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## THE INCREASING UNJUSTIFIABLE PRESENCE AND USE OF ANGLICISMS IN “YOUTH VIBES”

The paper deals with the cultural issue of the increasingly widespread use of lexis imported from English in Serbian daily news reports, which has given way to the lexical style of the Anglo-Serbian language variety. Using techniques of selective contrastive analysis of comparing microlinguistic elements, the paper explores the use of these items and their adequate counterparts in the Serbian language. The analysis deals with news articles published in 2023 by *Youth Vibes*, a news portal aimed at a younger audience. The obtained results illustrate how some word forms imported from English could have been avoided and substituted by translation equivalents and correspondents that are much more acceptable as lexis of the standard Serbian language. The results also show that most often a correspondent can be found in Serbian rather than a translation equivalent, the relationship implying that the anglicisms that have been isolated due to their falling into this category are inessential when referring to particular concepts.

*Keywords:* anglicisms, Anglo-Serbian, selective contrastive analysis, news discourse

### Introduction

This paper explores the intensified incorporation of English lexis in Serbian, primarily facilitated by the audio-visual omnipresence of English through the information technologies of the digital age with a special focus on this issue in the domain of written media. The contact with English has enabled it to become a type of an “appendix” to Serbian – lexical items are commonly seen inadequately adapted and used within Serbian, especially among young people with incomplete education (PRČIĆ 2005: 56). The result of this domestication of English in Serbian is the development of both syntactic and lexical parallel norms in Serbian that constitute the Anglo-Serbian language variety. This language variety can be identified across all levels of language, such as: orthography – e.g., the use of a coma (,) in place of a period (.) between number classes (\*3,600 instead of 3.600); pronunciation – e.g., most commonly pronouncing sequences of numbers that are parts of names as a string of double-digit numbers (*UN Resolution 1244* where the number is pronounced 12-44 instead of 1,244); grammar – e.g., wrong preposition use as a consequence of literal translation (the influence of the prepositional phrase “over coffee” seen as a calque in *Prodiskutovaćemo \*preko kafe* instead of *Prodiskutovaćemo uz kafu*);

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and, most importantly for the scope of this paper, semantics: e.g., inefficient knowledge of lexical meaning creates inert and superfluous synonyms (*keš* instead of *gotovina*) (PRČIĆ 2005: 79).

The final level of Anglo-Serbian identification criteria will be focused on and analyzed in the following parts of the paper by utilizing techniques pertaining to the selective contrastive analysis method. Apart from a qualitative analysis based on the contrastive method, a descriptive quantitative analysis will be conducted using the software *WordSmith Tools 4.0* (SCOTT 2014).

### Theoretical Framework

The primary approach to analysis in this paper is the contrastive method. Contrastive analysis is a method of analysis used to systematically discover and showcase both similarities and differences between two or more languages by observing one of them from the perspective of the other or by contrasting them based on common points between them (ĐORĐEVIĆ 1987: 3). Specifically, considering the object of study in this paper, selective contrastive analysis will be employed. It is defined as an analysis of specific examples of language phenomena between two languages belonging to the same level of language (ĐORĐEVIĆ 1987: 108). According to classical techniques of contrasting, there are three main points of differences and similarities between elements across different languages: form, meaning and distribution (ĐORĐEVIĆ 1987: 70).

In most cases sought after in this paper, the lexical content is identical while the form is partially morphophonologically adapted from English to Serbian using Serbian affixes – the so called morphological derivatives – e.g., *menadžerka* (eng. *Manager* + ser. *-ka* (derivational affix signifying a female performing a particular function pertaining to the action described by the base)) (PRČIĆ 2021: 13). An example of selective contrastive analysis techniques based on similar form and associative lexical meaning applied to the example *menadžerka* along with an adequate substitute supplied would be:

#### *Menadžerka*

E (English): manager (N, person in charge of running an operation)

AS (Anglo-Serbian): menadžerka (N, a female in charge of running an operation)

S (Serbian): poslovođa (N, a person in charge of running an operation – note that this is a gender-neutral form)

The output items obtained by using the contrastive method are commonly categorized into two subtypes based on the approach to the notion of comparability, contrastive correspondents and translation equivalents – an item is categorized as an equivalent if it fails to meet the formal requirements that are set with respect to correspondence (IVIR 1997: 167). It is necessary to point out the features of both relationships. Correspondence is a relationship wherein the elements are of the same function and are marked by the same semantic features, belong to the same lexical category and are identical syntactic units – i.e. behave identically in different linguistic systems (ĐORĐEVIĆ 1987: 65):

E: youngest – adjective, superlative degree of comparison

S: najmlađi – adjective, superlative degree of comparison

Bearing in mind that in the instance of this paper microlinguistic elements are being analyzed, the type of equivalence to be defined is segmental equivalence – elements of the two contrasted languages share semantic features exclusively (ĐORĐEVIĆ 1987: 61):

E: Scarface – noun

A: Lice s ožiljkom – noun phrase (noun + prepositional phrase)

In the analysis below, the most prominent and controversial cases will be extracted and displayed along with the source English item and a substitute Serbian item.

