

# The use of Anglicisms in headlines of some online media outlets in Albanian

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## Abstract

This research paper will analyze the Anglicisms in headlines of some online media outlets in Albanian in the aspect of their usage. The impact of linguistic and media globalism on the information and education of news readers will be the basis of the paper when it comes mainly to the impact of online media outlets, which are very popular and easily accessible to each user. While analyzing the Anglicisms, three online media outlets in three regions with Albanian population have been selected with a particular focus: <http://www.balkanweb.com/live/#gsc.tab=0> from Albania; <http://www.indeksonline.net> from Kosovo; and <http://www.portalb.mk/> from North Macedonia, while not being limited to only these media outlets, in the general aspect of the use of Anglicisms. During the theoretical and practical explication of the paper, after choosing the research questions, the authors have endeavored to find proven answers on why the use of Anglicisms in online media outlets is in Albanian so desirable and necessary, and in this particular case, in their news titles that have much more readers and impact to all the readers. Furthermore, the authors have sought to give explanations as to whether the Albanian language can substitute all the Anglicism used in online media with its original words and whether Albanian is joining other minor languages when it comes to the great influence of English in the processes of globalization and North-Atlantic integration, and so on. Furthermore, in the final part of the paper, the authors will lay out other results of the findings of this paper, in relation to media and language, to carry out a general scientific analysis in general in the field of communication in online media outlets in Albanian.

**Key words:** Anglicisms, news titles, online media outlets, Albanian language, globalism

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## Introduction

In this paper, which is exclusively about the occurrence of the use of Anglicisms in Albanian language in headlines of some online media outlets in Albanian language, the authors are going to endeavor to unfold all the findings that prove that this occurrence is all the more moving towards the increase of usage, often without any need for such linguistic borrowings. Initially, three online media outlets with readers from regions where Albanian is spoken as an official language have been chosen: <http://www.balkanweb.com/live/#gsc.tab=0> from Albania; <http://www.indeksonline.net/> from Kosovo; and <http://www.portalb.mk/> from North Macedonia, the main objective being: this occurrence to be presented as a regional problem and probably also as a global problem, as it is known that in all the European and Euro-Atlantic integration processes, the English language is represented as a language of communication with total dominance, and it is almost obligatory in official communication in the most credible international institutions. Via this research paper, the authors aim to mirror all the findings in the above-mentioned online media outlets while carrying out a comprehensive overview of online media outlets in the Albanian language in general to depict the factual situation as much as possible, to obtain credible scientific results and conclusions, including the fields of media and linguistics. It is well known that to carry out research of this type. The authors will first study the theoretical background, including the analysis of domestic and international literature on the relevant fields. After analyzing the literature, the authors will compose the research questions, which

will help us – during the discussions within the paper and during the compilation of results – to find proper answers to all the research questions that have been presented in advance. During the discussions and compilation of results, the authors are going to seek to have all the findings equipped with factual citations, without facing suppositions or doubts about their veracity, in order to draw credible scientific conclusions in the fields of media and linguistics, trying to have fruitful research components not only to domestic readers and researchers but also to international readers and researchers. The literature for carrying out this study will be mainly domestic, from eminent authors of relevant fields, but without avoiding well-known international authors, who are a guide for integration into advanced studies in the aspects of media and communication, as well as linguistics.

### Literature review

Regarding literature deliberation, the authors initially endeavored to consult domestic literature, mainly studies in Albanian regions. Studies to be emphasized: Albanian Academy of Sciences. (2006). *Fjalor i Gjuhës Shqipe* [Albanian Language Dictionary], a group of authors, Tirana; Albanian Academy of Sciences (2002), *Fjalor i Gjuhës Shqipe* [Albanian Language Dictionary], a group of authors, Tirana, Dulaj, F., Duraj, P., Haziri, S., Neziri, S. (2023). "Contrastive View Between Several English and Albanian Prepositions", *World Journal of English Language*, Sciedu Press, vol. 13(2), Haziri, S. (2020). ). Foreign Languages' Influence on Albanian Police Lexicon. *East European Journal of Psycholinguistics*, 7(2), Haziri, S. (2023). A Contrastive Analysis of the Definition of Parts of Speech in English and Albanian. *Journal of Educational and Social Research*, 13(4), Haziri, S. (2015). Shkëmbimi gjuhësor gjatë bisedave në Qendrat Komunikuese të Policisë së Kosovës [Language exchange during conversations in the Communication Centers of the Kosovo Police]. *Seminari Ndërkombëtar i Gjuhës, i Letërsisë dhe i Kulturës Shqiptare*. Fakulteti i Filologjisë. Prishtinë; Ismajli, R. (1991). *Gjuhë dhe etni [Languages and ethnicities]*. Rilindja. Prishtinë; Kapo. I. (2022). The Rising if "Alblish" (Albanian + English) – Data Collection and Analysis of Anglicisms in the Albanian Language. *Frontier in Communication*, Volume 7 – 2022; Munishi, Sh. (2015). *"Shqipja në epokën e globalizimit" ["Albanian in the era of globalization"]*. ZeroPrint. Prishtinë; Nuhiu, V. (1990). *Ndikimet Ndërgjuhësore [Interlinguistic Influences]*. Prishtinë, Nuhiu, V. (1980). *Disa sintagma emërore të ndërtuara nën ndikimin e anglishtes [Some noun phrases built under the influence of English]*. Instituti Albanologjik. A symposium held in Prishtina; Nuhiu, V. (2013). *Ndikimi i anglishtes në gjuhën shqipe [The influence of English on the Albanian Language]*. ASHAK, Prishtinë; Nuhiu, V. (2008). *Shqipja dhe huazimet angleze sot [The Albanian Language and English loanwords today]*. Thesis Kosova nr.1. Prishtina; Lloshi, X. (2011). *Raste ndërhyrjesh të huazimeve nga anglishtja [Cases of English Loans in Albanian Language]*, *Studime Filologjike – Philological Studies*. no. 1–2; Shehu, H. (2002). *Rreth anglicizmave në mjetet e sotme të informimit masiv [On Anglicisms in the Modern Mass Media]*, *Studime Filologjike*, 3-4. *Akademia e Shkencave e Shqipërisë, Instituti i Gjuhësisë dhe i Letërsisë* (Academy of Science of Albania, Institute for Language and Literature), concluding the list with Shkurtaj, G. (2004). Drejtshkrimi dhe drejtshqiptimi në mediat e sotme të shkruara dhe të folura, [The correct writing and pronunciation in the modern written and spoken media]. *Gjuha Jonë*; Thomai, J. (2006). *Leksikologjia e gjuhës shqipe [Albanian Lexicology]* Shtëpia Botuese e Librit Universitar. Tiranë. Regarding international literature, we are emphasizing: Carstensen, B. (1986). "Euro English," in *Linguistics across Historical and Geographical Boundaries: In Honor of Jacek Fisiak*. Vol. 2: *Descriptive, Contrastive and Applied Linguistics*, eds D. Kastovsky and A. Szwedek (Berlin: Mouton de Gruyter), 827–835; Görlach, M. (2001). *A Dictionary of European Anglicisms, A Usage Dictionary of Anglicisms in*

*Sixteen European Languages*, Oxford: Oxford University Press; Shrawankar, U; Wankhede, K. (2016). "Construction of news headline from the detailed news article," *2016 3rd International Conference on Computing for Sustainable Global Development (INDIACom)*, New Delhi, India, pp. 2321-2325; Trudgill, P. (2000). *Sociolinguistics an introduction language and society*. Fourth edition, Penguin Books. England. In Kosovo, Albania and North Macedonia, alike in every other country in the world during the processes of globalization, Anglicisms have penetrated the language in various forms by affecting the lexicon of Albanian via many factors. In Kosovo, the UNMIK administration has been the main influencer when it comes to the use of Anglicisms. This administration was in office for almost a decade, using English as an official language, together with Albanian and Serbian in 1999 – 2008. In addition to UNMIK, many other international military and civilian missions have been active during that period, "which have always used English as a *lingua franca*..." (Munishi, 2015: 47). According to V. Nuhiu (2013: 91), "the adaptation process during the first and second stages usually does not last long, because the foreign word, as soon as it enters the receiving language, begins the adaptation process, which continues until it reaches full integration or assimilation". Nuhiu has been consistently dealing with the influence of English on Albanian language in Kosovo since the 1990s, particularly after 1999, when English also became an official language of the administration until 2008, when Kosovo declared its independence. Even today, English has the greatest influence in every field, especially when it comes to security and police, as all the official documents and the scope of police activities are closely supported by the authorities of the US, the UK and so on, as well as the OSCE, an organization that communicates in English. Among the terms called Anglicisms, let us emphasize: *performancë* [performance], *konfidencialitet* [confidentiality], *proporcionalitet* [proportionality], *asistencë* [assistance], *akses* [access], *menaxhim* [management]. Via literal translation, we find these terms: *police officer* – *zyrtar policor*; *local police station* – *stacionet policore lokale*; *civilian staff* – *stafi civil* and so on. Via word borrowing and their adaption into Albanian by using case suffixes, for instance: *supplementary* – *suplementar*; *proportionality* – *proporcionalitet*, *performance* – *performancë*, *implementation* – *implementim*, *management* – *menaxhim*. Via direct word borrowings like: *access* – *akses*; *relevant* – *relevant* and so on. (Haziri, S. 2015). Nuhiu (2013: 123), mentions the fact that in Kosovo, after the post-war international administration and after the presence of numerous international missions that used English as an official language, the borrowing of anglicisms into Albanian has flourished in an uncontrolled way, citation: "It is noted that there is a huge number of loanwords that have penetrated the Albanian language after the war in Kosovo, with the arrival of governmental and non-governmental organizations and with the change of the social system, as well as the inability to analyze and control those foreign words, many of them unnecessary, due to their furious arrival within a short period of time, but also due to the lack of readiness – objective or subjective – from linguistic institutions of the country to deal with loanwords properly". Nuhiu (2013: 129) rightly emphasizes that the influences of English on Albanian during the process of borrowings is different when it comes to the pronunciation of words in Kosovo and in Albania, because in Kosovo there is an influence of the pronunciation from the Serbian language, such as [citation]: "the English word "training" in Kosovo's Albanian was written and pronounced as "trejning" or "trening" (based on Serbian language). The derived words from that word were: *trejner*/*trener*, *trejnerka* (trousers, again based on Serbian). In Albania, that word was written and pronounced as "trajning". This word is now written and pronounced as "trajnim", and the derived noun is "trajner", even as "trajnes". Alike in Kosovo, in Albania and in North Macedonia as well, the influence of English is growing increasingly. Considering the European integration processes and the memberships of Albania and North Macedonia in NATO, the effects of these events

