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ANALYSIS OF ENGLISH BORROWINGS IN THE ITALIAN NEWS DISCOURSE USING "ANTCONC": A STUDY OF THE NOMINATIVE SPACE IN THE CONTEXT OF GLOBALIZATION

Summary. This article is dedicated to the analysis of English loanwords in Italian news discourse using the corpus linguistics tool *"AntConc"*. The aim of the study is to examine the lexical adaptations of anglicisms in the contemporary Italian media space, as well as to identify the factors that contribute to their proliferation in the context of globalization and digital transformations. The analysis is based on a corpus of 50 news articles from the Italian publications *"La Repubblica"* and *"Il Giornale"*. The research shows that English terms in the Italian context undergo various forms of adaptation. Specifically, it is revealed that anglicisms are not always subject to lexical transformations, and often retain their original forms due to the lack of precise equivalents in Italian. Furthermore, the corpus analysis identifies hybrid forms that arise as a result of morphological changes in English words, such as *bloggare* (from Eng. *to blog*), *stoppare* (from Eng. *to stop*) or *chattare* (from Eng. *to chat*). Special attention is given to the process of cultural adaptation, in which English terms acquire new sociocultural functions, adjusting to the specificities of Italian media discourse. It is emphasized that anglicisms not only fill lexical gaps but also actively shape the linguistic landscape, reflecting the interaction between global language trends and local cultural realities.

Additionally, the article explores the role of technological and economic factors in the increasing presence of English loanwords in Italian media. The rapid expansion of digital communication technologies, as well as the growing dominance of English-language media platforms, has had a significant impact on the incorporation of anglicisms in everyday language use. This process is particularly noticeable in fields such as media and communication, technology and entertainment, where English terms are often seen as markers of modernity and innovation. Thus, the study demonstrates that English loanwords are a significant element in the evolution of modern Italian, fostering the development of new forms of communication within the context of globalization.

Key words: AntConc, nominative space, loanwords, adaptation, anglicism, media discourse.

Introduction. The history of the English language as a global *lingua franca* began in the 18th century, and since then, its influence has continued to grow. One of the main reasons for this is the rapid development of globalization processes, particularly through the internet and digital technologies, which facilitate the exchange of information worldwide. English has managed to become the language of international communication by incorporating elements from many national languages while maintaining its uniqueness and identity. This success can be attributed to several factors: its relatively simple grammar, historical circumstances, and the rapid development of global information networks. As a result, English has surpassed other European languages, such as German, French, and Spanish, to take a leading role in international communication. Its spread is inevitable and all-encompassing, permeating every sphere–from business to culture, politics, and information technology [1, p. 175].

Relevance. The relevance of researching English-language borrowings in Italian news discourse is determined by several key factors. Firstly, it organically fits into the context of contemporary linguistic conceptualization, which is a subfield of cognitive linguistics focused on reconstructing concepts through the analysis of their semiotic representations. The concept of English borrowings in Italian news discourse represents a complex informational entity, the content of which is shaped within the collective consciousness and is expressed through news texts as a multimedia (verbal-visual) means of communication. Furthermore, the narratives related to the use of English terms in Italian news are not confined to a single text but span a variety of materials (news articles, reports, commentaries, features, etc.) [2, p. 92].

The aim of the study is to utilize the open-access corpus linguistics tool "AntConc" which performs text analysis and the analysis of identified English borrowings in texts from the contemporary Italian media space.

Theoretical Background. European scholars have explored the influence of the English language on Italian and the use of English borrowings in Italian, employing various approaches, including both historical (K. Bowles, J. Brown, 2023) and lexical analysis methods, as well as corpus linguistics (B. Cappuzzo, 2008). Additionally, comparative (M. Caimotto, A. Molino, 2011), sociolinguistic (V. Pulcini, 2023), lexicographical (C. Furiassi, 2006), and cultural studies approaches (A. Zoppetti, 2019) have been applied.