### Previous Research

Prčić, Dražić et. al (2021) in the dictionary *Srpski rečnik novijih anglicizama* have identified and defined the following types of anglicisms: partial calques, which are compound lexis wherein one element was adequately translated while the other was simply morphophonologically adapted; morphological derivatives, which are lexis that for their base utilize an anglicism in its source form onto which a Serbian derivational affix is applied; semantic derivatives, which are lexis that are based on mutation of their sense by metaphorical or metonymic devices to narrow or broaden the original sense of these items; and pseudo-anglicisms, which are lexis that were firstly inadequately, through morphophonological adaptation or derivation, borrowed from English into another, “mediator“ language, from which they were successively borrowed into Serbian (PRČIĆ, DRAŽIĆ et al. 2021: 13). The new type of anglicisms proposed in this paper should be considered a complement to this specific list.

In her master thesis *Reflection on Anglicisms of Primary School: Comparative Analysis – Native and Non-native Speakers of Serbian Language*, Bošnjak (2018) explores the comprehension of meaning and frequency of use regarding anglicisms with both native and non-native speakers of Serbian in the final three grades of primary schools. The results of interest are from the research conducted with informants that are native speakers. Namely, the research showed that 87.67% of students in this age group gave positive answers when asked if they understood anglicisms for a list compiled by the researcher (BOŠNJAK 2018: 35), and that 50.57% of students in this age group gave positive answers when asked if they used anglicisms from a list compiled by the researcher (BOŠNJAK 2018: 37). These results exhibit a high rate of anglicism employment with young native speakers of Serbian.

Mišić-Ilić and Lopičić (2011) in their paper *Pragmatički anglicizmi u srpskom jeziku* propose a type of anglicisms they termed pragmatic anglicisms the existence of which is based on a high pragmatic value. Their analyses consisted of exploring anglicisms and referring them to the criteria for determining superfluous anglicisms given by Prčić (2005:79) and focusing on their implementation to establish whether they have a pragmatic meaning that is given precedence over the criteria that would rule them as redundant. They concluded that these discourse markers have become fully integrated into the Serbian language, especially when considering formal correspondence norms in business situations (MIŠIĆ-ILIĆ, LOPIČIĆ 2011: 271).

Stamenković and Tasić (2020) in their paper *Uticaj konteksta na percepciju opravdanosti upotrebe anglicizama: empirijska analiza* researched how anglicisms can be per-

ceived as justified/unjustified when used in context and when used in isolation. The research consisted of mainly Serbian speakers rating the justification of 30 anglicisms taken from *Srpski rečnik novijih anglicizama* on a scale from one to five when used in context and in isolation. They achieved interesting results that informants found many anglicisms when given in isolation justified compared to when they were given in appropriate contexts. They concluded that this was due to the informants being able to assign isolated anglicisms to contexts they understood as most appropriate in order to justify their use (STAMENKOVIĆ, TASIĆ 2020: 237).

Miljković (2020) in his doctoral dissertation titled *Semantičko-pragmatička opravdanost upotrebe anglicizama u dnevnom listu „Politika“ od 2006 – 2016. godine u Srbiji* determined that in the decade mentioned in the title the use of unjustified anglicisms was much higher than the use of justified ones in the Serbian daily “Politika” (MILJKOVIĆ 2020: 9). More specifically, he has found that as much as 43.6% of all anglicisms in his corpus were unjustified (MILJKOVIĆ 2020: 107). Regarding the justified anglicisms, they comprised 38% of the corpus – their justification lies in their marking concepts previously unmarked in Serbian and being registry-specific, which permitted the same conclusion to be drawn as in this paper – context and register are paramount to terming these anglicisms as justified or unjustified (MILJKOVIĆ 2020: 111).

### Present Research

The present research includes an analysis comprised of examining ten articles published by the Serbian newspaper “Youth Vibes,” the targeted demographic of which consists of young readers. The people belonging to this group are often seen using these recent imports in place of standard lexis used for denoting identical concepts. Before presenting excerpts from these articles in the corpus, some research questions shall be stipulated.

#### Research questions

The main aims of the present paper are:

- providing a paradigm for detecting unnecessarily used anglicisms, and
- providing a paradigm for substituting unnecessarily used anglicisms.

In line with that, we will attempt to provide answers to the following three main research questions:

- How to identify unnecessarily used anglicisms?
- How to substitute unnecessarily used anglicisms?
- Which type of equivalents will be more common – formal correspondents or translation equivalents?

#### Corpus

The corpus of this paper is a collection of twenty articles published by “Youth Vibes.” The total number of words in these articles is 8,424. Thirty items that were found apt for the analysis were compiled. The type of the corpus is a small specialized corpus, meaning that it consists of texts specially chosen for the purpose of identifying specific

types of anglicisms that are present in these articles (O'KEEFFE, MCCARTHY 2010: 66). The articles from which these items were acquired included in the corpus are listed at the end of this paper, in a section titled "Corpus Sources".

## Methodology

The word forms analyzed in this paper were selected based on their quality of preserved source form, which will be illustrated in the latter part of the paper, and based on identifying a standard Serbian lexical item in the *Oxford English-Serbian Student's Dictionary* denoting an identical concept.

