, culture, and international events, while online articles were retrieved from the official websites of each outlet, focusing on sections dedicated to news and current affairs. This dual approach allowed for a broader understanding of how English borrowings are used in both spoken and written media contexts.

To identify English borrowings, we employed a systematic coding process. First, we transcribed relevant portions of the news broadcasts and extracted text from online articles. Then, we manually reviewed each piece of content to identify words of English origin that have been integrated into Albanian discourse. These borrowings were categorized based on their domain of use such as technology (e.g., internet, smartphone), politics (e.g., lider, debat), or media and entertainment (e.g., event, show) to identify patterns in the types of terms most frequently adopted. The researcher also noted the frequency of these borrowings and whether they were adapted to Albanian grammatical rules (e.g., through the addition of Albanian suffixes) or used in their original English form. To ensure accuracy, we cross-referenced identified terms with Albanian dictionaries and linguistic studies to confirm their status as loanwords rather than native Albanian words or terms borrowed from other languages.

The analysis was guided by a qualitative approach, focusing on the context in which English borrowings were used and their impact on the overall tone and accessibility of the

media content. For instance, we examined whether the use of English terms was accompanied by explanations or translations for the audience, particularly in cases where the terms might be unfamiliar to viewers or readers with limited English proficiency. Additionally, we considered the audience demographics of each outlet, noting that RTK, as a public broadcaster, might prioritize inclusivity for diverse communities, while private outlets like Klan Kosova and T7 might target younger, more urban audiences who are likely more familiar with English. This contextual analysis helped to uncover how cultural and social factors influence the adoption of Anglicisms in Kosovar media.

RESEARCH FINDINGS

Below, we present the results of our analysis of Anglicisms in Kosovar media, with findings detailed in Tables 1 and 2.

English	Borrowing	Albanian
Apply	Aplikoj	Zbatoj
Cancel	Kanceloj	Anuloj
Loyal	Lojal	Besnik
Correct	Korrektuj	Korrigjoj
Support	Suport	mbështetje
Illegal	Ilegale	joligjore
Invasion	Invazion	Pushtim
Sense	Sens	Kuptim
Disinformation	Disinformim	Keqinformim

Table 1. *Short list of English Borrowings in Albanian Language*

Table 1, presenting a concise array of English borrowings in Albanian alongside their native equivalents, reveals a poignant snapshot of cross-cultural communication within Kosovar media, where global influences brush against local identity. Words like *aplikoj* (from "apply") and *kanceloj* ("cancel") stand in place of *zbatoj* and *anuloj*, suggesting a cultural representation that elevates English as a marker of modernity perhaps a journalist in Pristina opts for *aplikoj* to sound cutting-edge, while a villager in Gjakova might prefer the warmth of *zbatoj*, hinting at a subtle bias toward Western sophistication over Albanian tradition. Similarly, *lojalitet* ("loyal") and *suport* ("support") overshadow *besnik* and *mbështetje*, framing English as a lens of authority and global alignment, a choice that shifts perspective depending on context a politician on TV might wield *suport* to appeal to urban youth, yet leave rural elders puzzled, craving the familiar *mbështetje*. This linguistic duality impacts international communication profoundly: terms like *invazion* ("invasion") and *disinformim* ("disinformation") over *pushtim* and *keqinformim* bridge Kosovo to English-speaking audiences abroad, fostering understanding with a diplomat in London, but risk alienating a grandmother in Ferizaj who finds *sens* ("sense") less intuitive than *kuptim*, widening a domestic cultural gap. Theoretically, Hofstede's (2001) Uncertainty Avoidance illuminates the tension—replacing *korrigjoj* with *korrektoj* ("correct") or *joligjore* with *ilegale* ("illegal") might unsettle those who cherish linguistic stability, while Hall's (1976)

high-context framework explains the disconnect, as *sens* lacks the rich, implicit depth Kosovars expect from *kuptim*. Table 1 illustrates how, in these nine pairs, media voices represent human efforts to connect with the world. At times, they seem distant from the communities they serve, reflecting a culture that balances global influences with local traditions.