Methods. This study analyzes English borrowings in the contemporary Italian media space using the "AntConc" software, which enables both quantitative and qualitative analysis

of linguistic units within texts. For this research, a corpus of contemporary Italian news articles, as well as texts from social media, was selected.

Results and Discussion. The AntConc software was used to identify and extract anglicisms present in the custom-built corpus of Italian news texts. In recent years, the popularity of AntConc has rapidly increased among researchers, educators, and language learners due to its rich set of features, free software license, support for multiple platforms, and user-friendly interface. For researchers, AntConc operates quickly and accurately across a wide range of small- and medium-sized corpora [3, p. 3].

The corpus content consisted of 50 news articles from the Italian publications *"La Repubblica"* and *"Il Giornale"*. The "AntConc" program allows for a detailed textual analysis, including identifying the frequency of lexical units, creating charts, diagrams, and more. Additionally, "AntConc" can be used to analyze online texts or those uploaded by users. Through the analysis of the sample using the "AntConc" web application, it was found that the corpus contained 9,125 words. From these, 70 key lexical units were extracted, covering various thematic segments: *"Media and Communication", "Fashion", "Entertainment", "Politics", "Advertising", "Gastronomy"* and *"Travel"*.

The broadest thematic field identified was *"Media and Communication"*. This segment alone contains 25 anglicisms that are related to this specific area of usage:

	Type	Freq.
1.	Social	15
2.	Creator	8
3.	Reel	6
4.	Reporter	5
5.	Post	5
6.	Spot	3
7.	Streaming	2
8.	Network	2
9.	Bloggare	1
10.	Podcast	1
11.	Record	1
12.	Software	1
13.	Stream	1
14.	Web	1
15.	Bloccare	1
16.	Blog	1
17.	Computer	1
18.	Content	1
19.	Internet	1
20.	Mail	1
21.	Digital	1
22.	Chattare	1
23.	Smartphone	1
24.	Stoppare	1
25.	Youtuber	1

The toolset of "AntConc" provides a wide range of numerical analyses for the selected units. In this study, the following tools were used:

Concordance. This tool displays search results in the "KWIC" (Key Word in Context) format, allowing the researcher to see how words and phrases are typically used within the text [3, p. 2]. For the analysis of English loanwords in the Italian corpus, a search is conducted for English words or phrases (such as *social network*) to examine the contexts in which they are used:

Il social network dedicato alle immagini e ai video ha aperto le porte agli spot, con un inevitabile effetto sulla fruibilita dell'app [4].

*Scelti per seguire la rotta tracciata da TikTok, **social network** votato esclusivamente alla riproduzione video, i Reel su Instagram sono andati a sommarsi alle immagini e ai gia presenti post video* [4].

*Non per niente, sua e la firma a Codice d'onore e alla indimenticabile difesa di Jack Nicholson (in Billions, altra vetta da tribunale: l'autodifesa di Paul Giamatti/Chuck Roades), anche se l'Oscar per la sceneggiatura l'ha vinto con **The Social Network** nel 2011* [5].

Clusters/N-Grams displays clusters based on the search condition and summarizes the results obtained through the Concordance Tool or Concordance Plot Tool. The N-Grams tool, on the other hand, scans the entire corpus for clusters of length "N" (e.g., 1 word, 2 words, etc.) and allows for the identification of common expressions within the corpus [3, p. 2]. As a result, common English expressions, such as *content creator*, were identified:

*Dal canto suo, la societa di Ascani nata nel 2021 ha realizzato ricavi per 3 milioni di euro nel 2023 con una previsione di chiudere l'anno a 4 milioni di euro, e oggi aiuta i brand a collaborare con **i content creator*** [6].

The *Collocates* tool allows for the search of collocations – words that appear next to a given search term within a corpus. Collocations are a crucial aspect of lexicographical and linguistic studies because they help uncover patterns in word usage and explore non-trivial relationships between lexical units within context. This tool allows for the investigation not only of consecutive but also non-consecutive language patterns, enabling the search for collocations not only in directly adjacent positions but also in a broader context [3, p. 6].