The selection of these word forms was performed by reading the articles listed at the end of the paper and seeking items that stood out as elements of classical origin. The next step consisted of confirming the etymological origin of an element in a dictionary and establishing a standard Serbian item corresponding primarily on an etymological level. After an etymological counterpart was identified, the anglicism was replaced in the source text by this counterpart and its morphosyntactic behavior was observed – in the case of correlation, the item was classified as a correspondent. If any difference existed on this level, the item was classified as a translation equivalent.

In order for such a draft to be made we have employed the following Anglicisms identification protocol:

- the researcher is required to possess a thorough understanding of both English and Serbian lexis as well as to have substantial awareness of etymology, specifically the source of more recent anglicisms. Etymological knowledge is crucial for understanding that many of these items in Serbian are to be considered anglicisms regardless of their source language in English, due to the provenance of most English lexis being foreign, and that their creation is to be considered unmotivated (PRČIĆ, DRAŽIĆ et al. 2021: 11, 12; PRČIĆ 2005: 83). The dictionary used as a reference for etymological origin is *Etymonline*.
- the principles of identifying adequate substitutions for these items involve determining the concept the anglicism stands for and simply utilizing a more standardized Serbian item standing for the same concept.
- considering the etymological background of most recent anglicisms found in *Srpski rečnik novijih anglicizama*, more recognition will be given to a category of Anglicisms encompassing forms of classical origin that have found their way into English either through French or direct contact with Latin and that have been partially morphophonologically and morphosyntactically integrated into the Serbian language as inert synonyms of existing Serbian lexis. Most of the examples given below fall into this category.

The definite descriptions of all of the items in this paper were sourced from the *Oxford Learner's Dictionary*.

## Descriptive quantitative analysis and results

Using *Wordsmith Tools 4.0* (SCOTT 2014), it was discovered that a total of 94

items among the 8,424 words in the corpus belong to the category of anglicisms targeted by the analysis in this paper. The 94 items include all of the cases given in the analysis below – some of them appear once, some of them appear on multiple occasions. This amounts to 11.16 items per 1,000 words. Of the 94 items found in the corpus, 60 belong to the category of correspondents, while 34 belong to the category of translation equivalents. The analysis below demonstrates that there are 17.29 equivalents per 1,000 words in the corpus, while there are 7.73 correspondents per 1,000 words.

Taking the apparent disparity between the total number of both types into account, it can be safely said that correspondents are far more commonly found in this contrastive analysis revolving around the Anglo-Serbian language variety. The dominance of this kind of a relationship between items from the two source languages that comprise the Anglo-Serbian language variety can serve as evidence suggesting that the concepts denoted by these anglicisms are in nearly two thirds of the instances already both semantically and formally represented by a corresponding Serbian lexical item.

N	File	Words	Hits	per 1,000	Dispersion
1	<a*> (Overall)	8,424	94	11.16	0.874
2	<a*> 5 zanimljivih prilika	842	19	22.57	0.611
3	<a*> Back2Basics	205	1	4.88	-0.069
4	<a*> Cmo	1,271	5	3.93	0.550
5	<a*> Danas organizuje	149	1	6.71	-0.069
6	<a*> Deseti međunarodni	288	1	3.47	-0.069
7	<a*> Jelena Anđelković	838	4	4.77	0.429
8	<a*> Ko glasa	792	1	1.26	-0.069
9	<a*> Konkurs za volontere	102	6	58.82	0.644
10	<a*> Konkurs	210	2	9.52	0.300
11	<a*> Podrži hor Svi U	276	1	3.62	-0.069
12	<a*> Poseti Career Days i	136	6	44.12	0.553
13	<a*> Poziv za organizacije	171	3	17.54	0.250
14	<a*> Poziv za članstvo u	248	2	8.06	0.300
15	<a*> Pred Ministarstvo	564	7	12.41	0.640
16	<a*> Prijavi se na	207	3	14.49	0.478
17	<a*> Prijavi se za	155	2	12.90	-0.069
18	<a*> Skup podrške	112	1	8.93	-0.069
19	<a*> Srbija protiv nasilja	513	5	9.75	0.550
20	<a*> Ušće Eko Fest	601	2	3.33	0.300
21	<a*> Zastavice kao	744	22	29.57	0.759

Figure 1. Quantitative overview of all anglicisms

N	File	Words	Hits	per 1,000	Dispersion
1	<a-e> (Overall)	1,735	30	17.29	0.815
2	<a-e> 5 zanimljivih prilika	842	18	21.38	0.633
3	<a-e> Danas organizuje	149	1	6.71	-0.069
4	<a-e> Zastavice kao	744	11	14.78	0.674