have given English a dominating place in its influence, especially in the field of security and the State Police. During the two previous decades in particular, the State Police collaborates closely with international partners such as: PAMECA Mission, ICITAP Program, OSCE, The Swedish Program of Policing in Community and with police forces of many nations of the European Union, with which the State Police communicate in English, a language that has left traces in the scope of activities of the police in Albania as well. Among the police words and terms that are noticed and are affected directly by English, let us emphasize: *investigim* (investigation); *implementim* (implementation); *veting* (vetting); *efekt* (effect), and so on. Munishi, in his book "Albanian language in the era of globalization" (Munishi, 2015: 30), mentions the fact that Albanian has entered the era of globalization and is necessarily borrowing words of various social fields, including economy, as well as words from the fields of the internet and information technology, which are quite common in recent years, citation: *"market economy, economic development, global markets, capital markets, commercial banks, European and Euro-Atlantic integration, reform, management, fiscal stability, privatization, direct foreign investments, partner, partnership, audit, capacity building, human resources, budgetary stability, public policies, business administration, draft, grant, online, email, messenger, chat, website, certification, licensing, video clip, like, share, selfie, and so on."* Researcher Shkumbin Munishi (2015: 49), rightly distinguishes between Kosovo and Albania in terms of the direct influence of English, since in Kosovo there are many more international missions, such as in the army, security, judiciary, economy and in other areas, which continue to be quite effective even after the declaration of Independence on February 17, 2008. While in Albania, according to Professor Munishi, the effects of English come mainly from capacity building through the help of international missions related to the field of legislation and European integrations. First, those laws are prepared in English, then translated into Albanian, where many terms from the English language are adapted.

### **Research questions**

To facilitate the research goals, we first presented the research questions of this field of study, intending to identify the problem and then solve it with scientific research methods.

The research questions are formulated as follows:

- a) Why are Anglicisms being used to a significant extent in online media in the Albanian language? Is it a growing phenomenon?
- b) Could Anglicisms not be borrowed, and instead, words from the Albanian language be used?
- c) Why are Anglicisms being imposed in all languages of the world, and in this particular case in online media in the Albanian language?

For the three research questions presented, we will try to analyze and scientifically argue the answers, using research methods and conducting discussions and research results to reach the most accurate possible conclusions regarding this study topic.

### **Methods**

To realize this topic and field of study, we used the following research methods:

- a) Selection method;
- b) Comparison method; and
- c) Results analysis method.

-Through the selection method, we managed to define three online sites in the Albanian language, including three regions and countries with Albanian population, such as: <https://www.balkanweb.com/live/#gsc.tab=0> from Albania; <https://indeksonline.net/> from Kosovo; as well as <https://portalb.mk/> from North

Macedonia, not being limited to these media, in the general aspect of the use of Anglicisms.

-Through the method of comparison, we managed to identify all the differences between English and Albanian during the use of Anglicisms, including the adaptation or albanization of Anglicisms through the accidental endings of Albanian, as well as literal borrowings, without making any interference from original Anglicisms that were taken from the English language.

-Through the method of analysis of the results, we managed to derive scientific arguments in the media and linguistic aspect, always using the local and international literature, with the sole purpose that the scientific conclusions are as credible and with the highest accuracy as possible.

## Results and discussion

### The use of Anglicisms without interference with Albanian case endings

In the headlines of online media in the Albanian language, the use of Anglicisms without the intervention of Albanian case endings has been noticed. As for illustration, in the following table, we are reflecting the findings of Anglicisms, with special emphasis on three online media in the Albanian language: <https://www.balkanweb.com/live/#gsc.tab=0> from Albania; <https://indeksonline.net/> from Kosovo; as well as <https://portalb.mk/> from North Macedonia. Mainly 5-6 words categorized as Anglicisms were selected, but without any intervention of Albanian case endings from English origin.

Table 1.1.

#### a) Original Anglicisms without Albanian case endings

Anglicisms	Findings on: <a href="https://www.balkanweb.com/live/#gsc.tab=0">https://www.balkanweb.com/live/#gsc.tab=0</a> (Albania)
STAR	1. <a href="https://www.balkanweb.com/cristiano-ronaldo-nje-fashion-star-per-nike/">https://www.balkanweb.com/cristiano-ronaldo-nje-fashion-star-per-nike/</a>
TARGET	1. <a href="https://www.balkanweb.com/opozita-eshte-kthyer-netarget-te-qeverise-dhe-krimet-meta-mision-i-veshtirepor-jashtezakonisht-fisnik-dhe-historik/#gsc.tab=0">https://www.balkanweb.com/opozita-eshte-kthyer-netarget-te-qeverise-dhe-krimet-meta-mision-i-veshtirepor-jashtezakonisht-fisnik-dhe-historik/#gsc.tab=0</a> 2. <a href="https://www.balkanweb.com/operacioni-target-sekuestrohen-7-3-kg-kanabis-ne-librazhd-arrestohet-50-vjecari/#gsc.tab=0">https://www.balkanweb.com/operacioni-target-sekuestrohen-7-3-kg-kanabis-ne-librazhd-arrestohet-50-vjecari/#gsc.tab=0</a> 3. <a href="https://www.balkanweb.com/damian-gjknuri-2030-duhet-te-jete-nje-target-qe-ballkani-perendimor-te-jete-pjese-e-be-se/#gsc.tab=0">https://www.balkanweb.com/damian-gjknuri-2030-duhet-te-jete-nje-target-qe-ballkani-perendimor-te-jete-pjese-e-be-se/#gsc.tab=0</a> 4. <a href="https://www.balkanweb.com/komisioni-i-shendetesise-spahiu-qeveria-ka-siguruar-edhe-mbi-500-mije-doza-vaksinash-pfizer-deri-ne-mars-te-2022-eshte-parashikuar-vaksinimi-i-plote-i-popullsise-target/#gsc.tab=0">https://www.balkanweb.com/komisioni-i-shendetesise-spahiu-qeveria-ka-siguruar-edhe-mbi-500-mije-doza-vaksinash-pfizer-deri-ne-mars-te-2022-eshte-parashikuar-vaksinimi-i-plote-i-popullsise-target/#gsc.tab=0</a> 5. <a href="https://www.balkanweb.com/meta-nuk-mund-te-jem-une-target-i-ambasadores-se-shba-me-23-mars-me-ka-kerkuar-ide-per-te-shkuar-drejt-normalitetit-per-kushtetuesen/#gsc.tab=0">https://www.balkanweb.com/meta-nuk-mund-te-jem-une-target-i-ambasadores-se-shba-me-23-mars-me-ka-kerkuar-ide-per-te-shkuar-drejt-normalitetit-per-kushtetuesen/#gsc.tab=0</a>
FINISH	1. <a href="https://www.balkanweb.com/fitore-ne-finish-skenderbeu-mposht-2-0-luftetarin-dhe-merr-kryesimin/#gsc.tab=0">https://www.balkanweb.com/fitore-ne-finish-skenderbeu-mposht-2-0-luftetarin-dhe-merr-kryesimin/#gsc.tab=0</a> 2. <a href="https://www.balkanweb.com/skenar-thriller-titulli-ne-itali-mund-te-vendoset-me-foto-finish-cfare-ndodh-nese-ekipet-kane-te-njejten-kuote-pikesh/#gsc.tab=0">https://www.balkanweb.com/skenar-thriller-titulli-ne-itali-mund-te-vendoset-me-foto-finish-cfare-ndodh-nese-ekipet-kane-te-njejten-kuote-pikesh/#gsc.tab=0</a>
	1. <a href="https://www.balkanweb.com/termeti-i-ores-705-shihni-">https://www.balkanweb.com/termeti-i-ores-705-shihni-</a>

LIVE	<p>momentin-live-ne-news24-reagimi-i-gazetarit-video/#gsc.tab=0</p> <p>2. <a href="https://www.balkanweb.com/news24-live-nga-kufiri-gazetarja-te-hysh-ne-ukraine-e-lehte-kthimi-i-veshtire-cfare-po-ndodh-ne-qytetin-polak/#gsc.tab=0">https://www.balkanweb.com/news24-live-nga-kufiri-gazetarja-te-hysh-ne-ukraine-e-lehte-kthimi-i-veshtire-cfare-po-ndodh-ne-qytetin-polak/#gsc.tab=0</a></p> <p>3. <a href="https://www.balkanweb.com/i-bie-dhembine-transmetim-live/#gsc.tab=0">https://www.balkanweb.com/i-bie-dhembine-transmetim-live/#gsc.tab=0</a></p>
NON STOP	<p>1. <a href="https://www.balkanweb.com/te-kercesh-ne-shkretetire-tre-dite-muzike-non-stop-per-coachella-festival/#gsc.tab=0">https://www.balkanweb.com/te-kercesh-ne-shkretetire-tre-dite-muzike-non-stop-per-coachella-festival/#gsc.tab=0</a></p>

