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Albanian language in public use

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Abstract. For many years linguistic studies have been seen started to see in different views. Technological changes, like information and telecommunication are affecting also Albanian language. Our purpose on this paper is to make visible those linguistic development that came from commercial enterprises. In order to be more competitive in Kosovo's market or maybe to be closer with costumers they are using the same language as in advertisings ex. N'ETC krejt iki (you have got all in ETC), Nuk a shefiku (the boss is not here), O babpo del uji mi tok (hej dad the water is over the ground) etc. Or like it is shown in commercial enterprises. Familjadhemiqt (friends and family).N'trip, Merrebubinhinn'trip(take the puppy in the trip) Ipkonejaoshtknej (the party is here), hej, zog mobile (bird mobile), folshlire (talk free), hej! Eshte cool! (is cool) 4.5 cent, mos e nal me krejt! (for only 4.5 cent don't stop with all), hej! Evente, hej! (Hej events) Apps. The source for this paper are ads on TV.

Keywords. language, receiver, sender, Praat, ads

Entry

Object of study in this thesis is level of use of Albanian language in commercial enterprises in Kosovo. The research in this way will give indirectly some information about the situation or will provide us the answer for importance of the language in our schools. It looks like the old saying " better to know then to have" it's dying now. Unfortunately today no one wants to know but important is to have. This is happening right know with the commercial enterprises in Kosovo. What would they miss if they hire responsible people for this case. And there's the question where is the problem?

Naturally the response is nepotism has caught up the public and private sector in Albanian society in Albania Kosovo even Macedonia. For some people the workplace is preserved until they graduate. Worse is that there are interferences in the process of assessment where students have higher grades than they really deserve only to challenge their colleagues after studies. And after all of this linguistic turmoil that proves level of prior education (ex. in public and private Colleges there are teachers without degree).

Psychological aspect

So among the many social sciences which deal with "advertising language" is also the psychology, which according to Lapanska (2006) reviews the effect of advertising in human mind and motivation to fulfill the social and material needs. Such a thing only happen when

enterprises representor attempt to connect their positive memories with business ads in order to attract customers.

Those ads may create social relationship where the chance of purchasing of costumers is related to good impressions for their companies (Braun Ellis &Loftus 2002).

Linguistic aspect

In general the main concern of an enterprise is to provide a suitable position in the area they act. To reach such a thing exist different manners that enterprise might use to penetrate through the competition and to reach to the costumer.

The contact is the unit that connects the sender and the receiver. The contact is the way that makes possible transmission of message from the author to the auditor (Rugova-Sejdiu-Rugova) 2015.

The only manner to reach the costumer is through the ads. Often it happens to see a kind of competition between the enterprises even for ads. Enterprises are focused at their inner interest without thinking how they reflect outside. According to the linguists the use of level of advertising language is not very pleased in Kosovo. (Shkurtaj, 2003; Murati, 2013), but if it's analyzed from psychology aspect we realize that the use of the language in dialects (accents where those enterprises come) have different purpose. According to Akindele (2011) the main purpose of advertising language is to attract customers. From this point of view we can say that language is used for different purpose ex. Interviews that were made in Africa were made in English language because people know English and English is official language. Some of the enterprises in billboards use Chinese language because they don't know English or they use Setswana language which is official language. Legese (2016) studied language which was used in billboards and almost 95% of language was with mistakes. Language that was used in those billboards changed the whole meaning of words and phrases. Expect billboards TV has a great impact in language. Often it happens to see a child imitating an ads that they saw or heard on TV. Such a thing let us know that through the TV chances of using language in different dialects are very high. According to Stuart-Smith, Pryce, Timmins and Gunter expect social factors that affect developing of language also TV shows have a huge impact in language changes.

Seeing what our TV broadcasts we can say that the level of using language in our TV-s is empowering dialects and weakens the standard level.