Figure 2. Quantitative overview of translation equivalents

N	File	Words	Hits	per 1,000	ispersion	Plot
1	<a-c> (Overall)	8,275	64	7.73	0.887	
2	<a-c> 5 zanimljivih prilika	842	1	1.19	-0.069	
3	<a-c> Back2Basics	205	1	4.88	-0.069	
4	<a-c> Cmo	1,271	5	3.93	0.550	
5	<a-c> Deseti međunarodni	288	1	3.47	-0.069	
6	<a-c> Jelena Anđelković	838	4	4.77	0.429	
7	<a-c> Ko glasa	792	1	1.26	-0.069	
8	<a-c> Konkurs za	102	6	58.82	0.644	
9	<a-c> Konkurs	210	2	9.52	0.300	
10	<a-c> Podrži hor Svi U	276	1	3.62	-0.069	
11	<a-c> Poseti Career Days	136	6	44.12	0.553	
12	<a-c> Poziv za	171	3	17.54	0.250	
13	<a-c> Poziv za članstvo u	248	2	8.06	0.300	
14	<a-c> Pred Ministarstvo	564	7	12.41	0.640	
15	<a-c> Prijavi se na	207	3	14.49	0.478	
16	<a-c> Prijavi se za	155	2	12.90	-0.069	
17	<a-c> Skup podrške	112	1	8.93	-0.069	
18	<a-c> Srbija protiv nasilja	513	5	9.75	0.550	
19	<a-c> Ušće Eko Fest	601	2	3.33	0.300	
20	<a-c> Zastavice kao	744	11	14.78	0.642	

Figure 3. Quantitative overview of correspondents

### Qualitative analysis and results

Excerpt I (taken from *Poziv za članstvo u KOMS-u - 2023*):

KOMS organizacijama članicama pruža i mogućnost **kreiranja** strateških i zagovaračkih dokumenata kao i uključenje u konsultacije za neke od najvažnijih procesa omladinske politike na nacionalnom nivou. Takođe, svako može **delegirati** predstavnika svog udruženja u organe KOMS-a.

*Kreirati*

E: create (V, to make something happen or exist)

AS: kreirati (V, to make something happen or exist)

S: stvarati (V, to make something happen or exist)

*KOMS organizacijama članicama pruža i mogućnost stvaranja strateških i zagovaračkih dokumenata kao i uključenje u konsultacije za neke od najvažnijih procesa omladinske politike na nacionalnom nivou.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Delegirati*

E: delegate (V, to choose somebody to do something)

AS: delegirati (V, to choose somebody to do something)

S: izabrati (V, to choose someone or something for a particular purpose)

*Takođe, svako može izabrati predstavnika svog udruženja u organe KOMS-a.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt II (taken from *Zastavice kao pomoćnici u vezama - 2023*):

Najmanje pažnje se pridaje zelenim zastavicama u vezama, jer je **fokus preokupiran** crvenim zastavicama. Međutim, značaj zelenih nije ništa manji od drugih.

Ako te partner aktivno sluša, to je prvi **green flag**. Aktivno slušanje znači **konstantno** slušati partnera sa interesovanjem za ono o čemu priča. U to takođe spada i postavljanje pitanja vezano za temu razgovora, pravljenje prostora da i druga osoba nešto kaže kao i interesovanje za tvoj unutrašnji svet.

Pokazivanje emocija, empatija i prijatan tok veze su samo od nekih green flag-ova na koje treba da se obrati pažnja.

*Fokus*

E: focus (N, to give attention or effort to one particular subject rather than another)

AS: fokus (N, to give attention or effort to one particular subject rather than another)

S: usredsređenost (N, to give attention or effort to one particular subject rather than another)

*Najmanje pažnje se pridaje zelenim zastavicama u vezama, jer je **usredsređenost** preokupirana crvenim zastavicama.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Preokupiran*

E: preoccupied (Adj, describing something thinking continuously about something, which causes it to neglect other matters)

AS: preokupiran (Adj, lost in thoughts)

S: preopterećen (Adj, something strongly burdened by the influence of an external factor)

*Najmanje pažnje se pridaje zelenim zastavicama u vezama, jer je fokus **preopterećen** crvenim zastavicama.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Green flag – idiom*

E: green flag (NP, a sign that indicates a good trait about someone or something)

AS: *green flag* (NP, a sign that indicates a good trait about someone or something)

S: dobar znak (NP, a sign that indicates a good trait about someone or something)

*Ako te partner aktivno sluša, to je prvi **dobar znak**.*

According to the category of comparability, the item above is a segmental translation equivalent, grounded in sharing semantic features.

*Konstantno*

E: constantly (Adv, all the time, repeatedly)

AS: konstantno (Adv, all the time, repeatedly)

S: neprekidno (Adv, all the time)



*Aktivno slušanje znači **neprekidno** slušati partnera sa interesovanjem za ono o čemu priča.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt III (taken from *Zastavice kao pomoćnici u vezama* - 2023):

Sposobnost **indetifikovanja red flag-ova** je veoma važna, jer ako se indetifikuju na vreme partneri izbegavaju proces pretvaranja njihove veze u **toksičnost**.

*Identifikacija*

E: identification (N, the process of showing, proving or recognizing who or what somebody or something is)

AS: identifikacija (N, the process of showing, proving or recognizing who or what somebody or something is)

S: prepoznavanje (N, the process of showing, proving or recognizing who or what somebody or something is)

*Sposobnost **prepoznavanja red flag-ova** je veoma važna, jer ako se **prepoznaju** na vreme partneri izbegavaju proces pretvaranja njihove veze u toksičnost.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Red flag - idiom*

E: red flag (NP, a sign that indicates you should be wary or cautious of someone or something)

AS: *red flag* (NP, a sign that indicates you should be wary or cautious of someone or something)

S: znak upozorenja (NP, a sign that indicates you should be wary or cautious of someone or something)

*Sposobnost indetifikovanja **znakova upozorenja** je veoma važna, jer ako se indetifikuju na vreme partneri izbegavaju proces pretvaranja njihove veze u toksičnost.*

According to the category of comparability, the item above is a segmental translation equivalent, grounded in sharing semantic features.