For the analysis of English borrowings in the Italian corpus, this tool enables the identification of how English terms are used in conjunction with Italian words. The tool examines not only consecutive words but also a broader context, identifying collocations of words that appear to the left or right of the borrowing. This allows us to observe how these words integrate into the Italian text and which terms they are frequently associated with.

For example, words frequently associated with the English word *social*:

	Collocate	Rank	Freq(Scaled)	FreqL	FreqR	Range	Likelihood	Effect
1	sui	1	170	7	0	5	47.624	6.273
2	network	2	60	0	3	2	21.519	6.553
3	andando	3	30	0	2	1	15.509	6.968
4	avevo	4	40	1	1	1	14.334	6.553
5	ridurre	4	40	0	2	1	14.334	6.553
6	protagonisti	6	50	2	0	1	13.431	6.231
7	investimenti	6	50	0	2	1	13.431	6.231
8	post	8	60	2	0	2	12.699	5.968

The *Wordlist* tool counts all the words in the corpus and presents them in an organized list, allowing quick identification of the most frequently occurring words in the corpus. In this case, we were able to determine that the phrase *social network* appears 3 times (*social* – 15 times and *network* – 3 times). This tool is useful for understanding the frequency and distribution of specific words or phrases within the corpus.

The widespread use of the English language on social media is not a new phenomenon, as English has been dominant in the online world for many years. It is the foundational language of the internet, and most of its content is transmitted in English. This popularity of English can be attributed to its widespread teaching in European countries and across the globe, as well as the economic and political landscape, the influence of Western culture, and its globalization. In Ukraine, English is taught to students and is used in various fields, ranging from social media to professional purposes [7, p. 255].

The analysis of anglicisms in the lexical composition of Italian news reveals an interesting trend: most of the identified anglicisms are unadapted, despite the presence of corresponding equivalents in the Italian language:

English	Italian
Social	Sociale
Creator	Creatore
Reporter	Cronista
Streaming	Flusso multimediale / flusso audiovisivo
Network	Rete
Record	Registrazione
Software	Applicazione
Content	Contenuto
Mail	Posta elettronica
Digital	Digitale
Smartphone	Cellulare

However, there were also loanwords found that do not have equivalents, such as *reel, post, spot, podcast, stream, web, blog, computer, internet, youtuber.*

In addition to the usual borrowings that undergo only syntactic or lexical adaptation, hybrid forms have appeared in Italian, resulting from morphological changes to English words. These include verbs such as **bloggare** (from Eng. *to blog*), **chattare** (from Eng. *to chat*), **bloccare** (from Eng. *to block*) and **stoppare** (from Eng. *to stop*). These words not only borrow the main roots but also adapt to Italian morphology, forming verb forms that meet the specific grammatical requirements of the Italian language.

The use of such terms allows for the preservation of the specificity of English concepts while adapting them to the lexical and grammatical requirements of the Italian language. This phenomenon reflects not only the process of linguistic integration but also the transition to a new linguistic reality, where the globalization of technology directly influences the development of national languages [8]. It is important to note that these words are not merely borrowings but also morphological adaptations that do not have equivalents in the traditional lexicon of the Italian language. They are created to meet the specific communicative needs of contemporary media culture and online communication, and therefore, they can be considered occasionalisms, as they emerged in specific contexts and are not part of the established lexical inventory.

Based on the results of our study, the following factors can be identified as driving Italians to use anglicisms in the field of media and communications:

1. *Lack of Italian equivalents.* Although Italians often try to minimize the use of anglicisms, there are circumstances where an English term has become so deeply ingrained in the language that no exact Italian equivalent exists [9, p. 43]. In such cases, anglicisms fill these gaps.

2. *Globalization and the influence of digital technologies.* Globalization, particularly in the context of the development of the Internet and social media, has led to the standardization of many English terms in international communication, especially in the fields of technology and business. Internet communication, social networks, and media platforms, which predominantly operate in English, contribute to the increasing tendency for the Italian language to borrow English words, either without adaptation or with minimal modification.

