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ENGLISH COMPOUNDS IN CROATIAN MEDIA DISCOURSE

Abstract

This paper deals with English compounds in Croatian media discourse. Since we are all aware of the fact that English as a global language has a dominant role and influence in all aspects of life worldwide, all languages excessively borrow from the English language, which has become the main ''donor language'' regarding language borrowing. The analysis for the paper was conducted on articles on business and economy, computer science and technology and fashion and beauty in order to prove the hypothesis that English loan compounds and pseudo-anglicized forms mostly occur in articles on computer science and technology. Comparing the results of all three topical areas, it was proved that English loan compounds are used in a greater extent in articles on computer science and technology than in the other two areas.

Key words: English compounds, global language, language borrowing, English loan compounds

Introduction

The ever-growing impact of English language can be seen in all the aspects of human activity, making it the most influential language in the world. As an official language of many world's organizations such as UN, WHO, European Union etc., and a school subject of many educational systems, English started to influence the world on a global scale, like no language ever before, becoming the world's *lingua franca*. Croatian language was not immune to this phenomenon. The first contacts between the two languages started at the end of nineteenth century, but an extensive linguistic influence became evident after the World War II. Language borrowing is a complex process that occurs every time two cultures are in contact, over a period of time. Hoffer (2002) Vidučić and Brešan (2013) state that uncontrollable penetration of English words happened due to need for the adequate terminology following the progress of technology. Thus, if a suitable domestic word does not replace the foreign one in time, the foreign word becomes ingrained in the language of the speakers (Brdar, 2010). In the last few decades the influence of English did not decrease, on the contrary its influence is stronger than ever. Many Anglicisms, particularly Americanisms became the part of Croatian discourse, especially popular among younger population. The influence of English language can be detected in many fields including sports, science and technology, music. English is deliberately used "*in advertising and magazines dealing with body care, fashion, beauty etc. namely for prestigious reasons*" (Vidučić – Brešan, 2013: p. 32).

When a foreign word enters a language, it becomes the subject of many changes in order to be adopted into the receiving language without losing its meaning. These linguistic changes happen on orthographical, phonological, morphological, syntactic and semantic level. Language can be observed as *live, growing organ* and some scholars are afraid of the foreign word contamination. Therefore, Croatian language is as well the subject of purist attempts to *cleanse* the language, and protect its essence. On the other hand, the resistance towards borrowing a

foreign word resulted in creation of calques (loan translations) (Margić Drljača, 2009).

Josić points out that „ready-made loaning is the fastest in the web area which is the intersection of information flow"(Josić, 2014: 157), offering a great amount of content written in English to receivers educated in the systems where English is perceived as prestigious form. Through the course of communicating information, journalistic texts are enriching the vocabulary of every reader, gaining them access to foreign influences, in this case to loanwords. The practical part of this thesis attempts to determine which field of the study is the most influenced by loanwords, particularly loan compounds; respectively the readers of what kind of articles are exposed to those kinds of words the most. Therefore, the main hypothesis to be tested states that: *English loan compounds, including pseudo-anglicized forms, mostly occur in articles on computer science and technology.* The answer will be obtained through the research providing an analysis of different kinds of journalistic texts, dealing with different kinds of topics. The research is based on articles on business and economy, computer science and technology and fashion and beauty.

1. The methodology

The research provided in the paper is based on the analysis of three different areas of interest - business and economy, computer science and technology and fashion and beauty articles. These three areas are chosen to provide an objective analysis of the current media discourse. Each category is represented by ten sample articles found on three different web sites providing news on their topical areas- *ekonomskiportal. com.*, *moda.hr* and *giga.geek.hr.* All the articles were published in November 2016.

Since the paper is restricted to English loan compounds, the corpus had to be carefully selected. Due to problems with distinction between compounds and phrases, only two lexeme inseparable words were taken into consideration. The words selected in the corpus were listed in their

original English form, along with the Croatian declensional affixes in the brackets. After finding a suitable article (topic, length), it was copied into the text editor and subsequently analyzed. Each text was studied more than once in order to provide reliable results. The selected words were checked in *Englesko-hrvatski rječnik* written by Rudolf Filipović and online computer glossaries - *Whatls.com* and *Megabajt.org.* Firstly, the tables containing all of the analyzed words were created. Secondly, the list of each respective area was compiled, adjusted to the needs of the thesis and graphs were created.

