

# Rise of Anglicism in Marketing

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# Croatia



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# Rise of Anglicism in Marketing

Senior Capstone Project

## Abstract

This paper investigates influence of the English language and globalization of world. It is mostly focused on influence of English language on Croatian language, what Anglicism are and if they affecting speakers attitude. The purpose of this paper is to find out what is the public opinion about Anglicism. Method used for primary research was experiment.

Participants were asked to choose based on their personal preference to pick which of the two advertisements that were advertising the same product prefer more. Results have shown that people do not notice Anglicism and do not have general opinion about influence on Croatian language. In order to preserve cultural identity linguists need to maintain using Croatian words in order to stop the influence of Anglicism's.

# Introduction

## Globalization of English

In recent history general public was trying to find ways to improve their communication. In order to connect and trade information, English became the most used second language in the world. According to Oxford dictionary, 1 500 000 000 people speak English, counting around 20% of the World's population, only 360 000 000 million speak English as their first language. English language became a need; learning new language provides benefit for personal development and ability to connect with other people. Speaking foreign language effect one's native language, using foreign words unconsciously in owns mother language .

The English language has been accepted and promoted in the linguistic marketplace, globally promoted shifting industries toward positive changes. Tom Hutchinson and Alan Waters (1987, 88) mentioned one of the reasons of English language development "The effect was to create a whole new mass of people who want to learn English, not for the pleasure or prestige of knowing the language, but because English was the key to international currencies of technology and commerce". Robert Philipson (1992) also said that English is being dominant language in all sorts of different fields such as: technology, science, media, news agencies, entertainment, trade, shipping, aviation, journalism, sport events and diplomacy the being most spoken language. Since there are international organizations having headquarters in different countries like the EU, NATO, UN English is used as common language as well in

order to avoid miss communication. Such organizations inspire new interest in the agreements, treaties and legislation where English has become mutual language. The survey which was done by European Union names :“Special Eurobarometer 243“ showed that 51% of the Europeans speak English language, 56% of them are able to speak additional language to their mother tongue and only 28% of citizens of EU say they speak 2 foreign language to have conversation.

## Influence of English language on the Croatian language

Throughout history, Croatian nation was dedicated to preserve its language purity. In general people are reluctant to use loanwords and perceive them as threat, attempting to revive outdated words in order to preserve cultural identity. Croatia succeeded in preserving the language purity even with the rough history, being under constant influence of other languages and cultures. Croatian language roots date back to sixteenth century. Throughout the centuries lexicographers have warned Croatian people of foreign words from Germany, Turkish and Italian, since those are the closest countries with the highest level of influence. After World War II, English began to spread all around Western Europe. Positive attitude toward language follows the logic of language development, so every language is a process

with the necessary adaption and possible changes. Croatia is highly depended on tourism, generating 80% of revenue from tourism industry and more or less everyone on the coast lives directly or indirectly of tourism and hospitality. Knowing foreign language is a benefit for employees in hospitality industry, offering more opportunities in varieties of jobs offered.

## Anglicism

Languages being tool for communication, have created superficial lexical borrowing to structural lexical borrowing which helped numerous languages in creation and even in extinction. Lexical borrowing refers to words received from a foreign language and have been adopted with small to no modification, so Anglicism would be adopting word or a phrase from English language into a foreign language. There are several reasons why Anglicism are being used: lack of equivalent words in foreign country, political and social platform which push most of the loanwords which are mostly Anglicism, phrases used in marketing, since Anglicism's are more appealing to eye of the customer . Fischer compared Anglicism with neologism, saying that it copies several phases of integration: 1) The beginning, when it is still new and not known to many speakers; 2) the phase where it begins to spread and take part in the process of institutionalization; and, 3) the word becomes part of the common core of the language.