3. *Internationalization of the media space.* International news, reports, blogs, and social media actively use English terms, which influence local media. Specifically, Italian media adopt terms and phrases unchanged, driven by the tendency to integrate into the global media space. This approach allows for maintaining a certain universality and adaptability in the rapidly changing media and information environment.

4. *Simplicity and convenience.* Many English terms are shorter or more convenient to use compared to their Italian equivalents. In many cases, English words, especially in the fields of information technology and communications, have intuitive meanings and provide a quick and accurate transmission of information. This aspect is particularly important in the media context, where conciseness and clarity of messages are of great significance.

Conclusion. The analysis of the nominative space of English borrowings in Italian news discourse using the "AntConc" software reveals key aspects of language evolution driven by globalization and the integration of English as the primary tool of international communication. The process of borrowing English terms goes beyond mere lexical transformations and includes complex linguistic adaptations, particularly changes in grammatical structure and the semantic load of words. These adaptations allow English elements to organically integrate into the Italian linguistic system, also forming new hybrid forms that respond to the demands of modern communication and cultural realities. Borrowings in the media space not only fill lexical gaps but also become an important part of the linguistic landscape.

At the same time, English terms have the ability to retain their meanings and nuances within the context of Italian media discourse. This process is the result of cultural adaptation, where English words acquire new sociocultural functions that correspond to specific usage conditions. Thus, the nominative space of English borrowings in the Italian media landscape is a significant aspect of the development of linguistic identity in the context of globalization. It reflects the interaction between global linguistic trends and local cultural realities, creating new forms of communication.

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Кондрук В., Буніятова І. Аналіз англомовних запозичень в італійському новинному дискурсі за допомогою програми «AntConc»: дослідження номінативного простору в умовах глобалізації

Анотація. Стаття присвячена аналізу англійських запозичень в італійському новинному дискурсі з використанням інструмента корпусної лінгвістики «AntConc». Метою дослідження є вивчення лексичних адаптацій англіцизмів у сучасному італійському медіапросторі, а також виявлення факторів, які сприяють їх поширенню в контексті глобалізації та цифрових трансформацій. Для аналізу було сформовано корпус із 50 новинних статей італійських видань «La Repubblica» та «Il Giornale». Дослідження показало, що англійські терміни в італійському контексті проходять різні форми адаптації. Зокрема, виявлено, що англіцизми не завжди підлягають лексичним трансформаціям, а часто зберігають свої оригінальні форми через відсутність точних відповідників в італійській мові. Окрім того, в процесі корпусного аналізу були виявлені гібридні форми, які виникають внаслідок морфологічних змін англійських слів, наприклад *bloggare* (від англ. *to blog*), *stoppare* (від англ. *to stop*) або *chattare* (від англ. *to chat*). Окрема увага приділена процесу культурної адаптації, в якому англійські терміни набувають нових соціокультурних функцій, адаптуючись до специфіки італійського медіадискурсу. Важливо, що англіцизми в італійській мові не лише заповнюють лексичні прогалини, але й активно формують мовний ландшафт, відображаючи взаємодію між глобальними мовними тенденціями та місцевими культурними реаліями.

Також у статті досліджується роль технологічних та економічних факторів у зростанні присутності англійських запозичень в італійських медіа. Швидке поширення цифрових комунікаційних технологій, а також домінування англомовних медіаплатформ значно вплинули на включення англіцизмів у повсякденне мовне використання. Цей процес особливо помітний у таких сферах, як медіа та комунікації, цифрові технології та розваги, де англійські терміни часто виступають маркерами сучасності та інновацій. Таким чином, у дослідженні підтверджується думка про те, що англійські запозичення постають важливим елементом в еволюції сучасної італійської мови, сприяючи розвитку нових форм спілкування в контексті глобалізації.

Ключові слова: AntConc, номінативний простір, запозичення, адаптація, англіцизм, медіадискурс.