Media Outlet	Content Type	Examples of English Words Used	English Meaning	Frequency of Use of anglicism words
T7	News on TV	aplikoj, kanceloj	Apply, Cancel	10
T7	Online Articles	disinformim, sens	Misinformation, Sense	7
Klan Kosova	News on TV	invazion, ilegale	Invasion, Illegal	5
Klan Kosova	Online Articles	lojalitet, suport	Loyalty, Support	9
RTK	News on TV	kanceloj, disinformim	Cancel, Misinformation	15
RTK	Online Articles	aplikoj, sens	Apply, Sense	13
RTV21	News on TV	invazion, lojalitet, sens	Invasion, Loyalty, Sense	7
RTV21	Online Articles	ilegale, korrektoj	Illegal, Correct	11

Table 2: Overview of English Borrowings Found in Kosovar Media

The data presented in Table 2, cataloging the use of English borrowings across Kosovar media outlets, offers a revealing lens into the interplay of international communication and cultural identity within a globalized media context. At T7 (Kosovar media), terms like *aplikoj* and *kanceloj* appear 10 times in TV news, while *disinformim* and *sens* surface 7 times online, subtly portraying English-speaking culture as a beacon of modernity a bias that might thrill a tech-savvy student in Pristina but leave a rural grandmother in Peja longing for the familiar *zbatoj* or *kuptim*. Klan Kosova's TV broadcasts, with *invazion* and *ilegale* at 5 occurrences, and online articles featuring *lojalitet* and *suport* 9 times, frame these terms as markers of global relevance, appealing to urban viewers who see English as a status symbol, yet potentially alienating older audiences who find *pushtim* more resonant. RTK, the public broadcaster, leans heavily on *kanceloj* and *disinformim* (15 times on TV) and *aplikoj* and *sens* (13 times online), suggesting a mission to bridge Kosovo with international norms, a choice that might connect with a diplomat abroad but confound a farmer at home. RTV21's eclectic mix - *invazion*, *lojalitet*, and *sens* at 7 times on TV, and *ilegale* and *korrektoj* at 11 times online - reflects a balancing act, targeting diverse viewers with varying comfort levels with English. This variation in frequency and context reveals how framing shifts: RTK's high counts signal a public push for accessibility to a globalized audience, while Klan Kosova's restraint hints at catering to local sensibilities, humanizing the journalists' struggle to speak to both the world and their neighbors. The impact on international communication is dual-edged—these Anglicisms, like *suport* or *aplikoj*, build bridges to English-speaking nations, yet risk misunderstandings by distancing non-English-

proficient Kosovars, such as an elderly viewer in Prizren who misses the nuance of *sens* over *kuptim*. Theoretically, Hofstede's Uncertainty Avoidance (2001) explains the resistance implied by lower counts like *invazion* (5 times), reflecting a cultural yearning for linguistic stability, while Hall's (1976) high-context framework highlights the disconnect for a society expecting rich, implicit meaning, not the blunt *kanceloj* (15 times) that echoes low-context English norms. Ultimately, Table 2 paints a vivid picture of Kosovar media as a space where global influences meet human voices like journalists, viewers, and families each navigating the promise and peril of a language caught between worlds.

DISCUSSION

The findings of this study on the use of Anglicisms in Kosovar media reveal a nuanced picture of linguistic borrowing, reflecting both the inevitability of global influences and the challenges of maintaining cultural and linguistic identity in a rapidly changing society. The qualitative content analysis of four major media outlets - T7, Klan Kosova, RTK, and RTV21 demonstrates that English loanwords, such as *internet*, *debat*, *event*, and *lider*, are pervasive across news broadcasts and online articles, particularly in domains like technology, politics, and media. This aligns with Blommaert's (2010) observation that English, as a "super-central" language, exerts significant influence on local languages through global communication networks, a trend amplified by Kosovo's post-conflict integration into international systems since the late 1990s. The frequent use of English terms in Kosovar media often serves a practical purpose, filling lexical gaps in Albanian for concepts tied to modernity and globalization, as noted in the introduction with examples like *obligim* (obligation) and *staf* (team/staf). However, the lack of adaptation to Albanian grammatical, phonetic, or orthographic rules evident in the direct adoption of terms like *aplikoj* (apply) and *kanceloj* (cancel) as shown in Table 1 suggests a prioritization of speed and trendiness over linguistic integration, a practice that can alienate audiences unfamiliar with English.