Table 1.2.

a) Original Anglicisms without Albanian case endings

Anglicisms	Findings on: <a href="https://indeksonline.net/">https://indeksonline.net/</a> (Kosovo)
STAR	<p>1. <a href="https://indeksonline.net/xhuli-eliminohet-nga-dancing-with-the-stars-albania/">https://indeksonline.net/xhuli-eliminohet-nga-dancing-with-the-stars-albania/</a></p> <p>2. <a href="https://indeksonline.net/nje-dekade-e-suksesit-five-star-fitness-feston-10-vjetorin/">https://indeksonline.net/nje-dekade-e-suksesit-five-star-fitness-feston-10-vjetorin/</a></p> <p>3. <a href="https://indeksonline.net/a-i-mungon-dancing-with-the-stars-deputeti-shqiptar-jep-pergjigjen-e-papitur/">https://indeksonline.net/a-i-mungon-dancing-with-the-stars-deputeti-shqiptar-jep-pergjigjen-e-papitur/</a></p> <p>4. <a href="https://indeksonline.net/nderron-jete-aktori-i-star-wars/">https://indeksonline.net/nderron-jete-aktori-i-star-wars/</a></p> <p>5. <a href="https://indeksonline.net/dancing-with-the-stars-ja-kush-jane-3-vip-at-qe-konfirmojne-pjesemarrjen-68/">https://indeksonline.net/dancing-with-the-stars-ja-kush-jane-3-vip-at-qe-konfirmojne-pjesemarrjen-68/</a></p> <p>6. <a href="https://indeksonline.net/kompletohet-juria-e-dancing-with-the-stars/">https://indeksonline.net/kompletohet-juria-e-dancing-with-the-stars/</a></p> <p>7. <a href="https://indeksonline.net/lady-gaga-ndryshon-pamjen-ne-pervjetori-e-a-star-is-born/">https://indeksonline.net/lady-gaga-ndryshon-pamjen-ne-pervjetori-e-a-star-is-born/</a></p> <p>8. <a href="https://indeksonline.net/pas-deklaratave-te-skivit-rreth-babastars-majk-vjen-me-reagim-nuk-ka-me-keq-se-temendosh-qe-je-bere-dikush-qe-sje/">https://indeksonline.net/pas-deklaratave-te-skivit-rreth-babastars-majk-vjen-me-reagim-nuk-ka-me-keq-se-temendosh-qe-je-bere-dikush-qe-sje/</a></p>
TARGET	<p>1. <a href="https://indeksonline.net/atk-target-milioneret-permes-projektit-specifik/">https://indeksonline.net/atk-target-milioneret-permes-projektit-specifik/</a></p> <p>2. <a href="https://indeksonline.net/facebook-dhe-apple-konfirmojne-qe-ishin-target-i-viruseve-malwere/">https://indeksonline.net/facebook-dhe-apple-konfirmojne-qe-ishin-target-i-viruseve-malwere/</a></p> <p>3. <a href="https://indeksonline.net/gjermi-ania-u-behet-fiksim-rohde-target-i-zrytareve-ne-beograd-pse-ia-mban-anen-kurtit/">https://indeksonline.net/gjermi-ania-u-behet-fiksim-rohde-target-i-zrytareve-ne-beograd-pse-ia-mban-anen-kurtit/</a></p>
FINISH	<p>1. <a href="https://indeksonline.net/finish-dramatik-aromuriq-pranogol-ne-sekondat-e-fundit-video-1/">https://indeksonline.net/finish-dramatik-aromuriq-pranogol-ne-sekondat-e-fundit-video-1/</a></p> <p>2. <a href="https://indeksonline.net/finish-dramatik-aromuriq-pranogol-ne-sekondat-e-fundit-video-1/">https://indeksonline.net/finish-dramatik-aromuriq-pranogol-ne-sekondat-e-fundit-video-1/</a></p> <p>3. <a href="https://indeksonline.net/qe-pse-nba-eshte-liga-me-e-fortene-bote-shikojeni-kete-finish-renqethes/">https://indeksonline.net/qe-pse-nba-eshte-liga-me-e-fortene-bote-shikojeni-kete-finish-renqethes/</a></p> <p>4. <a href="https://indeksonline.net/hamilton-barazon-verstapen-titullin-vendoset-me-foto-finish-0/">https://indeksonline.net/hamilton-barazon-verstapen-titullin-vendoset-me-foto-finish-0/</a></p> <p>5. <a href="https://indeksonline.net/finish-dramatik-chelsea-mposhtetne-frymen-e-fundit/">https://indeksonline.net/finish-dramatik-chelsea-mposhtetne-frymen-e-fundit/</a></p>
LIVE	<p>1. INDEKSONLINE/ LIVE nga veriu – Indeksonline.net</p> <p>2. LIVE: Kuvendi i Kosovës – Indeksonline.net</p> <p>3. LIVE: Këtu mund të shikoni rezultatet, gjithë Kosova – Indeksonline.net</p>

	4. transmetimin live – Indeksonline.net
SHOW	<ol style="list-style-type: none"> <li>1. <a href="https://indeksonline.net/show-golash-ne-ndeshjen-chelsea-middlesbrough/">https://indeksonline.net/show-golash-ne-ndeshjen-chelsea-middlesbrough/</a></li> <li>2. <a href="https://indeksonline.net/18-vjecari-i-milanit-dhuron-show-ne-debutimin-e-tij-ne-serie-a-video/">https://indeksonline.net/18-vjecari-i-milanit-dhuron-show-ne-debutimin-e-tij-ne-serie-a-video/</a></li> <li>3. <a href="https://indeksonline.net/ska-rendesi-mosha-fatih-terim-dhuron-show-me-topin-ne-greqi/">https://indeksonline.net/ska-rendesi-mosha-fatih-terim-dhuron-show-me-topin-ne-greqi/</a></li> <li>4. <a href="https://indeksonline.net/nje-show-per-tu-mos-harruar-ledri-vula-dhe-geti-pushtuan-skenen-mbrema-1/">https://indeksonline.net/nje-show-per-tu-mos-harruar-ledri-vula-dhe-geti-pushtuan-skenen-mbrema-1/</a></li> <li>5. <a href="https://indeksonline.net/asani-show-ylli-i-shqipërisë-dhuron-spektakel-me-top-2/">https://indeksonline.net/asani-show-ylli-i-shqipërisë-dhuron-spektakel-me-top-2/</a></li> <li>6. <a href="https://indeksonline.net/gania-ky-reality-show-me-kan-dihmuar-shume/">https://indeksonline.net/gania-ky-reality-show-me-kan-dihmuar-shume/</a></li> <li>7. <a href="https://indeksonline.net/benzema-show-chelsea-prane-eliminimit/">https://indeksonline.net/benzema-show-chelsea-prane-eliminimit/</a></li> <li>8. <a href="https://indeksonline.net/dukagjini-paralajmeron-europen-gati-per-show/">https://indeksonline.net/dukagjini-paralajmeron-europen-gati-per-show/</a></li> <li>9. <a href="https://indeksonline.net/brazili-ben-show-argjentina-kryen-punen/">https://indeksonline.net/brazili-ben-show-argjentina-kryen-punen/</a></li> <li>10. <a href="https://indeksonline.net/alberie-hadergjonaj-shkelqene-oxygen-show/">https://indeksonline.net/alberie-hadergjonaj-shkelqene-oxygen-show/</a></li> </ol>

Table 1.3.

b) Original Anglicisms without Albanian case endings

Anglicisms	Findings on: <a href="https://portalb.mk/">https://portalb.mk/</a> (North Macedonia)
TARGET	<ol style="list-style-type: none"> <li>1. <a href="https://portalb.mk/geer-nuk-e-komentoi-vjetersimin-e-lendes-target-fortesa-por-tha-se-ke-mbetet-e-shqetesuar-per-ndryshimet-e-kodit-penal/">https://portalb.mk/geer-nuk-e-komentoi-vjetersimin-e-lendes-target-fortesa-por-tha-se-ke-mbetet-e-shqetesuar-per-ndryshimet-e-kodit-penal/</a></li> <li>2. <a href="https://portalb.mk/muajin-tjeter-gjykimi-per-rastin-target-fortesa-ku-i-akuzuari-eshte-mijallkov/">https://portalb.mk/muajin-tjeter-gjykimi-per-rastin-target-fortesa-ku-i-akuzuari-eshte-mijallkov/</a></li> </ol>
SHOW	<ol style="list-style-type: none"> <li>1. <a href="https://portalb.mk/programe-reality-show-ne-kosove-do-te-behen-te-qasshme-vetem-me-kode/">https://portalb.mk/programe-reality-show-ne-kosove-do-te-behen-te-qasshme-vetem-me-kode/</a></li> </ol>

If we analyze the three tables: table 1.1, 1.2 and 1.3, we will prove that the online media in the Albanian language <https://portalb.mk/> in North Macedonia uses Anglicisms in the news headlines the least. After that, the online media in the Albanian language <https://www.balkanweb.com/live/#gsc.tab=0> from Albania comes second, because it uses significantly more original Anglicisms in news headlines, and finally, the online media in the Albanian language, <https://indeksonline.net/> in Kosovo, ranks higher for the use of original Anglicisms in news headlines. To have a clearer statistic, see below the results in statistical form in table 1.4, for the three previous tables.

Table 1.4.