*Toksičnost\**

E: toxicity (N, the quality of being very harmful or unpleasant)

AS: toksičnost (N, the quality of being very harmful or unpleasant)

S: štetnost (N, the quality of being very harmful or unpleasant)

*Sposobnost indetifikovanja red flag-ova je veoma važna, jer ako se indetifikuju na vreme partneri izbegavaju proces pretvaranja njihove veze u **štetan [odnos]**.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt IV (taken from *Srbija protiv nasilja: Beograd treći put stao* - 2023):

Ovaj protest je za razliku od prethodna dva bio znatno **masovniji**, do te mere da je došlo do opterećenja telefonskih mreža, većina okupljenih nije mogla da uspostavi internet **konekciju** niti da telefonira. Takođe, osetio se i blagi potres mosta, najverovatnije izazvan opterećenjem usled velikog broja ljudi.

*Masovan\**

E: massive (Adj, extremely large or serious)

AS: masovan (Adj, extremely large or serious)

S: ogroman (Adj, extremely large or serious)

*Ovaj protest je za razliku od prethodna dva bio **ogroman**, do te mere da je došlo do opterećenja telefonskih mreža, većina okupljenih nije mogla da uspostavi internet konekciju niti da telefonira.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Konekcija*

E: connection (N, the act of linking or being linked)

AS: konekcija (N, the act of linking or being linked)

S: veza (N, the act of linking or being linked)

*Ovaj protest je za razliku od prethodna dva bio znatno masovniji, do te mere da je došlo do opterećenja telefonskih mreža, većina okupljenih nije mogla da uspostavi **vezu [sa internetom]** niti da telefonira.* – additionally adapted according to phrase-forming norms of Serbian

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt V (taken from *Prijavi se na Regionalni ikubator za socijalne preduzetnike* – 2023)

Prijave za učešće u programu Smart Kolektiva, koji mladima pruža **ekspertsku** i finansijsku podršku za razvoj biznisa s društvenim uticajem, traju do kraja septembra. Za četvoromesečni program se mogu prijaviti učesnici starosti od 18 do 35 godina, koji su **inspirisani** da reše neki društveni ili ekološki problem.

*Ekspertska*

E: expert (Adj, done with, having or involving great knowledge or skill)

AS: ekspertska (Adj, done with, having or involving great knowledge or skill)

S: stručna (Adj, done with, having or involving great knowledge or skill)

*Prijave za učešće u programu Smart Kolektiva, koji mladima pruža **stručnu** i finansijsku podršku za razvoj biznisa s društvenim uticajem, traju do kraja septembra.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Inspirisani*

E: inspired (Adj, aroused, animated, or imbued with the spirit to do something)

AS: inspirisani (Adj, aroused, animated, or imbued with the spirit to do something)

S: nadahnuti (Adj, aroused, animated, or imbued with the spirit to do something)

*Za četvoromesečni program se mogu prijaviti učesnici starosti od 18 do 35 godina, koji su **nadahnuti** da reše neki društveni ili ekološki problem.*

According to the category of comparability, the item above is a correspondent on the

strength of matching morphosyntactic behavior and shared semantic features.

Excerpt VI (taken from *Oppenheimer: „Ja sam postao smrt, uništavač svetova.“* – 2023)

Nuklearna fizika upletena sa istorijom, sociologijom i **kompleksnim** etičkim pitanjima u trajanju od tri sata je savršena zanimacija ne samo za ljubitelje istorije i fizike, već i sve one koji žele da odluče u kom su timu.

*Kompleksni*

E: complex (Adj, made of many different things or parts that are connected; difficult to understand)

AS: kompleksni (Adj, made of many different things or parts that are connected; difficult to understand)

S: složeni (Adj, made of many different things or parts that are connected; difficult to understand)

*Nuklearna fizika upletena sa istorijom, sociologijom i složanim etičkim pitanjima u trajanju od tri sata je savršena zanimacija ne samo za ljubitelje istorije i fizike, već i sve one koji žele da odluče u kom su timu.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt VII (taken from *Ušće Eko Fest – Podrška prirodi* – 2023)

Upoznajemo te sa Ušće Eko Festom koji nije bio samo mesto za razonodu, već i za **edukaciju** o ekologiji i zajedničko zalaganje za očuvanje planete.

*Edukacija*

E: education (N, a process of teaching, training and learning to improve knowledge and develop skills)

AS: edukacija (N, a process of teaching, training and learning to improve knowledge and develop skills)

S: obrazovanje (N, a process of teaching, training and learning to improve knowledge and develop skills)

*Upoznajemo te sa Ušće Eko Festom koji nije bio samo mesto za razonodu, već i za obrazovanje o ekologiji i zajedničko zalaganje za očuvanje planete.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt VIII (taken from *Poseti Career Days i pronadi posao ili praksu* – 2023)

Svi zainteresovani će imati priliku da **komuniciraju** sa predstavnicima kompanija, predaju svoj CV i imaju intervju sa istim.