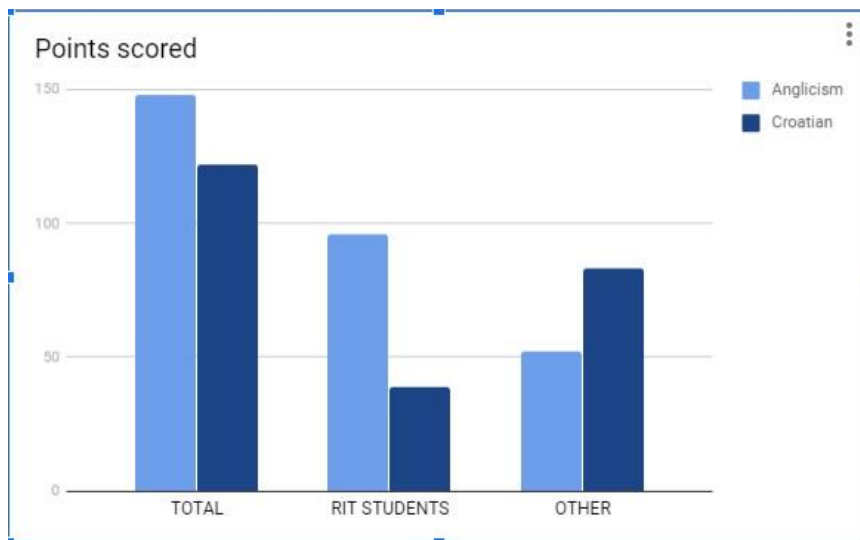
## Method

For primary research experiment was done experiment. In the experiment participants were asked to choose between two advertisements based on their preference. The experiment consisted of 9 pairs of advertisements, both of the advertisements were advertising the same type of product in Croatian, but only one of advertisement had Anglicism in sentence. Under every question participants had to explain why they chose that particular advertisement.

The purpose of the experiment was to find out what speaker's attitudes toward Anglicism are in marketing, if they notice them and what is their opinion.

30 experiments were handed in person, 15 of them to RIT student who are constantly exposed English language and who are considered fluent English speakers. Other 15 experiments were handed to other people who were not exposed to English language on a daily basis and did not have any connection with English language. Handing experiment to two groups of people based on their influence and exposure to English language will help in filtering the results and help in finding out people's perception of Anglicism, if they notice them at all and what is their opinion.

## Results



Graph 1.1

Total results show un clear picture of participants perception of Anglicism's. By filtering the results to RIT students and other people who are not under influence of English language, gap can be seen more easily. RIT students have preference of picking advertisements which had Anglicism, while other people who are not under influence on English have preference of choosing the advertisements that do not have Anglicism in sentence.

These six questions provide us with useful information and valid responses from participants.



On the first question, 13 out of 15 RIT students chose the advertisement which had Anglicism in the sentence. Under “Why?” question below the first question, participants responded with:” more catchy, I like action prices”. Other people, 11 out of 15, who were not under influence of English, preferred the Croatian advertisement.

On the second question, 14 of 15 RIT students chose the advertisements which had Anglicism in the sentence. Under “Why” question participants responded: “they used brands, I recognize brand”. 12 out of 15 of other people who were under English influence chose Croatian advertisement. Under “Why” question participant responded with comment: “more Croatian”.

On the third question, 12 out of 15 RIT students preferred advertisement which had Anglicism in the sentence. Under:” Why?” question below participants responded: “special offers to buy on web pet shop, best web shop”. 10 out of 15 of other people who were not under English influence chose Croatian advertisement. Under “ Why?” question participants responded with comment: “ They aren’t harassing with the word akcijski”

On the fourth question 11 out of 15 RIT students preferred advertisements which had Anglicism in the sentence. Under : “ Why” question participants responded:” English words

makes it more professional, name of the brand gives credibility”. 10 out of 15 of other people chose Croatian advertisement. No responses on: “Why” question below.

On the sixth question 15 out of 15 RIT students chose advertisement which had Anglicism in the sentence. Under: “Why” question participants responded:” Last minute offer, like that last minute offer, last minute first minute”. 13 out of 15 other people chose Croatian advertisement. Under: “ Why” question participant responded : “ Croatian term used”

On the ninth question 11 out of 15 RIT students chose advertisement which had Anglicism in the sentence. Under “Why “ question participants responded:” loyalty program, loyalty”. 10 out of 15 of other people chose the Croatian advertisement leaving no valid comment.

## Discussion

The results show that RIT students have enormous preference toward advertisements which have Anglicism in the sentence. Since they are under constant influence of both, English and Croatian language, their perception of language is mixed so they do not notice Anglicism in the sentence even though they prefer them over the Croatian advertisement.

People who are not under influence of English language actually have preference of choosing the Croatian advertisement. Results show that participants do not notice Anglicism in advertisement and do not have any opinion regarding English words in Croatian language.

The first and the most important rule of accepting Anglicism in foreign country is that there is no already existing word in the vocabulary as the Anglicism provided. Anglicism's are spreading through different types of social media channels for example internet, TV and all of social media platforms. Since they are being used so often some of the words which exist in Croatian are being replaced ( robna marka- brand) ( poveznica-link) (elektronicka posta-email).

Usage of Anglicism can lead to loss of cultural identity. What researchers have found is that there is no “historical period in terms of the extent and speed of the language extinction could be compared to today Divković, 12)”. The Croatian language is in danger and linguist should do everything to preserve cultural identity by promoting original Croatian words.