The tabular form of the use of original Anglicisms in news headlines in three online media

<b>Original Anglicisms</b>	<b><a href="https://www.balkanweb.com/live/#gsc.tab=0">https://www.balkanweb.com/live/#gsc.tab=0</a> Albania</b>	<b><a href="https://indeksonline.net/Kosovo">https://indeksonline.net/Kosovo</a></b>	<b><a href="https://port.alb.mk/NorthMacedonia">https://port.alb.mk/North Macedonia</a></b>	<b>Total</b>
STAR	1	8	0	9
TARGET	5	3	2	10
FINISH	2	5	0	7
LIVE	3	4	0	7
NON STOP	1	0	0	1
SHOW	0	10	1	11
<b>Total</b>	<b>12</b>	<b>30</b>	<b>3</b>	<b>45</b>

Let's analyze the use of original anglicisms in news headlines in some online media in the Albanian language, without case intervention and adaptation in the Albanian language. We consider that all these Anglicisms would not need to be used, when for each of them we have the corresponding words of Albanian. To prove this, see below table 1.5.

Table 1.5.  
Replacing Anglicisms with Albanian words

<b>Original Anglicisms</b>	<b>The possibility of substitution in Albanian</b>
STAR	YLL
TARGET	QËLLIM, OBJEKTIV
FINISH	FUND
LIVE	DREJTPËRDREJT
NON STOP	PANDËRPRERË
SHOW	SHFAQJE, PAMJE

Examples of the possibility of replacing the above-mentioned Anglicisms in Albanian can be added with other examples of Albanian in the future, but these words were only some of our proposals.

### **The use of Anglicisms with Albanian case endings and adaptations in Albanian**

In this category, five more widespread words were also selected, categorized as Anglicisms, in order to make the samples of findings as reliable and credible as possible.

Table 2.1  
Anglicisms with case endings and Albanian adaptations

<b>Anglicisms</b>	<b>Findings on:</b> <a href="https://www.balkanweb.com/live/#gsc.tab=0">https://www.balkanweb.com/live/#gsc.tab=0</a> <b>(Albania)</b>
LOKACION (from English - Location)	1. <a href="https://www.balkanweb.com/cfare-po-ndodh-ne-rusi-navalny-transferohet-ne-nje-lokacion-te-panjohur/#gsc.tab=0">https://www.balkanweb.com/cfare-po-ndodh-ne-rusi-navalny-transferohet-ne-nje-lokacion-te-panjohur/#gsc.tab=0</a>
	1. <a href="https://www.balkanweb.com/kanalet-informative-">https://www.balkanweb.com/kanalet-informative-</a>



<p>AUDIENCË (from English – Audience)</p>	<p>news24-i-pari-per-audience-ruan-avantazhin/#gsc.tab=0</p> <ol style="list-style-type: none"> <li>2. <a href="https://www.balkanweb.com/festivali-i-sanremo-2024-thyen-rekordet-e-audiences/#gsc.tab=0">https://www.balkanweb.com/festivali-i-sanremo-2024-thyen-rekordet-e-audiences/#gsc.tab=0</a></li> <li>3. <a href="https://www.balkanweb.com/austri-opera-e-vjenes-rihapet-serish-me-nje-audience-te-reduktuar/#gsc.tab=0">https://www.balkanweb.com/austri-opera-e-vjenes-rihapet-serish-me-nje-audience-te-reduktuar/#gsc.tab=0</a></li> <li>4. <a href="https://www.balkanweb.com/presidentja-e-kosoves-atifete-jahjaga-audience-private-me-papa-franceskun/#gsc.tab=0">https://www.balkanweb.com/presidentja-e-kosoves-atifete-jahjaga-audience-private-me-papa-franceskun/#gsc.tab=0</a></li> <li>5. <a href="https://www.balkanweb.com/kanalet-informative-news24-i-pari-per-audience-ruan-avantazhin/#gsc.tab=0">https://www.balkanweb.com/kanalet-informative-news24-i-pari-per-audience-ruan-avantazhin/#gsc.tab=0</a></li> </ol>
<p>ANEKS (from English – Annex)</p>	<ol style="list-style-type: none"> <li>1. <a href="https://www.balkanweb.com/jemi-te-vendosur-ne-kete-beteje-berisha-flet-pas-mbledhjes-ne-kryesi-parlamenti-eshte-shnderruar-ne-nje-aneks-te-surrelit/#gsc.tab=0">https://www.balkanweb.com/jemi-te-vendosur-ne-kete-beteje-berisha-flet-pas-mbledhjes-ne-kryesi-parlamenti-eshte-shnderruar-ne-nje-aneks-te-surrelit/#gsc.tab=0</a></li> <li>2. <a href="https://www.balkanweb.com/marrevshja-me-italine-kushtetuesja-aneks-qeveritar-lela-rama-flirtoi-me-idene-marrjes-se-refugjateve-nga-gjermania/#gsc.tab=0">https://www.balkanweb.com/marrevshja-me-italine-kushtetuesja-aneks-qeveritar-lela-rama-flirtoi-me-idene-marrjes-se-refugjateve-nga-gjermania/#gsc.tab=0</a></li> <li>3. <a href="https://www.balkanweb.com/kultura-ekonomia-dhe-inovacioni-nen-nje-cati-trajtimi-i-artit-si-aneks-shqetesues-zogaj-ministria-per-administraten-publike-ecuditshme/#gsc.tab=0">https://www.balkanweb.com/kultura-ekonomia-dhe-inovacioni-nen-nje-cati-trajtimi-i-artit-si-aneks-shqetesues-zogaj-ministria-per-administraten-publike-ecuditshme/#gsc.tab=0</a></li> </ol>
<p>APLIKIM (from English – Application)</p>	<ol style="list-style-type: none"> <li>1. <a href="https://www.balkanweb.com/behu-pjese-e-historise-apliko-tani-ambasada-amerikane-apelon-per-aplikim-negaren-per-fbi-shqiptare/#gsc.tab=0">https://www.balkanweb.com/behu-pjese-e-historise-apliko-tani-ambasada-amerikane-apelon-per-aplikim-negaren-per-fbi-shqiptare/#gsc.tab=0</a></li> <li>2. <a href="https://www.balkanweb.com/patentat-ndryshojne-procedurat-per-aplikim/?q=/patentat-ndryshojne-procedurat-per-aplikim/#gsc.tab=0&amp;gsc.q=%2Fpatentat-ndryshojne-procedurat-per-aplikim%2F&amp;gsc.page=1">https://www.balkanweb.com/patentat-ndryshojne-procedurat-per-aplikim/?q=/patentat-ndryshojne-procedurat-per-aplikim/#gsc.tab=0&amp;gsc.q=%2Fpatentat-ndryshojne-procedurat-per-aplikim%2F&amp;gsc.page=1</a></li> <li>3. <a href="https://www.balkanweb.com/aplikacioni-e-konsullata-rama-sherbim-online-per-shqiptaret-jashte-vendit/#gsc.tab=0">https://www.balkanweb.com/aplikacioni-e-konsullata-rama-sherbim-online-per-shqiptaret-jashte-vendit/#gsc.tab=0</a></li> <li>4. <a href="https://www.balkanweb.com/formulari-a3-aplikim-online-nga-24-shtatori/#gsc.tab=0">https://www.balkanweb.com/formulari-a3-aplikim-online-nga-24-shtatori/#gsc.tab=0</a></li> <li>5. <a href="https://www.balkanweb.com/lejet-e-ndertimit-nis-aplikimi-online-dokumentet-dhe-afatet/#gsc.tab=0">https://www.balkanweb.com/lejet-e-ndertimit-nis-aplikimi-online-dokumentet-dhe-afatet/#gsc.tab=0</a></li> <li>6. <a href="https://www.balkanweb.com/lotaria-amerikane-thirrja-e-ambasades-si-te-beni-nje-aplikim-te-suksesshem/#gsc.tab=0">https://www.balkanweb.com/lotaria-amerikane-thirrja-e-ambasades-si-te-beni-nje-aplikim-te-suksesshem/#gsc.tab=0</a></li> <li>7. <a href="https://www.balkanweb.com/studentet-qe-perjashtohen-nga-pagesa-tek-artet-dalin-afatet-per-aplikim/#gsc.tab=0">https://www.balkanweb.com/studentet-qe-perjashtohen-nga-pagesa-tek-artet-dalin-afatet-per-aplikim/#gsc.tab=0</a></li> <li>8. <a href="https://www.balkanweb.com/kategoria-superiore-pret-aplikimin-teknologjia-var-ne-shqiperi/#gsc.tab=0">https://www.balkanweb.com/kategoria-superiore-pret-aplikimin-teknologjia-var-ne-shqiperi/#gsc.tab=0</a></li> <li>9. <a href="https://www.balkanweb.com/edicioni-i-6-te-i-filmit-shqiptar-ne-new-york-hapet-thirrja-per-aplikim/#gsc.tab=0">https://www.balkanweb.com/edicioni-i-6-te-i-filmit-shqiptar-ne-new-york-hapet-thirrja-per-aplikim/#gsc.tab=0</a></li> <li>10. <a href="https://www.balkanweb.com/gara-per-anetar-te-klp-perfundon-afati-per-aplikim-kush-jane-dy-kandidatet-emrat/#gsc.tab=0">https://www.balkanweb.com/gara-per-anetar-te-klp-perfundon-afati-per-aplikim-kush-jane-dy-kandidatet-emrat/#gsc.tab=0</a></li> </ol>
<p>DERBI (Derby)</p>	<ol style="list-style-type: none"> <li>1. <a href="https://www.balkanweb.com/kalendari-i-javes-23-i-superiores-nga-derbi-ne-durres-te-sfida-ne-air-albania-datat-dhe-oraret-e-ndeshjeve/#gsc.tab=0">https://www.balkanweb.com/kalendari-i-javes-23-i-superiores-nga-derbi-ne-durres-te-sfida-ne-air-albania-datat-dhe-oraret-e-ndeshjeve/#gsc.tab=0</a></li> <li>2. <a href="https://www.balkanweb.com/i-uroj-fat-shehit-por-jo-ne-derbi-hoxhallari-ja-cfare-ka-ndryshuar-te-tirana-video/#gsc.tab=0">https://www.balkanweb.com/i-uroj-fat-shehit-por-jo-ne-derbi-hoxhallari-ja-cfare-ka-ndryshuar-te-tirana-video/#gsc.tab=0</a></li> <li>3. <a href="https://www.balkanweb.com/permbysje-spektakolare">https://www.balkanweb.com/permbysje-spektakolare</a></li> </ol>