*Komunicirati\**

E: communicate (V, to share or exchange information)

AS: komunicirati (V, to share or exchange information)

S: razgovarati (V, to share or exchange information orally)

*Svi zainteresovani će imati priliku da razgovaraju sa predstavnicima kompanija, predaju svoj CV i imaju intervju sa istim.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt IX (taken from *Poseti Career Days i pronadi posao ili praksu* – 2023)

Takođe, na sajtu AISEC-a zainteresovani mogu da predaju svoju biografiju i vide **listu** kompanija koje će gostovati.

*Lista*

E: list (N, a series of names, items, figures, etc., especially when they are written or printed)

AS: lista (N, a series of names, items, figures, etc., especially when they are written or printed)

S: spisak (N, a series of names, items, figures, etc., especially when they are written or printed)

*Takođe, na sajtu AISEC-a zainteresovani mogu da predaju svoju biografiju i vide **spisak** kompanija koje će gostovati.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt X (taken from *5 zanimljivih prilika za volontiranje ovog leta – 2023*)

Zatim tu su **benefiti** koji dolaze sa **volontiranjem** koje sam i sama osetila **volontirajući**.

*Benefit*

E: benefit (N, an advantage that something or someone gives you; a helpful and useful effect that something has)

AS: benefit (N, an advantage that something or someone gives you; a helpful and useful effect that something has)

S: pogodnost (N, an advantage that something or someone gives you; a helpful and useful effect that something has)

*Zatim tu su **pogodnosti** koje dolaze sa volontiranjem koje sam i sama osetila volontirajući*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Volontiranje*

E: volunteer (V, to offer to do something without being forced to do it or without getting paid for it)

AS: volontiranje (N, willingly providing unpaid services for a particular purpose)

S: dobrovoljni rad (NP, willingly providing unpaid services for a particular purpose)

*Zatim tu su benefiti koji dolaze sa **dobrovoljnim radom** koje sam i sama osetila [**baveći se**] **dobrovoljnim radom** – additionally adapted to cater to the disparate structural conditions demanded by the substitute item*

According to the category of comparability, the item above is a segmental translation equivalent, grounded in sharing semantic features.

Excerpt XI (taken from *Crno-beli svet platformskih radnika – 2023*)

Stručnjaci ocenjuju da je naše ekonomsko podneblje **atraktivno** za platformske kompanije zbog niskih zarada i pravnog vakuuma za radni, ekonomski i **socijalni** položaj radnika.

*Atraktivno*

E: attractive (Adj, having features or qualities that make something seem interesting and worth having)

AS: atraktivno (Adj, having features or qualities that make something seem interesting and worth having)

S: privlačno (Adj, having features or qualities that make something seem interesting and worth having)

*Stručnjaci ocenjuju da je naše ekonomsko podneblje **privlačno** za platformске kompanije zbog niskih zarada i pravnog vakuuma za radni, ekonomski i socijalni položaj radnika.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

*Socijalno*

E: social (Adj, connected with your position in society)

AS: socijalno (Adj, connected with your position in society)

S: društveno (Adj, connected with your position in society)

*Stručnjaci ocenjuju da je naše ekonomsko podneblje atraktivno za platformске kompanije zbog niskih zarada i pravnog vakuuma za radni, ekonomski i **društveni** položaj radnika.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XII (taken from *Crno-beli svet platformskih radnika – 2023*)

Ukoliko bude usvojen trenutno aktuelan tekst predloga ove direktive, položaj dostavljača će biti daleko povoljniji nego što je to trenutno slučaj, i biće relativno **uniformno** regulisan u svim zemljama EU.

*Uniformno*

E: uniform (Adj, not varying; the same in all parts and at all times)

AS: uniformno (Adj, not varying; the same in all parts and at all times)

S: jednolično (Adj, not varying; the same in all parts and at all times)

*Ukoliko bude usvojen trenutno aktuelan tekst predloga ove direktive, položaj dostavljača će biti daleko povoljniji nego što je to trenutno slučaj, i biće relativno **jednolično** regulisan u svim zemljama EU.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XIII (taken from *Ko glasa, a ko glasove (od)nosi? – 2023*)

Nema dobrodošlice u ovom **paragrafu**, jer ko je došao, bolje da nije.

*Paragraf*

E: paragraph (N, a section of a piece of writing, usually consisting of several sentences dealing with a single subject)

AS: paragraf (N, a section of a piece of writing, usually consisting of several sentences dealing with a single subject)

S: pasus (N, a section of a piece of writing, usually consisting of several sentences dealing with a single subject)

*Nema dobrodošlice u ovom **pasusu**, jer ko je došao, bolje da nije.*

According to the category of comparability, the item above is a correspondent on the

strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XIV (taken from *Jelena Anđelković: Obrazovanjem možemo da utičemo na razvoj bezbednosti – 2023*)

Kako Jelena, projektna **koordinatorka**, sama kaže ovaj događaj je prilika za povezivanje mladih sa svim važnim društvenim subjektima, koji zastupaju njihove interese, kao i mladih međusobno.