2. English as a Lingua Franca

What makes a global language being global is actually its special status that can be recognized worldwide. It means that countries other than native speaking ones have to choose it as a means of communication. This can be done in two ways. Firstly, by giving that language an official status in the country, which means that it is used as a means of communication in domains such as government, law, education and media. Secondly, by giving it a predominant status in the process of foreign language teaching. Therefore, it becomes the language that children will most likely learn when they enter the educational system, or is the most available for the adults in their process of foreign language learning (see Crystal, 2003). The term *English as lingua franca* has emerged as a way of denoting communication among speakers of English with different first languages. English has become a *contact language* of the people who share neither a common native language nor culture, and for whom English is a chosen language of communication (see Seidlhofer, 2005). Process of globalization enabled English language to become what Latin was during the middle ages. This is certainly not connected to the number of English language speakers. ˛ There is a strong connection between language dominance and economic, technological and cultural power of its speakers (see Crystal, 2003). As language only exists in people's minds, the success of the nation is reflected in its language. Hence, when the language speakers succeed, their language becomes

more prominent and successful. It was believed that simplicity of English grammar (lack of gender markers, lexical productivity etc.) made it so appealing to the speakers, that it has become so popular on a global scale. But Latin, as complex as it is, was once an international language, which brings us to conclusion that neither intrinsic properties nor ease of learning promote a language into global-like status. As Crystal states, "… a language traditionally becomes an international language for one chief reason: the power of its people- especially their political and military power." (Crystal, 2003: 9)

The military power is not solely enough, it enables to establish the language, but economic power is what maintains and expands it. This has become particularly prominent from the nineteenth century when economy became the major driving force, supported by the development of the new communication technologies such as radio, telephone, and television. Mass media crossed international boundaries and made information available to everyone. So, any language that could have found itself in the center of such an explosion of international activity would have gained itself a global status. English seems to be in the right place at the right time. Britain has become the world's leading industrial and trading force by the beginning of the nineteenth century. At the beginning of the twentieth century the population of the USA was larger than that of any other country of Western Europe (counting 100 million), and its economy was the most productive and the fastest growing in the world. British imperialism launched English around the world. This worldwide supremacy continued throughout twentieth century with the continual rise of the new American superpower. The politics was replaced by economy as the chief driving force (see Crystal, 2003).

3. Borrowing

Borrowing is a "complex process that occurs every time two cultures are in contact over a certain period of time" (Hoffer L., 2002: 1). According to Haugen, the basic definition of borrowing states that ⊠it is a process of adaptation of a word from the donor language, the language

a word originates in, into the recipient language, the language which adapts the word." (Haugen, 1950: 212) The speakers of the recipient language look into the languages of the cultures that have already developed terminologies for new objects. As authors Bojčić and Braović Plavša suggest "…Linguistic borrowing can happen in bilingual communities (all the members speak two languages) and in the contact between two languages (depends on individuals)." (Bojčić – Braović Plavša, 2012: 2) In interlinguistic contexts, contact words are mainly accepted through written channels, while in bilingual communities words are passed on orally. Mediators are those members of a linguistic unit who have learned the second language as a foreign language sufficiently well. Other members, not knowing the second language, accept loanwords according to their pronunciation (see Bojčić – Braović Plavša, 2012).

In his article, Haugen suggests that "…all bilingual borrowing by one language from another is predicated on some minimum of bilingual mastery of the two languages." (Haugen, 1950: 210) Further on, he gives a definition based on this principle that "…borrowing is the attempted reproduction in one language of patterns previously found in another." He also introduces the concepts of importation and substitution which are defined as follows:

> "If the loan is similar enough to the model so that a native speaker would accept it as his own, the borrowing speaker may be said to have imported the model into his language, provided it is an innovation in that language. But insofar as he has reproduced the model inadequately, he has normally substituted a similar pattern from his own language. This distinction between importation and substitution applies not only to a given loan as a whole but to its constituent patterns as well, since different parts of the pattern may be treated differently" (Haugen, 1950 acc. to Winter-Froemel, 2008: 150).