	<p>tirana-thyen-dinamon-ne-derbi-nis-fazen-e-trete-me-fitore/#gsc.tab=0</p> <p>4. <a href="https://www.balkanweb.com/lojtaret-u-vetekenaqen-mehmeti-pas-humbjes-ne-derbi-nuk-kemi-eksperience-ne-mesfushe/#gsc.tab=0">https://www.balkanweb.com/lojtaret-u-vetekenaqen-mehmeti-pas-humbjes-ne-derbi-nuk-kemi-eksperience-ne-mesfushe/#gsc.tab=0</a></p> <p>5. <a href="https://www.balkanweb.com/bebi-2-se-shpejti-zaccagninasti-e-zbulojne-pas-golit-ne-derbi/#gsc.tab=0">https://www.balkanweb.com/bebi-2-se-shpejti-zaccagninasti-e-zbulojne-pas-golit-ne-derbi/#gsc.tab=0</a></p> <p>6. <a href="https://www.balkanweb.com/dhune-dhe-kaos-derbi-roman-shoqerohet-me-perplasje-te-fora-goditet-methike-nje-tifoze/#gsc.tab=0">https://www.balkanweb.com/dhune-dhe-kaos-derbi-roman-shoqerohet-me-perplasje-te-fora-goditet-methike-nje-tifoze/#gsc.tab=0</a></p> <p>7. <a href="https://www.balkanweb.com/dhune-dhe-kaos-derbi-roman-shoqerohet-me-perplasje-te-fora-goditet-methike-nje-tifoze/#gsc.tab=0">https://www.balkanweb.com/dhune-dhe-kaos-derbi-roman-shoqerohet-me-perplasje-te-fora-goditet-methike-nje-tifoze/#gsc.tab=0</a></p> <p>8. <a href="https://www.balkanweb.com/derbi-i-paparashikueshem-mehmeti-presion-dinamo-eshte-mesuar-me-sfida-tetilla/#gsc.tab=0">https://www.balkanweb.com/derbi-i-paparashikueshem-mehmeti-presion-dinamo-eshte-mesuar-me-sfida-tetilla/#gsc.tab=0</a></p> <p>9. <a href="https://www.balkanweb.com/disiplina-denon-tiranendhe-partizanin-per-ngjarjet-ne-derbi-7-milione-leke-gjobe-per-te-dyja-skuadrat/#gsc.tab=0">https://www.balkanweb.com/disiplina-denon-tiranendhe-partizanin-per-ngjarjet-ne-derbi-7-milione-leke-gjobe-per-te-dyja-skuadrat/#gsc.tab=0</a></p> <p>10. <a href="https://www.balkanweb.com/derbi-tirana-partizani-ne-air-albania-ja-segmentet-rrugore-qe-do-te-bllokohen-sido-te-kryhet-levizja-e-tifozeve/#gsc.tab=0">https://www.balkanweb.com/derbi-tirana-partizani-ne-air-albania-ja-segmentet-rrugore-qe-do-te-bllokohen-sido-te-kryhet-levizja-e-tifozeve/#gsc.tab=0</a></p>
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In table 2.1, in the Anglicism "audiencë", the ending "-ës" is also used, which in Albanian cases marks the genitive, dative and derivative cases. In the Anglicism "aplikim", the ending "-i" in "aplikacioni" is also used, which in this case marks the definite form in nominative case in the Albanian language.

Table 2.2

Anglicisms with case endings and Albanian adaptations

<b>Anglicisms</b>	<b>Findings on: <a href="https://indeksonline.net/">https://indeksonline.net/</a> (Kosovo)</b>
<b>LOKACION</b> (from English - Location)	1 <a href="https://indeksonline.net/ceku-vitin-e-ardhshem-caktohet-lokacioni-dhe-nis-ndertimi-i-stadiumit-nacional-0/">https://indeksonline.net/ceku-vitin-e-ardhshem-caktohet-lokacioni-dhe-nis-ndertimi-i-stadiumit-nacional-0/</a>
	2. <a href="https://indeksonline.net/bastisje-ne-shtate-lokacione-policia-jep-detajet-e-fundit-per-aksionin-e-madh-qe-povazhdon-1/">https://indeksonline.net/bastisje-ne-shtate-lokacione-policia-jep-detajet-e-fundit-per-aksionin-e-madh-qe-povazhdon-1/</a>
	3. <a href="https://indeksonline.net/aksion-ne-disa-lokacione-arrestohen-disa-doganieri/">https://indeksonline.net/aksion-ne-disa-lokacione-arrestohen-disa-doganieri/</a>
	4. <a href="https://indeksonline.net/dogana-aksion-ne-peje-pohetohen-kater-lokacione-1/">https://indeksonline.net/dogana-aksion-ne-peje-pohetohen-kater-lokacione-1/</a>
	5. <a href="https://indeksonline.net/zubin-potok-policia-kabastisur1-3-lokacione-gjen-prova-per-harac/">https://indeksonline.net/zubin-potok-policia-kabastisur1-3-lokacione-gjen-prova-per-harac/</a>
	6. <a href="https://indeksonline.net/bastisen-kater-lokacione-negjilan/">https://indeksonline.net/bastisen-kater-lokacione-negjilan/</a>
	7. <a href="https://indeksonline.net/atk-me-aksion-ne-gjashtelokacione-dyshime-per-shmangie-te-tatimit/">https://indeksonline.net/atk-me-aksion-ne-gjashtelokacione-dyshime-per-shmangie-te-tatimit/</a>
	8. <a href="https://indeksonline.net/kontrollohen-tri-lokacione-dyshohet-se-para-te-fituara-ilegalisht-ne-belgjike-uinvestuan-ne-gjakove/">https://indeksonline.net/kontrollohen-tri-lokacione-dyshohet-se-para-te-fituara-ilegalisht-ne-belgjike-uinvestuan-ne-gjakove/</a>
	9. <a href="https://indeksonline.net/policia-bastise-edhe-njelokacion-ne-zvecan-gjenden-thase-te-tjere-barrikades-pamje/">https://indeksonline.net/policia-bastise-edhe-njelokacion-ne-zvecan-gjenden-thase-te-tjere-barrikades-pamje/</a>

	10. <a href="https://indeksonline.net/policia-operacioni-pozhvilohet-ne-disa-lokacione/">https://indeksonline.net/policia-operacioni-pozhvilohet-ne-disa-lokacione/</a>
AUDIENCË (from English – Audience)	<p>1 <a href="https://indeksonline.net/eurovisioni-kete-vit-me-numer-te-kufizuar-te-audiences/">https://indeksonline.net/eurovisioni-kete-vit-me-numer-te-kufizuar-te-audiences/</a></p> <p>2 <a href="https://indeksonline.net/komedi-e-kuqe-sonte-para-audiences-ne-mitrovica-in-fest/">https://indeksonline.net/komedi-e-kuqe-sonte-para-audiences-ne-mitrovica-in-fest/</a></p> <p>3 <a href="https://indeksonline.net/audiencia-nuk-po-e-degjonte-bebe-rexha-ben-veprimin-e-papritur-ne-mes-te-koncertit-9/">https://indeksonline.net/audiencia-nuk-po-e-degjonte-bebe-rexha-ben-veprimin-e-papritur-ne-mes-te-koncertit-9/</a></p> <p>4 <a href="https://indeksonline.net/goditi-me-mikrofon-nje-grua-ne-audience-cardi-b-mund-te-kete-probleme-me-ligjin/">https://indeksonline.net/goditi-me-mikrofon-nje-grua-ne-audience-cardi-b-mund-te-kete-probleme-me-ligjin/</a></p> <p>5 <a href="https://indeksonline.net/nje-shfaqje-me-kater-aktore-e-qendres-multimedia-mirepritet-nga-audienca-e-piccolo-teatro-ne-milan/">https://indeksonline.net/nje-shfaqje-me-kater-aktore-e-qendres-multimedia-mirepritet-nga-audienca-e-piccolo-teatro-ne-milan/</a></p> <p>6 <a href="https://indeksonline.net/facebook-gjen-operacionin-kinez-te-piraterise-qe-synon-te-terhiqnin-audiencon-ujgure/">https://indeksonline.net/facebook-gjen-operacionin-kinez-te-piraterise-qe-synon-te-terhiqnin-audiencon-ujgure/</a></p>
ANEKS (from English – Annex)	<p>1 <a href="https://indeksonline.net/malazezet-sot-ne-proteste-kunder-aneks-marreshjes/">https://indeksonline.net/malazezet-sot-ne-proteste-kunder-aneks-marreshjes/</a></p> <p>2 <a href="https://indeksonline.net/zyrtare-qeveria-aprovon-aneks-marreshjen-per-demarkacion/">https://indeksonline.net/zyrtare-qeveria-aprovon-aneks-marreshjen-per-demarkacion/</a></p> <p>3 <a href="https://indeksonline.net/be-publikon-permbajtjen-e-aneksit-te-marreshjes-per-normalizim-raportesh-mes-kosoves-e-serbise/">https://indeksonline.net/be-publikon-permbajtjen-e-aneksit-te-marreshjes-per-normalizim-raportesh-mes-kosoves-e-serbise/</a></p> <p>4 <a href="https://indeksonline.net/aneks-deklarata-e-samitit-kerkon-garantimin-e-funksionimit-te-gjykates-speciale/">https://indeksonline.net/aneks-deklarata-e-samitit-kerkon-garantimin-e-funksionimit-te-gjykates-speciale/</a></p> <p>5 <a href="https://indeksonline.net/asamblistet-e-prishtines-votuan-njezeri-aneks-planin-e-veprimit-per-personat-me-afetiste-kufizuara-deklarohet-drejtoresha-sahiti/">https://indeksonline.net/asamblistet-e-prishtines-votuan-njezeri-aneks-planin-e-veprimit-per-personat-me-afetiste-kufizuara-deklarohet-drejtoresha-sahiti/</a></p> <p>6 <a href="https://indeksonline.net/hoti-e-veliu-bashke-do-te-peruroje-aneks-objektin-e-agjencise-se-kosoves-per-forenzike/">https://indeksonline.net/hoti-e-veliu-bashke-do-te-peruroje-aneks-objektin-e-agjencise-se-kosoves-per-forenzike/</a></p> <p>7 <a href="https://indeksonline.net/kurtit-e-vuciqit-ne-oher-do-tu-dorezohet-nje-projekt-aneks-per-zbatimin-e-marreshjes/">https://indeksonline.net/kurtit-e-vuciqit-ne-oher-do-tu-dorezohet-nje-projekt-aneks-per-zbatimin-e-marreshjes/</a></p>
APLIKIM (from English – Application)	<p>1. Durmishi: Në e-Kosova mund të bëhet aplikimi për provimin teorik dhe praktik për patent shofer – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>2. Osmani: Shtyhet afati për aplikimin e njohjes së statusit të viktimës së dhunës seksuale gjatë luftës – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>3. Këtu mund të aplikojnë për subvencionimin e faturave të rrymës familjet e skemave sociale dhe pensionale – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>4. Fondi i Kosovës për Eficiencë përfundon vlerësimin e aplikimeve, ja cilat komuna kanë numër më të madh të përfituesve – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>5. Universiteti i Prishtinës hap aplikim për bursa për vitin 2023/2024 – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>6. Zgjatet deri më 14 dhjetor afati për aplikim për grante në bujqësi – <a href="https://indeksonline.net">Indeksonline.net</a></p> <p>7. Rizvanolli: Deri më tani kemi pranuar 2781 aplikime</p>