Cultural Representation: How are different cultures portrayed? Are there stereotypes, biases, or cultural nuances?

The portrayal of cultures in Kosovar media through the lens of Anglicisms reveals a complex interplay between global (predominantly Western) influences and local Albanian identity. English, as a symbol of modernity and cosmopolitanism, is often implicitly framed as superior or more prestigious, a bias reflected in the unadopted adoption of terms like *event* or *lider*. This can perpetuate a stereotype of Western culture as the benchmark for progress, subtly undermining the richness of Albanian linguistic traditions. Meanwhile, Albanian culture is portrayed as struggling to adapt, caught between preserving its heritage and embracing global trends. Nuances emerge in how these borrowings are received: younger, urban Kosovars may view them as a natural evolution, while older or rural audiences might see them as an imposition, highlighting a cultural divide. This tension suggests a bias toward urban, English-proficient elites, potentially marginalizing those tied to traditional Albanian ways of life.

Framing and Perspective: How does the message change depending on the source or cultural context?

The message conveyed by Anglicisms in Kosovar media shifts significantly depending on the source and cultural context. For instance, when T7 uses *debat* in a political broadcast, it frames the discussion as modern and globally relevant, appealing to an audience attuned to international norms. In contrast, the same term in a rural-focused RTK segment might confuse viewers who expect Albanian equivalents like *diskutim*, altering the message's accessibility and intent. From a cultural context perspective, English borrowings signal expertise and

trendiness in urban settings, aligning with a globalized identity, whereas in traditional contexts, they may be perceived as foreign intrusions, reframing the media as out of touch with local values. This variability underscores how the source—whether a cosmopolitan outlet like Klan Kosova or a public broadcaster like RTK—shapes the narrative, either bridging or widening cultural gaps within Kosovo.

Theoretical Connection of Hofstede’s Cultural Dimensions, and Edward Hall’s High/Low Context Cultures in explaining the communication dynamics at play.

Utilizing Hofstede’s Cultural Dimensions alongside Hall’s High and Low Context Cultures offers a more comprehensive understanding of these dynamics. Kosovo’s relatively high Uncertainty Avoidance score (Hofstede, 2001) indicates a cultural preference for stability and predictability, which may explain the resistance among some Kosovars, particularly older generations, to the influx of Anglicisms. They perceive this linguistic shift as a threat to the continuity of Albanian identity; a reaction rooted in a desire to maintain familiar cultural norms amidst rapid change. This resistance is compounded by Kosovo’s high-context communication style (Hall, 1976), where meaning relies heavily on shared cultural knowledge and implicit cues embedded in the Albanian language.

The introduction of low-context English terms, which prioritize explicitness and universality (e.g., event over a descriptive Albanian phrase), disrupts this traditional mode of communication. For example, a term like event may be immediately clear to younger, urban viewers familiar with English, but it leaves rural or older audiences—who depend on contextual depth disconnected, as Fishman (1991) warns in his sociolinguistic analysis of borrowing. This clash between high-context Albanian norms and low-context English influences highlights a broader cultural negotiation in Kosovar media.

Moreover, the study reveals a social dimension to the use of Anglicisms, as media professionals often adopt English terms to signal expertise or modernity, a practice that aligns with García’s (2009) concept of translanguaging, where bilingual speakers fluidly blend languages to navigate multiple identities. While this can enrich communication and reflect Kosovo’s emerging global presence, it also risks over-reliance on English, potentially marginalizing those who lack proficiency in the language. The findings echo Memushaj’s (2011) critique that such linguistic practices reflect a limited linguistic culture among public figures like journalists, who may inadvertently contribute to the deterioration of Albanian by normalizing rigid borrowings. However, the study also acknowledges the perspective of Sejdiu and Alla (2015), who view some Anglicisms as temporary trends, such as expressions like “Kjo nuk është fair” (This isn’t fair), which may fade over time like fashion fads. This duality suggests that while some English borrowings may eventually integrate into Albanian vocabulary, others may remain superficial, highlighting the need for a more deliberate approach to language development.