Therefore, as a result of borrowing, Haugen distinguishes:
a) **Loanwords** - show morphemic importation without substitution (e.g. AmE *shivaree* from Fr. *charivari*)
b) **Loan Blends** – show morphemic substitution as well as importation (e.g. e.g. Fr. couronne jacket from Engl. jacket crown)

c) **Loanshifts**- show morphemic substitution without importation (e.g. e.g. Fr. presqu'île modeled on Latin peninsula) (Haugen, 1950: 212) (Hoffer, 2002: p. 5).

3.1. Reasons for borrowing

There are numerous factors that influence the amount and rate of borrowing. Relatively close contacts among European, as well as many other countries resulted in extensive borrowing and re-borrowing. At the same time, the development of mass media technologies enabled the spread of linguistic features of different languages all over the world. A special chapter in this thesis will be dedicated to the process of borrowing in Croatian language, Anglicisms in particular. The reasons for borrowing can be categorized dichotomously on cultural borrowings and core borrowings. The former denote a new concept coming from the outside, and the latter signify a duplicate meaning for which a native word already exists.

3.1.1. Cultural borrowings

Explaining cultural borrowings may be pretty straightforward at first glance. But the necessity for borrowing does not really exist because all languages possess a capacity for making up new words for new concepts. The process of semantic change or extension is another frequently used mechanism for creating words for new concepts. The words *volume, mouse, menu, memory,* and *bookmark* have taken on rather new meanings in recent computer technology, and English has no need for any borrowing here because there is no potential donor language available. However, this could be applied even if it did exist. "…When many people know a concept by a certain word but not by another word, even if the better-known word belongs to another language, it becomes more efficient to use the better-known word" (Haspelmath, 2009: 47). Haspelmath continues by saying that previous statement can be discarded in situations where "certain communities strongly promote the use of

their language as a marker of their ethnic identity." (Haspelmath, 2009: 47) Similarly, there are movements in certain countries that promote linguistic purity, so-called purists. This movement is strongly present in France, but there are also some institutions and educated elites which promote it in Croatian language. And "…unless there are significant purist attitudes among the (influential) speakers, new concepts adopted from another culture are the more likely to be expressed by loanwords, the more widely the donor language is known" (Haspelmath, 2009: 48).

3.1.2. Core borrowings

Borrowing words that duplicate or replicate already existing native words can be difficult to explain. It is rather something closely related to social and economic status of the speaker. Prestige of the donor language is something that will make a speaker use that loanword. The way we talk and write depends on the image we want to present or the identity we want to be associated with. Accordingly, it can be assumed that the higher we want to strive on a social scale, the more likely we are going to use the prestigious form, in this case a loan word (see Haspelmath, 2009).

3.1.3. Therapeutic borrowing

Along with the previously mentioned cultural and core borrowings, Haspelmath proposes the existence of borrowings for therapeutic reasons - when the original word became unavailable. Two cases can be distinguished:

> Borrowing due to word taboo: in some cultures rules strictly prohibit the use of some words, e.g. names of the deceased people. For that reason language may adopt large parts of another language's basic lexicon, so that its genealogy is only recognizable from its grammatical morphemes. Borrowing for reasons of homonymy avoidance: meaning that if some words due to sound changes become too similar, the homonymic clash might be avoided by using a loanword (Haspelmath 2002: 50).

4. Borrowing in Croatian

Croatian scientific and cultural tradition has been enriched through several hundred years of linguistic contacts with other cultures. Those linguistic contacts are most evident in the sphere of lexis. As Turk and Opašić suggest "lexical innovation arising from clear borrowing produces various types of loanwords, while latent borrowing results in calque." (Turk – Opašić, 2008: 73) They continue by saying that loanwords can be more or less easily recognized, while it is more difficult to do so with calques since they are formed from the recipient's language items on complete or partial analogy with the receiving language. Croatian language, through the course of history and under the influence of various factors, was affected by Classical languages, Italian, German, Hungarian, Turkish, Russian, Czech and eventually English language.