	<p>për subvencionim të pajisjeve – Indeksonline.net</p> <p>8 Mbi 90 mijë kosovarë aplikuan për viza brenda një viti – Indeksonline.net</p> <p>9 10%-shit i vjen fundi, deri në këtë ditë keni kohë për aplikim – Indeksonline.net</p> <p>10 Kaq është numri i aplikuesve për pajisjet për ngrohje – Indeksonline.net</p>
DERBI (Derby)	<p>1 <a href="https://indeksonline.net/zhbllokohet-derbi-mes-liverpulis-dhe-chelseas-video/">https://indeksonline.net/zhbllokohet-derbi-mes-liverpulis-dhe-chelseas-video/</a></p> <p>2 <a href="https://indeksonline.net/saka-shenon-per-arsenalin-nederbi-ndaj-liverpoolit/">https://indeksonline.net/saka-shenon-per-arsenalin-nederbi-ndaj-liverpoolit/</a></p> <p>3 <a href="https://indeksonline.net/derbi-i-javes-i-takon-pejes/">https://indeksonline.net/derbi-i-javes-i-takon-pejes/</a></p> <p>4 <a href="https://indeksonline.net/zhbllokohet-derbi-mes-liverpulis-dhe-arsenalit-video/">https://indeksonline.net/zhbllokohet-derbi-mes-liverpulis-dhe-arsenalit-video/</a></p> <p>5 <a href="https://indeksonline.net/derbi-mes-liverplit-dhe-arsenalit-publikohen-formacionet-zyrtare/">https://indeksonline.net/derbi-mes-liverplit-dhe-arsenalit-publikohen-formacionet-zyrtare/</a></p> <p>6 <a href="https://indeksonline.net/derbi-i-anamoraves-gjilani-drita-formacionet-zyrtare-2/">https://indeksonline.net/derbi-i-anamoraves-gjilani-drita-formacionet-zyrtare-2/</a></p> <p>7 <a href="https://indeksonline.net/sot-nje-tjeter-derbi-ne-superligen-e-kosoves/">https://indeksonline.net/sot-nje-tjeter-derbi-ne-superligen-e-kosoves/</a></p>

In table 2.2, from the borrowed Anglicisms, Albanian case endings are used such as: lokucion, lokucioni; the ending -i is used to mark the definite singular form, while the ending -e is used to mark the plural number in the indefinite form. In the Anglicism "audience", the endings -ës, -ën, -a are also used. The ending -ës indicates the genitive, dative and derivative cases, the ending -ën indicates the accusative case, and the ending -a indicates the nominative case in the definite form. In the Anglicism "aneks", the ending -it is also used, which in cases of accusative adaptation in Albanian is used in genitive, dative and derivative cases. In the Anglicism "aplikim", case endings are used: aplikim-in, aplikuesve, aplikim-e, but we also have cases of conversion into verbs such as: aplikuan/(they) applied, (ata/ato) aplikojnë/(they) apply. In the Anglicism "derbi", only the ending -i has been changed, from the English ending -y, that is, derbi - derby.

Table 2.3  
Anglicisms with case endings and Albanian adaptations

Anglicisms	Findings on: <a href="https://portalb.mk/">https://portalb.mk/</a> (North Macedonia)
LOKACION (from English - Location)	<p>1. <a href="https://portalb.mk/ushtria-izraelite-goditi-200-lokacione-ne-gaza-gjate-nates/">https://portalb.mk/ushtria-izraelite-goditi-200-lokacione-ne-gaza-gjate-nates/</a></p> <p>2. <a href="https://portalb.mk/bastisje-ne-kater-lokacione-te-shkupit-u-arrestuan-kater-dilere/">https://portalb.mk/bastisje-ne-kater-lokacione-te-shkupit-u-arrestuan-kater-dilere/</a></p> <p>3. <a href="https://portalb.mk/policia-bastisi-shtate-lokacione-ne-veri-konfiskon-nje-sasi-municioni-kallashnikove-zola-eksplozive/">https://portalb.mk/policia-bastisi-shtate-lokacione-ne-veri-konfiskon-nje-sasi-municioni-kallashnikove-zola-eksplozive/</a></p> <p>4. <a href="https://portalb.mk/diskutohet-lokacioni-i-strehimores-per-qente-endacake-ne-tetove/">https://portalb.mk/diskutohet-lokacioni-i-strehimores-per-qente-endacake-ne-tetove/</a></p> <p>5. <a href="https://portalb.mk/rmv-ne-tri-lokacione-u-vendosen-pajisje-qe-mundesojne-komunikimin-me-personat-qe-kane-problem-me-degjimin/">https://portalb.mk/rmv-ne-tri-lokacione-u-vendosen-pajisje-qe-mundesojne-komunikimin-me-personat-qe-kane-problem-me-degjimin/</a></p> <p>6. <a href="https://portalb.mk/tetove-kamera-ne-pese-lokacione-per-te-identifikuar-ndotesit/">https://portalb.mk/tetove-kamera-ne-pese-lokacione-per-te-identifikuar-ndotesit/</a></p> <p>7. <a href="https://portalb.mk/bastisje-ne-8-lokacione-ne-saraj-">https://portalb.mk/bastisje-ne-8-lokacione-ne-saraj-</a></p>