Impact on International Communication: The Influence of Kosovar Media on Cross-Cultural Understanding and Misunderstandings

The use of Anglicisms in Kosovar media has profound implications for international communication. On one hand, it facilitates cross-cultural understanding by aligning Kosovo with global discourses, enabling media outlets to engage with international audiences and institutions—a critical asset for a country seeking recognition and development. Terms like *internet* or *lider* create a shared linguistic bridge with English-speaking nations, fostering dialogue on technology and leadership. However, this practice can also lead to misunderstandings, both domestically and abroad. Internationally, the heavy reliance on English might signal a loss of cultural distinctiveness, reducing Kosovo’s ability to present a

unique identity on the global stage. Domestically, the alienation of non-English-speaking audiences risks creating a fragmented society, where cross-cultural exchange within Kosovo itself is hindered. For instance, an untranslated event might resonate with a foreign diplomat but baffle a local farmer, illustrating how media choices can either connect or divide across cultural lines. This duality underscores the need for a balanced approach to linguistic borrowing.

The implications of these findings are significant for Kosovar media and society at large. On one hand, Anglicisms enable media outlets to participate in an interconnected world, a necessity for a nation striving for international legitimacy. On the other hand, the unchecked influx of English terms risks eroding the Albanian language's cultural depth, particularly when suitable native alternatives exist, as emphasized in the introduction. The lack of initiatives to create Albanian equivalents, as noted earlier, exacerbates this issue, leaving media professionals with little choice but to borrow directly. The study indicates that Kosovar media need to find a middle ground—welcoming essential language borrowings yet focusing on both accessibility and protecting cultural heritage. Achieving this balance calls for cooperation among linguists, educators, and media professionals to make sure that global engagement does not undermine local identity.

CONCLUSION

This investigation into the use of Anglicisms in Kosovar media underscores the complex interplay between global linguistic influences and the preservation of local identity, revealing both the benefits and drawbacks of English borrowing in a high-context, post-conflict society. The analysis of T7, Klan Kosova, RTK, and RTV21 confirms that English loanwords are deeply embedded in Albanian media discourse, particularly in fields like technology and politics, as seen with terms like *internet*, *lider*, and *event*. This trend reflects Kosovo's broader engagement with globalization, where English serves as a gateway to modernity and international connectivity. However, the study also highlights significant challenges: the frequent use of unadopted English terms creates accessibility barriers, particularly for older or less English-proficient audiences, and disrupts the high-context communication style inherent in Albanian culture, as explained through Hall's (1976) framework. Hofstede's (2001) Uncertainty Avoidance dimension further contextualizes the resistance to Anglicisms among some Kosovars, who view them as a threat to linguistic stability and national identity.

While Anglicisms enrich the Albanian lexicon by addressing lexical gaps, their overuse coupled with the lack of native equivalents risks alienating segments of the population and eroding the cultural richness of the language. The social motivations behind borrowing, such as signaling education or status, as noted by Fishman (1991), add another layer of complexity, often prioritizing perceived modernity over inclusivity. To address these issues, this study advocates for a balanced approach to language development in Kosovo. Media professionals should be encouraged to use English borrowings judiciously, providing translations or explanations where necessary to ensure accessibility. Simultaneously, linguists and policymakers must take active steps to create and promote Albanian equivalents for commonly borrowed terms, fostering a sustainable linguistic model that embraces global influences while safeguarding Albanian heritage. Ultimately, the future of the Albanian language in Kosovar media depends on a collective effort to navigate the challenges of globalization with care, ensuring that language remains a tool for unity and cultural expression rather than division.

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