Journalists are under influence of internet, handling verity of different topics which impose different languages, being one of the highest users of Anglicism and promoters of language in general. They should be aware of their educational role and their identity as a language promoter as well. Instead of forcing to preserve our cultural identity by pushing and promoting Croatian words.

One of the limitations of the experiment is that participants were not really aware of the intentions and the purpose of the experiment, picking the advertisement based on their own personal criteria. 70 % of the participants left invalid comment which cannot be used for finding the response for the purpose of senior project and research question. The second limitation was small amount of time which lead to small number of participants, which were handed the experiment.

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## Appendix

Instrument

Analiza sadržaja

Maro Knežević

Odaberite reklamu koja vas više privlači.

Spol      M      Ž

Godine \_\_\_\_\_

Razina obrazovanja

1. a) Prodaja hrane i pića u malim oglasima sa slikama i cijenom. Zdrava prehrana, djevičansko maslinovo ulje, domaći med i čajevi, začini i sjemenke, te ostali prehrambeni proizvodi.

b) Tražite akcijske cijene hrane i opreme, poklon uz kupnju, gratis pakiranja.... Na pravom ste mjestu!

Zašto?

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2. a) Suha hrana za pse spada među omiljene pseće obroke. Naš asortiman sadrži više od 50 različitih brandova hrane za pse. Ovdje ćete naći brendove suhe hrane kao npr. Royal Canin, Acana, Eukanuba i Hill's, a cijene su uvijek povoljne.

b) Hrana za PSE. Ogroman izbor za vašeg ljubimca na Petissimo.hr. Kupujte sad! Preko 6000 proizvoda. Brza isporuka. Sigurna kupovina. Kupujte bez brige. Pomoć pri kupovini. Samo provjereni proizvodi.

Zašto?

-----

3. a) Potražite akcijske ponude Hill's visoko kvalitetne hrane za pse i mačke. Potražite naše posebne ponude i uštedite već danas. Best web pet shop 2018. Zgrabi ponude mjeseca.

b) Hill's je posvećen pripremanju visokokvalitetne, uravnotežene prehrane koju će voljeti i najizbirljiviji psi. Saznajte više o različitim vrstama hrane za pse koju nudimo i koja je najbolja za vašeg dlakavog prijatelja.

Zašto?

-----

4. a) Kovrčava kosa se savija, zavrće i prelama? Kako vaša kovrčava kosa može plijeniti pozornost svojim svilenim i sjajnim izgledom?

b) Oblikujte savršene kovrče pomoću NIVEA Forming Curl spreja! Inovativna formula bez alkohola sadrži lagano suho ulje i EUCERIT®, što produžuje vrijeme sušenja u odnosu na običan alkoholni sprej za kosu

Zašto?

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6. a)Iznajmljivanje Apartmana - kvalitetna ponuda, do 40% povoljnije cijene. Pronađite Vaše idealno mjesto za odmor ili oglasite svoju ponudu.

b)Ponude last minute smještaja po cijeloj Hrvatskoj. Popusti first minute i last minute smještaja. Povoljne ponude smještaja su razvrstane prema datumu početka.  
Zašto?

-----  
7.a)Audi-..... exclusive stilski paket u crnoj boji..... dnevna svjetla sa senzorom za kišu i coming/leaving home funkcijom.

b)Od efikasnih, sportskih do obiteljskih auta. Toyota zadovoljava i najzahtjevnije. Dogovorite testnu vožnju. Bogata dodatna oprema. Niska potrošnja. Ponuda hibrida.  
Zašto?

-----  
8.a)Kao lyconet marketari ukazujemo novim članovima na to da nisu u obavezi da kupe usluge i proizvode, kao što su Starter Packs ili benefit vaučeri, da bi postali Lyconet Marketeri.

b)Mnogi su me klijenti pitali zašto sam se odlučio osmisliti prodajni sistem "Pucaj od posla!" koji je u potpunosti usmjeren ka jednom cilju: povećanju prodaje usluga i uspješnom prodajnom poslovanju u uslužnom sektoru?  
Zašto?

-----  
9.a)Ne propustite otvoriti svoju karticu još danas i ostvarite niz pogodnosti tijekom cijele godine! Loyalty program je tu za najvjernije posjetitelje multipleksa CineStar!

b)Ljubitelji filma svih generacija će napokon doći na svoje, jer prepoznatljiv brend CineStar, koji njeguje slogan kina s pet zvjezdica konačno otvara multipleks u Banjaluci.  
Zašto?