	<p>dhe-gjorce-petrov-dy-persona-te-arrestuar-ne-kerkim-edh-te-tjere/  8 <a href="https://portalb.mk/qmk-sonte-intervenime-ne-dy-lokacione-zjarri-ne-oreshan-eshte-shuar-ne-belakovc-eshte-jashte-kontrollit/">https://portalb.mk/qmk-sonte-intervenime-ne-dy-lokacione-zjarri-ne-oreshan-eshte-shuar-ne-belakovc-eshte-jashte-kontrollit/</a>  9 <a href="https://portalb.mk/rmv-ne-dy-lokacione-ne-shkup-jane-djegur-kater-automjete/">https://portalb.mk/rmv-ne-dy-lokacione-ne-shkup-jane-djegur-kater-automjete/</a></p>
<b>APLIKIM</b> (from English – Application)	1. <a href="https://portalb.mk/rmv-do-te-ndahen-mbi-7-000-vaucere-per-invertete-aplikimet-fillojne-neser/">https://portalb.mk/rmv-do-te-ndahen-mbi-7-000-vaucere-per-invertete-aplikimet-fillojne-neser/</a> 2. <a href="https://portalb.mk/cmimi-vjetor-i-hulumtuesit-te-ri-te-bankes-kombetare-afati-i-fundit-per-aplikim-eshte-1-shkurt/">https://portalb.mk/cmimi-vjetor-i-hulumtuesit-te-ri-te-bankes-kombetare-afati-i-fundit-per-aplikim-eshte-1-shkurt/</a> 3. <a href="https://portalb.mk/ambasada-e-gjermanise-ne-shkup-deri-me-10-janar-do-te-pranoje-aplikime-per-viza/">https://portalb.mk/ambasada-e-gjermanise-ne-shkup-deri-me-10-janar-do-te-pranoje-aplikime-per-viza/</a> 4. <a href="https://portalb.mk/ambasada-e-gjermanise-ne-shkup-aplikimet-per-muajin-shkurt-per-vizat-termine-nga-data-3-janar/">https://portalb.mk/ambasada-e-gjermanise-ne-shkup-aplikimet-per-muajin-shkurt-per-vizat-termine-nga-data-3-janar/</a> 5. <a href="https://portalb.mk/rmv-u-shty-per-te-henen-afati-per-aplikim-per-ndihmen-financiare-per-studentet-qe-perdorin-transport-nder-urban/">https://portalb.mk/rmv-u-shty-per-te-henen-afati-per-aplikim-per-ndihmen-financiare-per-studentet-qe-perdorin-transport-nder-urban/</a> 6. <a href="https://portalb.mk/mash-sqaron-dilemat-per-te-drejtendhe-menyren-e-aplikimit-per-mbeshtetje-financiare-per-nxenesit-dhe-studentet/">https://portalb.mk/mash-sqaron-dilemat-per-te-drejtendhe-menyren-e-aplikimit-per-mbeshtetje-financiare-per-nxenesit-dhe-studentet/</a> 7. <a href="https://portalb.mk/rmv-ministria-njoftoi-qe-procesi-i-aplikimit-per-mbeshtetjen-financiare-te-nxenesve-dhe-studenteve-eshte-thjeshtezuar/">https://portalb.mk/rmv-ministria-njoftoi-qe-procesi-i-aplikimit-per-mbeshtetjen-financiare-te-nxenesve-dhe-studenteve-eshte-thjeshtezuar/</a> 8. <a href="https://portalb.mk/fizht-dhe-usaid-fillojne-trajnimin-e-te-rinjve-per-pune-te-gjelbra-aplikimi-deri-me-19-janar/">https://portalb.mk/fizht-dhe-usaid-fillojne-trajnimin-e-te-rinjve-per-pune-te-gjelbra-aplikimi-deri-me-19-janar/</a>
<b>DERBI (Derby)</b>	1. <a href="https://portalb.mk/nesor-luhet-vetem-nje-ndeshje-neligen-e-pare-ne-rmv-derbi-shqiptar-i-javes-do-te-luhet-te-dielen/">https://portalb.mk/nesor-luhet-vetem-nje-ndeshje-neligen-e-pare-ne-rmv-derbi-shqiptar-i-javes-do-te-luhet-te-dielen/</a> 2. <a href="https://portalb.mk/nesor-luhet-derbi-shqiptar-i-javes-dhe-pese-ndeshje-tjera-neligen-e-pare-nemaqedonine-e-veriut/">https://portalb.mk/nesor-luhet-derbi-shqiptar-i-javes-dhe-pese-ndeshje-tjera-neligen-e-pare-nemaqedonine-e-veriut/</a> 3. <a href="https://portalb.mk/nesor-ne-tetove-do-te-luhet-derbi-shqiptar-ne-futboll/">https://portalb.mk/nesor-ne-tetove-do-te-luhet-derbi-shqiptar-ne-futboll/</a> <a href="https://portalb.mk/nesor-luhet-vetem-nje-ndeshje-neligen-e-pare-ne-rmv-derbi-shqiptar-i-javes-do-te-luhet-te-dielen/">https://portalb.mk/nesor-luhet-vetem-nje-ndeshje-neligen-e-pare-ne-rmv-derbi-shqiptar-i-javes-do-te-luhet-te-dielen/</a>

In table 2.3, from the borrowed Anglicisms, Albanian case endings are used such as: lokucione, lokucioni; the ending -i is used to mark the singular definite form, while the ending -e is used to mark the plural number in the indefinite form. In the Anglicism “aplikim”, case endings are used: aplikimet, aplikimit, aplikimi. The accusative ending -et marks the definite form in plural, while ending -it marks the accusative endings in genitive, dative and derivative case.

Table 2.4.

The tabular form of the use of Anglicisms with Albanian adaptation in news headlines in three online media

<b>Anglicisms</b>	<a href="https://www.balkanw">https://www.balkanw</a>	<a href="https://indekso">https://indekso</a>	<a href="https://portalb.">https://portalb.</a>	<b>To</b>
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	eb.com/live/#gsc.tab=0 Albania	nline.net/Kosovo	mk/North Macedonia	tal
LOKACION	1	10	9	20
AUDIENCË	5	6	0	11
ANEKS	3	7	0	10
APLIKIM	10	10	8	28
DERBI	10	7	4	21
<b>Total</b>	<b>29</b>	<b>40</b>	<b>21</b>	<b>90</b>

From table 2.4, we can notice that in the portal from North Macedonia, we do not see uses of the two selected Anglicisms, but of two other Anglicisms: lokacion (location) and aplikim (application) are quite used, a total of 17 cases. As a general result, we can conclude without hesitation that the online media outlet in Kosovo mostly uses Anglicisms even in the cases of using Anglicisms with case endings in the Albanian language and with other adaptations in Albanian. The online media outlet of Albania comes second, while the media the selected in North Macedonia uses less Anglicisms than the media in Kosovo and Albania, for comparative purposes in order to carry out the research in this field of study.

If we analyze the use of original Anglicisms in headlines in some online media in the Albanian language, with case endings and adaptations in the Albanian language, also in this case as in table 1.5, we consider that all these Anglicisms would not need to be used, taking into account the fact that for each of them we have the corresponding Albanian words. To prove this, see below table 2.5.

Table 2.5  
Replacing anglicisms with Albanian words

Anglicisms	The possibility of substitution in Albanian
LAKACION (LACATION)	VENDNDODHJE
AUDIENCË (AUDIENCE)	DËGJUES
ANEKS (ANNEX)	SHTOJÇË
APLIKIM (APPLICATION)	KONKURRIM
DERBI (DERBY)	KRYENDESHJE

Even in the specific case as in table 2.5, examples of the possibility of replacing the above-mentioned Anglicisms in Albanian can be added with other examples of Albanian in the future, but these words were only some of our proposals, which prove that the use of Anglicisms may not be necessary in the Albanian language.

#### Examples of the use of Anglicisms in various Albanian contexts

Without going much into detail in statistical analysis of the use of Anglicisms in news headlines in some Albanian-language media, except for the three above-mentioned media selected for research: <https://www.balkanweb.com/live/#gsc.tab=0> Albania, <https://indeksonline.net/> Kosovo, as well as <https://portalb.mk/North> Macedonia, in order to prove this phenomenon in the majority of online media in the Albanian language, as an illustration, we are giving only two examples of the use of Anglicisms in news headlines in several different media in the Albanian language. Below, you will find some of the evidenced findings in Table 2.6.