4.1. Anglicisms and Croatian language

Croatian language started to be affected by English in the 19th century, but an extensive linguistic influence became evident after the World War II. An uncontrollable penetration of words of English origin was in a large extent owed to *"a modern society's need for adequate terminology following the progress of technology"* (Vidučić – Brešan, 2013: 32). If a suitable Croatian word does not replace a foreign one in time, the foreign word becomes ingrained among the speakers (see Brdar, 2010). In the last few decades, under the influence of popular culture, a great amount of Anglicisms, particularly Americanism penetrated into Croatian. They can be found in all areas of human activity including:

Sports: e.g. rugby - ragbi, baseball - bejzbol, match - meč**;**
Music: e.g. jazz - džez, rock - rok, playback - plejbek;
Social and political phenomena: e.g. mobbing - mobing, bulling - buling, apartheid - aparthejd:
Science and technology: e.g. management - menadžment, hardware - hardver, cluster - klaster etc.

As well as on the level of loan words, English language influence can be detected on the level of calques, e.g. data bank - baza podataka,

critical mass - kritična masa, operating system - operativni sustav, brain drain - odljev mozgova etc. (Turk and Opašić, 2008).

Bojčić and Plavša Braović define Anglicism as "an English word which is taken over from English language as a foreign word. If it is integrated into the system, it becomes a loanword and has to be adopted to the receiving language." (Bojčić – Plavša Braović, 2010: 2) They point out that a loanword can be considered an Anglicism:

a) if its original language is English,

b) if it is taken from English and

c) if they denote a concept originating from English and are integral part of the life and culture of the UK and the USA.

Vidučić and Brešan state that "…namely for prestigious reasons, English language is deliberately used in advertising and by magazines dealing with body care, beauty, art of living, and the like." (Vidučić – Brešan, 2013: 32) When a word has been borrowed, it becomes integrated into the receiver language with varying extent. Görlach distinguishes three main degrees of acceptance:

a) The word is fully accepted - either the word is not (or no longer) recognized as English, or is found in many styles and registers, but is still marked as English in its spelling, pronunciation or morphology.

b) The word is in restricted use.

c) The word is not part of the language - it is either a calque or a loan creation, or mainly known to bilinguals, or used only with reference to British or American contexts. (Görlach, 2001 acc. to Fischer, 2006: 3)

In her paper *Anglicizmi i prevođenje: bez konzultinga nema happy enda* (1996), Antunović distinguishes a special group of translational correspondents of Anglicisms in Croatian, called pseudo-Anglicisms. These expressions (mostly compounds words) are coined by connecting Anglicisms and Croatian compounds (as Vidučić – Brešan, 2013: 33) suggest "Croatian words built from English elements or abbreviated

English words." For example: Cro. antibebi – E. *antibaby; Cro. autogol - E. *autogoal; Cro. top lista – E. *top list.

5. English compounds

In the framework of this paper it is important to briefly analyze characteristics of English compounds so that the following research could be done. A compound is a complex lexeme consisting of two or more base lexemes, or in the simplest case a word consisting of two or more words (see Haspelmath, 2002; Fabb, 2007). English language allows combining several types of word classes, but not all of them are possible. The taxonomy of compounds as the most productive word-formation process in English is based on combinations such as:

Noun + **N**oun – *schoolteacher*	**P**article + Noun – *afterthought*
Adjective + **N**oun – *smallpox*	**P**article + Verb – *outline*
Verb + **N**oun – *swear word*	**N**oun + **V**erb - *babysit*
Noun + **A**djective – *skin-deep*	**P**article+**A**djective–*underprivileged*
Adjective + **A**djective - *farfetched*	

Compounding rules may differ in productivity, therefore the N+N pattern is extremely productive, while on the other hand V+N and N+V patterns are very unproductive and limited. The first member of the compound usually serves as a modifier and narrows the meaning of the second compound member (may be referred as hyponym of the second member). Since the second element is more semantically important, it is referred to as the head of the compound, and the modifying element is called the dependent (see Haspelmath, 2002; Kiefer, 2000).

5.1. Endocentric and exocentric compounds

Most English compounds are endocentric, meaning that one of the elements (usually the right-hand element) is the head of the construction (e.g. beer bottle) (see Bauer, 2008). A head has similar characteristics to the head of a phrase, representing the core meaning of a constituent, and is of the same word class (see Fabb, 2007). The compound

inherits most of its syntactic and semantic information from its head; consequently if the head is a countable noun, the compound will be a noun, or if the head is a verb, the compound will be a verb, the same refers to gender. Furthermore, the plural marker is attached only to the head of the compound. This property of inheritance is called feature percolation (see Plag, 2002). On the other hand, exocentric compound does not have a head, meaning that it is not a hyponym of one of its elements, and its semantic head is outside the compound (e.g. redhead).

