

## Issues Of Economic Terminology In Today's Journalistic Writings (Approach Of Albanian Language To Italian Language)

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### Abstract

*Through this article we aim to bring an analysis of the usage of economic terminology in today's Albanian language in different levels of official and public usage, especially in the most important part such as the terminology of public administration and media. Belonging to the juristic-administrative style of the Albanian language, lexical tools are carefully chosen, representing two layers: the general layer of general use and the limited layer from a professional point of view. Our article, with the help of terms belonging to a wide field, such as the economic one, will help to pave the way to further terminology knowledge studies, comparing them to the parallel plane of the terminology of other languages including English, French, German etc., which are part in the terminology system of global standards.*

**Keywords:** standard language, terminology, journal, official notebook

### Article

The Albanian language with its standard, just like any other language, finds field of use with all its functions and values within today's modern society with high economic-social, political-cultural, etc. development.

It serves with its linguistic forms and tools through styles that belong to all fields of social activity, completing every link of communication, from simple conversations to the highest scientific discourse. Having mastered forms, structures and linguistic means, the Albanian language takes over the functioning of the language's mechanism, in the direction of meeting the needs of communication between people in the new conditions the society is developing.

Our article is related to one of the aspects of the functional styles of the language that of the terminology's features within the specialized styles. In the literary (standard) Albanian language, functional styles have been stated by Prof. J. Thomai "Lexicology" of the Albanian language" (1974)<sup>1</sup> "Stylistics and Pragmatics" by Prof. Xh. Lloshi<sup>2</sup>.

Within the lexicon of a language, we distinguish the layer of the general as well as the special lexicon, where terminology as a comprehensive lexicon of all fields of knowledge within the above styles, the specialized styles too, constitutes a special object of study. But this does not mean that it should not be seen as a complete lexicon of the language, opposing to the non-terminological lexicon as a non-specialized lexicon.

The terminological lexicon in the current state of its development exceeds the limits of specialized styles, for example in a newspaper article written about a

subject from the field of economy, we find the terms such as: budget, inflation, purchase, debit, etc.

Therefore, good knowledge of the lexicon, syntax of the standard language, knowledge and study of dialects, discourse richness, as well as functional styles can help to investigate how the basic text is related to the microtext, to the author, to his time, etc., in the case of the lexicon and syntax. of the economic journalistic text as a sectoral language.

Let's see more specifically, through concrete examples, what happens with the language used in texts of an economic character, in the journalistic and official style, in laws and other publications of economic character, that is, related to the economy, the political economy up to the Constitution different criminal and civil codes, etc.

Through them, of course, the weight of linguistic models and loanwords from other languages as the Italian language, their translation and their adaptation into the Albanian language is more prominent. Since we are dealing with a style whose sphere consists of written and oral activity in the legislative, executive and judicial fields, it can be underlined that in these large divisions, we have the corresponding discourse for each. Therefore, here are included: laws, justice, administration, economic-commercial affairs, diplomacy and the army.

As such, the lexicon of this activity is quite wide, a lexicon filled with terms, which are formed from the roots of Albanian language itself, but also borrowed terms, especially from English and Italian.

Subsequently, the categories of texts are numerous and quite defined as:

<sup>1</sup>J.Thomai, Leksikologjia e gjuhës shqipe, Tiranë, 1974

<sup>2</sup>Xh. Lloshi, Stilstika e gjuhës shqipe dhe pragmatika , Tiranë, 2001

Legal texts (*law, decree, decision, ordinance, order, code, instruction, regulation.*)

Letters (*certificate, statement, authorization, request, response, document, paper, circular, relation, administrative letter, report, balance.*)

Forms, diplomatic acts (*note, letter, message, protest, petition*).<sup>3</sup>

From an official bulletin, we have extracted a decision of the Constitutional Court with No. 28, dated 05/27/2010, where it is emphasized:

## Article 1

### Object of the contract

*The lessor (Elbasan District Council Institution) leases a functional land area of 9621m<sup>2</sup> of qualified real estate. "A total land area of 9810m<sup>2</sup>, of which, building area of 180m<sup>2</sup>, registered in Z.V.R.P.P.(Local Real Estate Registry Office) Elbasan, with the owner "state owned" named the former Metal Selection Plant, Metallurgical Plant Elbasan, assets resulting from the list of real estate, for which the right of the owner's representative has been transferred to the Elbasan District Council in support of V.K.M. (Council of Ministers Decision) No. 8 dated 13/01/2000 "To add to the decision of Council of Ministers No. 378, dated 12/08/1999, on the transfer of the right of the owner's representative for some public property objects, local government bodies".*