Table 2.6

Anglicisms used in news headlines in several different Albanian media

Anglicisms	Findings in some Albanian media
LOKACION (from English - Location)	<p> <a href="https://shqip.com/ne-kete-lokacion-te-vecante-arbri-dhe-dafina-realizuan-fotosesionin-e-marteses/">https://shqip.com/ne-kete-lokacion-te-vecante-arbri-dhe-dafina-realizuan-fotosesionin-e-marteses/</a>  <a href="https://www.koha.net/arberi/382841/vidovdani-sivjet-nderron-lokacion-serbet-kerkojne-siguri-nga-kfor-i/">https://www.koha.net/arberi/382841/vidovdani-sivjet-nderron-lokacion-serbet-kerkojne-siguri-nga-kfor-i/</a>  <a href="https://www.koha.net/kosove/269186/ne-peje-behet-thirrje-qe-ti-caktohet-nje-lokacion-i-ri-tregut-te-plackave/">https://www.koha.net/kosove/269186/ne-peje-behet-thirrje-qe-ti-caktohet-nje-lokacion-i-ri-tregut-te-plackave/</a>  <a href="https://shqip.republika.mk/qendra-e-re-klinate-sali-lokacion-me-i-pershtatshem-mbetet-veli-pole/">https://shqip.republika.mk/qendra-e-re-klinate-sali-lokacion-me-i-pershtatshem-mbetet-veli-pole/</a>  <a href="https://www.eulex-kosovo.eu/al/pressreleases/0137.php">https://www.eulex-kosovo.eu/al/pressreleases/0137.php</a>  <a href="https://www.kosovarja-ks.com/kaci-frizeri-me-profesional-ne-kosove-tani-me-lokacion-te-ri/">https://www.kosovarja-ks.com/kaci-frizeri-me-profesional-ne-kosove-tani-me-lokacion-te-ri/</a>  <a href="https://telegrafi.com/tregu-luleve-lokacion-te-ri-bartet-ne-sheshin-edit-durham-foto/">https://telegrafi.com/tregu-luleve-lokacion-te-ri-bartet-ne-sheshin-edit-durham-foto/</a>  <a href="https://www.kosovarja-ks.com/blerina-kllokoqi-rugova-voton-ne-zgjedhjet-lokale-ne-shqiperi/">https://www.kosovarja-ks.com/blerina-kllokoqi-rugova-voton-ne-zgjedhjet-lokale-ne-shqiperi/</a>  <a href="https://www.aa.com.tr/sq/bota/gjendet-lokacioni-i-kutis%C3%AB-s%C3%AB-zez%C3%AB-s%C3%AB-avionit%C3%AB-rr%C3%AB-zuar-n%C3%AB-indonezi/2104832">https://www.aa.com.tr/sq/bota/gjendet-lokacioni-i-kutis%C3%AB-s%C3%AB-zez%C3%AB-s%C3%AB-avionit%C3%AB-rr%C3%AB-zuar-n%C3%AB-indonezi/2104832</a>  <a href="https://zeri.info/aktuale/273606/hoxha-salla-koncertale-do-ten-dertohet-nese-gjendet-lokacioni-mjetet-sjane-humbur/">https://zeri.info/aktuale/273606/hoxha-salla-koncertale-do-ten-dertohet-nese-gjendet-lokacioni-mjetet-sjane-humbur/</a> </p>
ANEKS (from English – Annex)	<p> <a href="https://www.gazetaexpress.com/abdixhiku-ne-aneks-marrevshjen-nuk-ka-obligime-per-serbine/">https://www.gazetaexpress.com/abdixhiku-ne-aneks-marrevshjen-nuk-ka-obligime-per-serbine/</a>  <a href="https://gazeta-shqip.com/kryesoret/shalsi-komisioni-i-veprimtarise-eshte-kthyer-ne-nje-aneks-te-qeverise/">https://gazeta-shqip.com/kryesoret/shalsi-komisioni-i-veprimtarise-eshte-kthyer-ne-nje-aneks-te-qeverise/</a>  <a href="https://shqip.com/qeveria-reagon-lidhur-me-pretendimet-per-aneks-te-propozimit-evropain/">https://shqip.com/qeveria-reagon-lidhur-me-pretendimet-per-aneks-te-propozimit-evropain/</a>  <a href="https://www.shqip.media/plani-franko-gjerman-ska-ndryshime-madhore-por-tash-eshte-nje-aneks-shtese-shqip/">https://www.shqip.media/plani-franko-gjerman-ska-ndryshime-madhore-por-tash-eshte-nje-aneks-shtese-shqip/</a>  <a href="https://www.koha.net/arberi/376543/dy-kontrata-2-milione-euro-me-shume-per-nje-aneks-klinate/">https://www.koha.net/arberi/376543/dy-kontrata-2-milione-euro-me-shume-per-nje-aneks-klinate/</a>  <a href="https://www.aa.com.tr/sq/bota/izraeli-miraton-aneks-buxheti-t%C3%AB-paprecedent%C3%AB-p%C3%AB-rt%C3%AB-mbuluar-nevojat-e-luft%C3%AB-n%C3%AB-gaza/3067117">https://www.aa.com.tr/sq/bota/izraeli-miraton-aneks-buxheti-t%C3%AB-paprecedent%C3%AB-p%C3%AB-rt%C3%AB-mbuluar-nevojat-e-luft%C3%AB-n%C3%AB-gaza/3067117</a>  <a href="https://www.koha.net/arberi/16029/aneks-marrevshja-per-demarkacionin-e-pabazuar-ne-kushtetute/">https://www.koha.net/arberi/16029/aneks-marrevshja-per-demarkacionin-e-pabazuar-ne-kushtetute/</a>  <a href="https://telegrafi.com/ymeri-per-aneks-marrevshjen-absurd-smund-te-votohet-marrevshja-e-hapur/">https://telegrafi.com/ymeri-per-aneks-marrevshjen-absurd-smund-te-votohet-marrevshja-e-hapur/</a>  <a href="https://lajmishqip.net/aneks-marrevshja-e-adreson-ceshtjen-e-tepagjeturve-cfare-tha-borell/">https://lajmishqip.net/aneks-marrevshja-e-adreson-ceshtjen-e-tepagjeturve-cfare-tha-borell/</a>  <a href="https://www.kosovo-online.com/sq/lajm/politike/borel-ne-aneks-shkruhet-qarte-se-prishtina-duhet-menjehere-te-krijohet-bks-20-3-2023">https://www.kosovo-online.com/sq/lajm/politike/borel-ne-aneks-shkruhet-qarte-se-prishtina-duhet-menjehere-te-krijohet-bks-20-3-2023</a>  <a href="https://www.shqip.media/publikohet-aneksi-i-zbatimit-te-marrevshjes-kosoves-serbi/">https://www.shqip.media/publikohet-aneksi-i-zbatimit-te-marrevshjes-kosoves-serbi/</a> </p>
DERBI (Derby)	<p> <a href="https://www.ffk-kosova.com/derbi-prishtina-ballkani-mbyllet-pafitues/">https://www.ffk-kosova.com/derbi-prishtina-ballkani-mbyllet-pafitues/</a>  <a href="https://abcnews.al/perfundojne-3-ndeshjet-ne-superligen-e-kosoves-derbi-mes-drites-dhe-ballkanit-mbyllet-ne-barazim/">https://abcnews.al/perfundojne-3-ndeshjet-ne-superligen-e-kosoves-derbi-mes-drites-dhe-ballkanit-mbyllet-ne-barazim/</a>  <a href="https://telegrafi.com/derbi-i-kosoves-ne-ligen-ballkanike/">https://telegrafi.com/derbi-i-kosoves-ne-ligen-ballkanike/</a>  <a href="https://kosovapress.com/superliga-e-kosoves-syte-te-derbi-mes-ballkanit-dhe-drites">https://kosovapress.com/superliga-e-kosoves-syte-te-derbi-mes-ballkanit-dhe-drites</a> </p>

	<a href="https://insajderi.com/sot-zhvilohen-dy-derbi-ne-superligen-e-kosoves/">https://insajderi.com/sot-zhvilohen-dy-derbi-ne-superligen-e-kosoves/</a> <a href="https://klankosova.tv/derbi-i-javes-i-takon-pejes/">https://klankosova.tv/derbi-i-javes-i-takon-pejes/</a> <a href="https://indeksonline.net/superliga-e-kosoves-vjen-sot-me-dy-ndeshje-derbi/">https://indeksonline.net/superliga-e-kosoves-vjen-sot-me-dy-ndeshje-derbi/</a> <a href="https://telegrafi.com/derbi-me-i-madh-ne-kosove-pritet-te-dhuroje-spektakel/">https://telegrafi.com/derbi-me-i-madh-ne-kosove-pritet-te-dhuroje-spektakel/</a> <a href="https://www.gazetaexpress.com/munishi-ne-favorit-sporti-ne-kosove-eshte-ne-rangun-e-pestes-derbi-i-anamoraves-se-ka-me-madheshtine-e-tij/">https://www.gazetaexpress.com/munishi-ne-favorit-sporti-ne-kosove-eshte-ne-rangun-e-pestes-derbi-i-anamoraves-se-ka-me-madheshtine-e-tij/</a> <a href="https://insajderi.com/derbi-mes-cervena-zvezdes-dhe-partizanite-luhet-ne-kosove/">https://insajderi.com/derbi-mes-cervena-zvezdes-dhe-partizanite-luhet-ne-kosove/</a> <a href="https://rajonipress.com/derbi-gjilanas-vazhdon-ekskursionin-neper-kosove/">https://rajonipress.com/derbi-gjilanas-vazhdon-ekskursionin-neper-kosove/</a> <a href="https://insajderi.com/media-franceze-derbi-me-i-flakte-ne-planet-u-luajt-ne-kosove/">https://insajderi.com/media-franceze-derbi-me-i-flakte-ne-planet-u-luajt-ne-kosove/</a> <a href="https://ekonomiaonline.com/derbi-politik-kosove-serbi/">https://ekonomiaonline.com/derbi-politik-kosove-serbi/</a> <a href="https://abcnews.al/thirrja-e-sokolit-shqipери-kosove-kurre-nje-derbi-te-veprojme-tani/">https://abcnews.al/thirrja-e-sokolit-shqipери-kosove-kurre-nje-derbi-te-veprojme-tani/</a> <a href="https://www.albinfo.at/fc-kosova-nis-sezonin-ne-nje-ndeshje-derbi/">https://www.albinfo.at/fc-kosova-nis-sezonin-ne-nje-ndeshje-derbi/</a>
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Table 2.5 best proves that the phenomenon of using Anglicisms in news headlines in the Albanian language media is present everywhere. Whereas, regarding the selection of the three media mentioned above for research, <https://www.balkanweb.com/live/#gsc.tab=0> from Albania, <https://indeksonline.net/> from Kosovo, as well as <https://portalb.mk/> from North Macedonia; it was made with the sole purpose, based on the considerable number of viewers and their influence at the informative and media level, in the three countries where the Albanian language is spoken as an official language: in Albania, in Kosovo and in North Macedonia, without any intention here to minimize the influence of every other online media in the Albanian language, while showing regard and consideration for each of them.

## Conclusions

During the research of the level of use of Anglicisms in news headlines in some online media in the Albanian language, it was found that in each online media, Anglicisms are often used without the need to use them, when it is known that in specific cases a corresponding Albanian source word has been found instead of an Anglicism. The phenomenon of the use of Anglicisms, based on the findings during the research, is most widespread in the online media outlet selected in Kosovo, followed by the online media selected in Albania, and finally, fewer uses of the selected Anglicisms were found in the online media selected in North Macedonia. Let's consider the external factors that have influenced the greater borrowing of Anglicisms in the media of Kosovo, in relation to the online media in Albania and North Macedonia. We have concluded that in Kosovo, foreign international missions have also had a great influence, such as UNMIK from 1999-2008, then EULEX from 2008- still continuing, and many other international missions, also considering the presence of NATO in Kosovo, namely its military force called KFOR, which has been on a peacekeeping mission since 1999 until today. This large presence of international missions in Kosovo has greatly influenced the increased use of Anglicisms as a result of the use of the English language in all institutions of Kosovo for many years, since the end of the war in 1999 until now. While in Albania and North Macedonia, the phenomenon of



the use of Anglicisms in news headlines in online media in the Albanian language is present, but not at such a high level as in Kosovo because there were no external influential factors as in the case of Kosovo. However, the European and Euro-Atlantic integration processes in the three countries above: Albania, Kosovo and North Macedonia, have been influential for the use of Anglicisms to be in a growing trend, given that the English language is a language with an influential and global character. So, the English language today serves for almost mandatory communication in all the most important world institutions.

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