*Koordinatorka*

E: coordinator (N, a person who organizes the different parts of an activity and the people involved in it so that it works well)

AS: koordinatorka (N, a person who organizes the different parts of an activity and the people involved in it so that it works well)

S: rukovodilac (N, a person who organizes the different parts of an activity and the people involved in it so that it works well - note that this is a gender-neutral form)

*Kako Jelena, projektni rukovodilac, sama kaže ovaj događaj je prilika za povezivanje mladih sa svim važnim društvenim subjektima, koji zastupaju njihove interese, kao i mladih međusobno.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XV (taken from *Jelena Anđelković: Obrazovanjem možemo da utičemo na razvoj bezbednosti – 2023*)

Rekla bih da nam je potrebno da shvatimo, presvega, da je ovde reč o izuzetno važnom društvenom pitanju, od kojeg zavise brojne druge društvene **komponente**.

*Komponenta*

E: component (N, one of several parts of which something is made)

AS: komponenta (N, one of several parts of which something is made)

S: činilac (N, one of several parts of which something is made)

*Rekla bih da nam je potrebno da shvatimo, presvega, da je ovde reč o izuzetno važnom društvenom pitanju, od kojeg zavise brojni drugi društveni činiooci.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XVI (taken from *Konkurs: Trening za trenere u oblasti medijske pismenosti – 2023*)

Prijava treba da sadrži popunjen prijavni formular i CV **aplikanta** i šalje se na mejl...

*Aplikant*

E: applicant (N, a person who makes a formal request for something (= applies for it), especially for a job, a place at a college or university, etc.)

AS: aplikant (N, a person who makes a formal request for something (= applies for it), especially for a job, a place at a college or university, etc.)

S: podnosilac (N, a person who makes a formal request for something (= applies for it), especially for a job, a place at a college or university, etc.)

*Prijava treba da sadrži popunjen prijavni formular i CV podnosioca i šalje se*

*na mejl...*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XVII (taken from *Prijavi se za Akademiju omladinske politike – 2023*)  
 Neke od njih su lokalne, nacionalne i međunarodne omladinske politike, politički sistem Srbije, politička **participacija** mladih, javne politike i javno zagovaranje.

*Participacija*

E: participation (N, the act of taking part in an activity or event)

AS: participacija (N, the act of taking part in an activity or event)

S: učešće (N, the act of taking part in an activity or event)

*Neke od njih su lokalne, nacionalne i međunarodne omladinske politike, politički sistem Srbije, političko **učešće** mladih, javne politike i javno zagovaranje.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XVIII (taken from *Poziv za organizacije civilnog društva širom Zapadnog Balkana – 2023*)

Zainteresovani će pre isteka roka za prijavu moći da se dodatno informišu na **sesijama** u gradovima u Srbiji.

*Sesija*

E: session (N, a formal meeting or series of meetings of a court, a parliament, etc.; a period of time when such meetings are held)

AS: sesija (N, a formal meeting or series of meetings of a court, a parliament, etc.; a period of time when such meetings are held)

S: sednica (N, a formal meeting or series of meetings of a court, a parliament, etc.; a period of time when such meetings are held)

*Zainteresovani će pre isteka roka za prijavu moći da se dodatno informišu na **sednicama** u gradovima u Srbiji.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XIX (taken from *Pred Ministarstvo prosvete 25000 potpisa srednjoškolačica – 2023*)

U saopštenju pozivaju nadležne institucije da uvažavaju glas mladih i zajedno sa njima rade na kreiranju rešenja koje će zadovoljiti obe strane u procesu **implementacije** projekta državne mature.

*Implementacija*

E: implementation (N, the act of making something that has been officially decided start to happen or be used)

AS: implementacija (N, the act of making something that has been officially decided start to happen or be used)

S: sprovođenje (N, the act of making something that has been officially decided start to happen or be used)

*U saopštenju pozivaju nadležne institucije da uvažavaju glas mladih i zajedno sa njima rade na kreiranju rešenja koje će zadovoljiti obe strane u procesu **spro-***

**vođenja** projekta državne mature.

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

Excerpt XX (taken from *Pred Ministarstvo prosvete 25000 potpisa srednjoškola* – 2023)

Podršku srednjoškolcima su pružili Krovna organizacija mladih Srbije, kao najviše nezavisno predstavničko telo mladih i Unija srednjoškolaca Srbije, koja **reprezentuje** i zastupa srednjoškolce na nacionalnom i evropskom nivou.

*Reprezentirati*

E: represent (V, represent somebody/something to be a member of a group of people and act or speak for them at an event, a meeting, etc.)

AS: reprezentirati (V, represent somebody/something to be a member of a group of people and act or speak for them at an event, a meeting, etc.)

S: predstavljati (V, represent somebody/something to be a member of a group of people and act or speak for them at an event, a meeting, etc.)

*Podršku srednjoškolcima su pružili Krovna organizacija mladih Srbije, kao najviše nezavisno predstavničko telo mladih i Unija srednjoškolaca Srbije, koja **predstavlja** i zastupa srednjoškolce na nacionalnom i evropskom nivou.*

According to the category of comparability, the item above is a correspondent on the strength of matching morphosyntactic behavior and shared semantic features.