*And so it continues in order to deal with the relevant titles:*

*Term of contract (Article 2)*

*Value of contract (Article 3)*

*Method of payment (Article 4)*

*The rights and obligations of the lessor (Article 5)*

*The rights and obligations of the lessee (Article 6)*

*Termination of the contract (Article 7)*

*Settlement of disputes (Article 8)*

*And finally, the contract is signed by the two main, respective representatives, the lessor and the lessee, in the presence of the relevant notary.*<sup>4</sup>

Not to be misunderstood, here it is not questioned the linguistic originality of the lecturer. Therefore the style used in this book discourse is not part of the individual style. The above example is drawn up by others and is signed by other persons or employees. So, the continuity of the public office does not depend on the employees who are changed in these positions.

Something else that is noticed from this economic-commercial act, in addition to the fact that we are dealing with a precise linguistic presentation, starting from the definition of the contract: (lease contract), the expansion of the noun phrase (For the leasing of state facilities), the accuracy of the date, place and address of the notary, specification of

persons (lessee, lessor), etc. Moreover, all the details and circumstances expressly, in order not to create a risk for another, wrong, arbitrary, intentional interpretation or to allow premeditated infringement. The writing of these texts is done in such a way as not to create misunderstanding or the way they are interpreted. A precision of this nature, to avoid the ambiguities of ordinary language, finds certain linguistic solutions, which go as far as artificial or borrowed ways.

Linguistic formulations are also noticed, which take stability and acquire a single interpretation, return to the standard, being embedded as a tradition that would hardly accept even the smallest change of linguistic presentation.

As we can see from the example, we can say with complete conviction that the state is made up of the written letter. Many times today's writing patterns are ready-made formulas, printed on the computer, and users manage to fill in the blanks themselves. So, according to the respective programs, they are ready for every user.

Apart from them, forms are also a special case, where the lecturer does not play the main role in communication. A ranking of the material, documentation, according to specific points is also noted: for example, laws are divided into articles, records are given in bullet points.

The terminological lexicon from the point of view of norm and standardization, as well as the development of the stylistic level, is part of the book lexicon. This means that the lexicon of economic terminology in official documents and publications consists of the terminological book lexicon and the non-terminological book lexicon.

The terminological book lexicon consists mainly of the terms of the field in question (one word or phrases), such as in the case of *-price indices, tariffs, taxes, tax administration, taxpayers, economists*, etc.), while the non-terminological book lexicon, which is common also for other terminology, such as: *consumer goods, percentage, bank*, etc.

These groups at the boundaries of the text within each sentence are brought into relation with each other in such a way that each one becomes the carrier of a load of information expressed in different degrees. As such, the basic weight of information in the economic-commercial field is contained in the terms of the field, which are words or phrases:

**In Albanian language:** *euro (euro), pagesë (payment), investitorë (investor), kontraktore (contractors), inventar (inventory), buxheti (budget), ndihmë ekonomike (economic aid), çmim (price), llogari bankare (bank account), llogari ekonomike (economic account), vlera e pagës (salary value), aksioner (shareholder).*

<sup>3</sup>See further: V.Memisha, *Cikël leksionesh për stilistikën e gjuhës shqipe*, p.82-86

<sup>4</sup>This contract was made by the Chamber of Notaries in Durrës, No. 365, Rep. No. 175 col., 12/05/2014.

**In Italian language:** *euro, paga, investitori, contrattuale, inventario, bilancio, assistenza economica, prezzo, conto bancario, conto economica, il valore della paga, azionista.*

As can be seen, these words or phrases define the field for which we are analyzing. As such, this lexicon occupies the important and first place as an object of study. The second level of information is the non-terminological book lexicon, which carries its overall weight, as in: *bëhen, kryerjet, gjendje, lëvizje (are done, actions, state, movement)*, whereas in Italian language: *si fanno, il stato, il realizzato, movimento.*

A more general, even more undefined weight of information, which is not related to economic or commercial information, is carried by the general non-book lexicon, such as:

**In Albanian language:** *mbledh, quhen, shtyhet, merr (collect, call, push, take) etc.*

**In Italian language:** *raccogliere, ditto, rinviata, prende.*

This means that the terminological lexicon can be presented from the point of view of the transfer of economic information used separately, out of connection with the other two types of lexicon, as well as within a related text, where all types of the lexicon are actualized, viewed in terms of the degree of information transfer as a whole and in a specialized way for the given terminological field. To illustrate this idea, one can take any type of text from

#### Albanian language

*Organe tatimore; (Tax authorities)*  
*Këshilli i Ministrave; (Council of Ministers)*  
*Ministria e Financave; (Ministry of Finance)*  
*E drejta penale; (Criminal law)*  
*E drejta private; (Civil law)*  
*Marrëveshje kuadër; (Framework agreement)*  
*Shoqëri tregtare; (Trading cooperation)*  
*Operator ekonomik; (Economic operator)*  
*E drejta publike e administrative;*  
*(Public and administrative law)*  
*Bilanc ekonomik; (Economic balance)*  
*Kontratë sektoriale; (Sectoral contract)*

Since the terms appear in two forms, as sentence terms and as phrase terms, then the phrase terms (in the above examples) as compound links, should be viewed from the point of view of the connection of their constituent elements. Thus, the constituent elements of phraseological terms emerge as internal connections between them and as such they must be viewed in relation to each other.

Therefore, for example, in the cases given when we say *bank account (llogaribankare - il conto bancario)*, the determining element comes out as an internal connection of the defined part marked by the element *-account-* it can also be analyzed for other

the field in question, from both languages, to see how specifically economic information can stand out within the text's connections to two other types of lexis (see diagram ).

The same can be said about the Italian language, examples of which we will see below.

The general weight of the information contained in the official (economic) text from the non-terminological lexicon stands out the following way given in the same text, but already downloaded from the terms, both in Albanian and Italian language. A further difference or change in the weight of information is also observed in the use of general roles. In addition to words with full lexical meaning, service words also take on a special value, which become standard in these texts of the economic field. Such as:

Prepositions: *despite, on the basis of, on the basis of, through, every* etc. (but also locutions). Adverbs: *necessarily, of course.*

Conjunctions or conjunctive locutions: *in case, or, since, and, so that,* etc.

In addition to their frequent use, they also have a certain quantitative limitation in their use, compared to the large number they have in the general language.

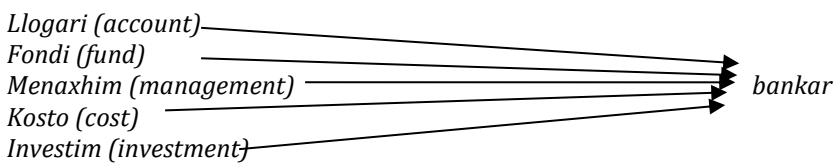
It is noticed, on the other hand, in commercial economic terminology, a lexicon, which comes out with some special characteristics for this terminology: we take the phrase terms, which we find a wide field of use in these texts:

#### Italian language

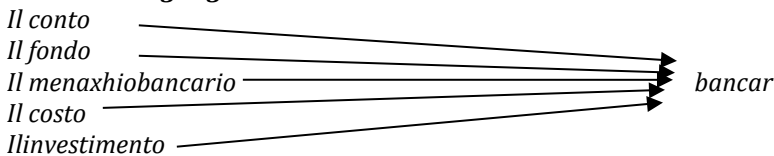
*l'autorità fiscali;*  
*Consiglio dei Ministri;*  
*Ministero delle Finanze*  
*Diritto penale;*  
*Diritto privato;*  
*Accorda quadro;*  
*Aziende commerciali;*  
*Operatore economico;*  
*Diritto pubblico e Amministrativo;*  
  
*Bilancio economico;*  
*Contratto di settore;*

cases such as: *the fund bank (fondi bankar - fondo bancario), bank management (menaxhim bankar - gestione della banca ), bank costs (kosto bankare - spese bancarie), bank investment (investim bankar - investito bancario), etc.* So, the determining element comes out as an internal link of the defined part marked by the element *-account-*. The same for other cases: the banking element in relation to cost, investment, management, etc. This means that the defining elements of phrase terms must also be given separately, always linking them after the defined element. For example:

### In Albanian language



### In Italian language:



If we refer to the historical linguistic development in the first years of the Post-Liberation and further, the development of the country's economy in a multi-branched activity and the economic sciences were simultaneously developed, which would be accompanied by a lexicon of its own, that of economics terminology. So, this terminology that we analyze today, firstly, has its basis of development thanks to the general literary language and to the lexicon of the relevant language layers.