According to Smith, Pryce T. Gunter (2013) there's no doubt TV affects in using of language. Depending on the level of using language TV affects people in negative and positive way. According to Nzama (22010) students learning a language make generalizations in some grammatical rules but for sure they are influenced also by TV ads or even from the phone. However what can we say about our TV programs, not forgetting that a great part of our population consist of minorities? What chances do they have to learn Albanian language in the right way.

Nevertheless, according to Lopsata in order to do a good advertisement analysis must be included also other linguistic elements such as, phonetic, morphologic, syntax, and semantic. Yet still linguistic case is a concern and bothers our linguists. Isa Bajqinca an Albanian language Professor during his lectures explained how should and shouldn't Albanian language must be written and spoken. GjovalinShkurtaj during his interviews in some programs in TV in Tirane expressed that Albanian language is not in good condition, also he published some books which were relevant to the language such as: Directions and features of culture of the language 2003, Culture of language 2006, How to write in Albanian language 2006, Linguistic urgency 2015 etc. QamilMurati in every number of Albanian magazines published remarks and advices how

Albanian language must be written. He also published a dictionary of mistakes which was to be very useful. According to Ferdinand de Saussure, A. Martine, J. Lyons, Q.Haxhihasani, E. Çabej, Gj. Shkurtaç, Q. Murati, M. Ibrahim, Shkumbin Munishi in the sociolinguistic aspect language is closely related to society. According to Shkurtaç (2003) the statement of Driero Agolli about language culture as “language culture is necessary for every writer journalist intellectual and human being. The one who knows the language honors the country. Accuracy, clarity coloration of the language are very necessary for writers the same as tools are necessary for the builder.”. We are witness that not only those who are part of this study but also the elite classes miss behave with the language. From this point of view arises the question does it really exist what Shkurtaç (2003:28) calls “moral of language”. How can a chairman use in front of the media the word “klloshar”(asshole) when he leads a group of councilors, so where is the moral here? How will those councilors obey rules of a person that use those kind of words. What moral rights he has to ask for the vote? It doesn't matter if he was provoked or not. Nowadays you are responsible for the things you say in public areas.

Methodology

Used methods for this study are qualitative methods. The data collected from TV ads are analyzed by Praat which is a software programme for scientific analysis in phonetic. Official TV ads are downloaded from the internet and are analyzed by the Praat programme. Data analysis are made in analytic way proceeding collected data around not only for linguistic purpose but also in psychology and marketing aspect. Great mistakes are found also on billboard of well known companies in Kosovo, which are considered to be the most powerful in the country such as:

In their shops the merchants in order to avoid lending they put announcements with coloring dialectal depending from the country they belong.



Ka dhân huvâ (has lent) në Rahovec me rrethinë (in Rahovec and surrounding area).



Ka dhâ huvâ (has lent)t në Klinë me rrethinë (in Klina and surrounding area).



Ka jep huvâ (has lent) në Gjakovë me rrethinë (in Gjakova and surrounding area).

The thesis result

In this thesis we expressed actual language of TV ads. Three chosen ads were transcribed and treated in phonetic aspect and analysed with Praat programme. Passing through the Praat charts we expressed the frequency, intensity and performance of the voice.

In first advertisement the voice intensity is 80dB.

In second advertisement the voice intensity is over 80.26dB.

The third advertisement has voice intensity over 77.63 dB.

Comparing those advertisements with Praat programme in phonetic field it looks like the second advertisement has stronger intonation than the others.

Conclusion

The collected data shows that TV-s use ordinary language. A person that express the ads use 99% ordinary language. Si it is about a community made from artists(creators, representors) and from fans, those persons hear e message and accept like a lifestyle including clothes linguistic expressions, creating a social and linguistic groups (Hudson2010). According to B. Weinstein language planification is governmental authorized tentative to change function of the language on purpose to solve communication problems (Weinstein 1980:55). During our study analysing advertisements through Praat programme gave us sufficient results.

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