All of the items in bold are to be understood as cases of study in this paper. The extracted material totals in thirty items (given in their uninflected nominative dictionary forms): *kreirati, delegirati, fokus, preokupiran, green flag, konstantno, identifikacija, red flag, toksičnost, masovan, konekcija, ekspertska, inspirisani, kompleksni, edukacija, komunicirati, lista, benefit, volontiranje, atraktivno, socijalno, uniformno, paragraf, koordinator-ka, komponenta, aplikant, participacija, sesija, implementacija, and reprezentuje.*

The two idioms *green flag* and *red flag* can also be found in the corpus in the form of calques which is an inadequate adaptation as well since equivalents of these idioms denoting the same concept already exist and are provided in the analysis.

## General Discussion

The analysis was performed to illustrate that contemporary newspaper texts authored by young people employ many anglicisms of unmotivated origin that are to be seen as superfluous and inert. After a corpus based on the outlined theoretical parameters was formed, selective contrastive analysis techniques were implemented to conduct the analysis and discover methods of:

- (a) identifying the proposed type of anglicisms based on formal features and etymology, and
- (b) substituting these anglicisms based on semantic compatibility.

The analysis showed that each of the examples corresponded with the given theoretical parameters and that a functional replacement for each of the examples was feasible. The results imply that the Anglo-Serbian language variety is thriving and permeating this news portal, “Youth Vibes.”



The most noteworthy issue regarding identifying such anglicisms, which was averted in this analysis, is demarcating between anglicisms that belong to the category proposed in the paper and justifiable anglicisms which were imported into Serbian to mark concepts unavailable in the Serbian lexicon or that are registry-specific. It must be noted that context and register have a great effect on the choice of the lexical item and that in the case of this paper the Serbian equivalents are more appropriate. In contrast, some contexts and registers demand anglicisms as a more appropriate solution, although they are not found here. All items marked with an asterisk (\*) in the analysis are to be understood as items that are perfectly justified anglicisms when used in the appropriate context, which is not the case of the articles analyzed in this paper.

The issue could be further addressed in future research that aims to establish the exact criteria based on which the import, justification and use of items is concluded to be a requirement for a specific register, for example in the form of a survey in which participants are given a concept as well as its potential counterparts in Serbian – some formally nearly identical to be considered registry-specific anglicisms, others in the form of translation equivalents.

Regarding the descriptive quantitative analysis conducted in the paper with the purpose of discovering the ratio between correspondents and translation equivalents, it has shown that the majority of the items judged to be fitting for cases of study in this paper (60 out of 94 cases) belong to the type of correspondents, which leads to the conclusion that the majority of the concepts denoted by these anglicisms are superfluous due to these concepts being already formally and semantically marked in the Serbian language. Considering the fact that the objective of the descriptive quantitative analysis was to emphasize the proportion of correspondents to equivalents in this corpus exclusively, there is no diachronic evidence of an actual increase in the use of such anglicisms – the title was intended as a comment of the expanding foundation, such as this particular media platform, for facilitating the Anglo-Serbian language variety.

### Conclusion and Suggestions for Future Research

Based on the concise database analyzed in this paper, a conclusion can be made that young people, specifically of the age group that is still in the process of becoming fully educated, often employ anglicisms that are of unmotivated origin. This cultural issue has become more prominent as people of this generation are seen publishing their writing more and more, therefore bringing forward the expressive style of the Anglo-Serbian language variety. Although it has been shown in the analysis above that the use of such anglicisms can be circumvented, it is worth pointing out that such phenomena are part of language evolution – the influence of English as *lingua franca* is undeniable and similar movements are found across many, if not most languages in the world. Considering the already discussed omnipresence of English and its implementation in the terminology/neologisms of the digital age, it is safe to say that such changes are inexorable. Preventing them and preserving the character of Serbian is a difficult task and there is most likely no benefit of engaging in such a task; it is simply interesting to observe said changes as they

happen and trace their movement. A suggestion for analyses in a similar direction would be to explore the syntactic patterns of English being employed more when phrasing in Serbian – even though positional categories are practically non-existent in Serbian and observing them is rather unconventional, it is a factual occurrence and the potential for exploring it is increasing.

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Mihailo R. Arizanović

RASTUĆA NEOPRAVDANA PRISUTNOST I UPOTREBA ANGLICIZAMA U ČASOPISU  
“YOUTH VIBES”

*Rezime*

Rad se bavi kulturološkim pitanjem sve veće prisutnosti i upotrebe pozajmljenica iz engleskog jezika u srpskim dnevnim novinama, koje je omogućilo nastanak anglo-srpskog jezičkog varijeteta. Rad istražuje korišćenje ovih oblika kao i pronalazak njihovih pandana uz pomoć tehnika selektivne kontrastivne analize poređenja mikrolingvističkih elemenata. Predmet analize su novinski članci koji su 2023. objavljeni na internet portalu *Youth Vibes*, čiji su konzumenti pretežno mladi ljudi. Rezultati pokazuju na koji način su izdvojene pozajmljenice iz engleskog jezika mogle da se ne iskoriste, koji su prevodni ekvivalenti i korespondenti prihvatljiviji kao standardni leksički elementi srpskog jezika, kao i da se najčešće za izdvojene oblike u srpskom može naći korespondent, pre nego prevodni ekvivalent, što bi značilo da su takvi anglicizmi suvišni kada je reč o određenim konceptima.

*Ključne reči:* anglicizmi, anglo-srpski, selektivna kontrastivna analiza, medijski diskurs