Linguists have been careful in defining, uniting, and pronouncing this terminology, for its development in certain trends, in the lexical, semantic direction and in the word-forming structural direction too<sup>5</sup>.

The most important basic fund, with which this terminology was enriched, consists of the terms that name the most general notions of the economy that are the basis of all other notions. Among these, are distinguished the terms that name the most important notions and features of this economy.<sup>6</sup>

For the period of economic and social development of the country, in the years of socialism, even the terminology would be in accordance with this type of economy. So, every state direction or the economy of society would be represented by a language policy that would respond to this period. For the time we are underlining, the essence of this system would be characterized by the notion of socialism, therefore single-word or phrase-terms would find a place as such:

*Socialist economy, economic basis of socialism, economic laws of socialism, etc., but also planning and planned, centralization and centralized, unique and unified.*<sup>7</sup>

While for the period after the 90s, these words-terms will be replaced or will give way to such terms as (some of them have been quoted in the texts

above): *financial business, budget administration, economic investment, crisis financial, tax revenue, minimum wage, etc.*

So, these terms have entered the lexicon of the Albanian language late, which have found an explanation in the relevant terminological dictionaries of this field.

The developed countries, where capitalism was developed rapidly, even the words-terms in the field of economy have become known over time, and, subsequently, Albanian language has been influenced like any other language.

In addition to being enriched with new terms that name new notions, this terminology has been developed and enriched through the development and clarification of the semantic content of the terms.

Regarding the place of the term in the system of lexical units, referring to linguistic studies related to terminology, it occupies and remains at the same linguistic level as the word. But the concept expressed by the term is always narrower than the one expressed by the word, even in the process of further decomposition of the concept, its volume keeps getting narrower<sup>8</sup>. For example: the word-term deposit (*depozitë*) - bank deposit (*depozitëbankare*) - current bank deposit (*depozitëbankarerrjedhëse*) etc.

Even in the formation of economic terms, there are used the ways and means of the general literary language. It is noted that in the process of forming these terms, there is a tendency towards synthesis, same as is observed in the general literary language<sup>9</sup>. Although step by step many foreign terms that were used alongside the terms in Albanian language have fallen out, or new words have been created with the tools of the Albanian language, today again there is a tendency to use the borrowed term.

<sup>5</sup>H. Pasho, *Disa prirje të zhvillimit të terminologjisë së ekonomisë pas Çlirimit*, SF. Nr. 1, 1985, p.139.

<sup>6</sup>*ibid*, p. 140.

<sup>7</sup>*ibid*, p.140.

<sup>8</sup>A. Duro, *Termi dhe fjala në gjuhën shqipe*, Tiranë, 2009, p. 50-58.

<sup>9</sup>A. Kostallari, *Mbi disa drejtime të përsosjes së sistemit e të strukturës së gjuhës sonë letrare*, SF. Nr.2, 1982, f.23.

It is enough to embed the concept in the system, which also conditions the embedding of the term<sup>10</sup>, to be accepted as terms. Although the embeddedness of the term is a sufficient feature, but not necessary, because there are other units of the lexicon that are embedded, but are not terms.

The term names an embedded but systemically organized concept within a particular field of knowledge<sup>11</sup>.

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The term names an embedded but systemically organized concept within a particular field of knowledge

Within a text of the economic field, economic terms, conveying certain information, are related to each other as well as to units of other types of lexicon based on the meanings expressed by each of them, as we have also mentioned above.

There are many examples in the sector of this field, since the basic terminological units in the field of economy mark its main concepts, such as letters, summons, entry forms, exit forms, regulations, etc., which in their word-forming structure (more of them were mentioned above) or theme-formated create a terminological microsystem. Even in the official and economic sectors, these two sectors are closely connected with each other and the terminology is common, both for the non-terminological lexicon and the terminological lexicon.

In the examples, it is noted firstly, that according to the use of clichés in the relevant texts, they belong to an official terminology, but at the same time also to the terminology of the field of economics.

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<sup>10</sup>A. Duro,*Termi dhe fjala në gjuhën shqipe*, Tiranë, 2009, p.51.

<sup>11</sup>*ibid*, p.52.