5.2. Co-ordinate or appositional compounds

The third type of compounds are those where we can assume that both words are equally sharing a head-like feature, e.g. scientist-explorer. The type of compound where both members contribute to the meaning of the compound is called co-ordinate (e.g. poet-translator), or appositional (eg. nature-nurture debate). They have more than one semantic head, and each member has a separate referent (see Haspelmath, 2002; Plag, 2002; Fabb, 2007).

5.3. Neo-classical compounds

Plag (2002) defines neo-classical compounds as lexemes of Greek or Latin origin that are coined to form new combinations that do not exist in the original language. Examples are: biochemistry, photograph, geology, biology, neurology etc.

5.4. Stress patterns of compounds

As Fabb suggests "compounds may be the subject of a rule which places heavier stress on one word." (Fabb, 2007: 60) The basic difference between phrasal stress (nuclear stress) and compound stress rule is that the former is stressed on the last word in a phrase, while in the latter the stress is placed on the first word (Plag, 2002: 60). Accordingly, the stress pattern of compounds may indicate the existence of hierarchical structures within compounds. This is especially applicable to more complex

compounds with more than two constituents. In a word *student record essay book* the greatest stress is placed on *record*, because a "rule recognizes the presence of subconstituent record book and places extra stress here." Initial/final stress may be a dialectical issue, e.g American English hot-dóg and ice-créam and British English hot-dóg and ice-créam (see Fabb, 2007)

5.5. Distinction between a compound and a phrase

The distinction between a compound and a phrase is still an object of linguistic debates. Spelling cannot be taken as a criterion of compoundhood, because the spelling of English compounds is extremely inconsistent. Some English compounds are written as separate words, some of them are hyphenated and the others are written as single words (open, hyphenated and solid). But, generally there is a progression from open to solid, once a compound becomes established and accepted as a permanent lexical item. In Hyphenation is less frequent in American English than in British English, thus we can find open or solid items (usually solid), where BrE may use hyphen (see Lieber – Štekauer, 2011). One of the major factors in determining compoundhood is stress pattern. Quirk et al. (1985) agree that almost all compounds have primary stress on the first constituent as a main feature. Jones (1969) attempted to find semantic principles that influence stress patterns proposing three criteria conditioning a single main stress on the left-hand constituent:

a) The compound denotes a single new idea rather than the combination of two ideas suggested by the original words, i.e. the meaning of the compound is not a pure sum total of the meanings of its constituents.

b) The meaning of the compound noun is the meaning of the second constituent restricted in some important way by the first element ('birthday, 'cart-horse, 'sheepdog) when the second compound is constituent.

c) The first element is either expressly or by implication contrasted with something ('flute-player—in contrast to, for example, piano-player) (Jones acc. to Lieber – Štekauer, 2011: 5).

But these criteria are highly problematic. Bauer calls in question the last criterion claiming that if a compound obtains a left-hand stress due to contrast, all compounds might be expected to be pronounced with the left-hand stress, which is not the case with *cherry brandy* contrasted to *peach brandy, grape brandy,* where all of them are double-stressed (see Bauer, 2011).

Syntactic criteria that have been proposed for distinguishing compounds from phrases in English are: "inseparability, the inability to modify the first element in the compound, and the inability to replace the second noun of a nominal compound with a pro-form such as one" (Lieber – Štekauer, 2011: 6). The most reliable criterion is inseparability since it is not possible to insert another element between two constituents. On the other hand, it is possible to insert another element into a phrase, e.g. *black ugly bird*, but no such an insertion is possible with the compound *blackbird*; where *ugly* can only be used as a modifier of the compound in whole *ugly blackbird* (see Lieber – Štekauer, 2011).

Nevertheless, another syntactic criterion of compoundhood might be modification of the first stem; meaning that English compounds do not admit modification of the first stem, whereas syntactic construction does. It appears that only phrases and not compounds can be modified by *very* (see Lieber – Štekauer, 2011). Bauer (1998) proposes the inability of replacing the second stem with a pro-form as a test for compoundhood.

It should not be possible to replace a head noun with one in a compound, while in a phrase it is possible to do so. He also continues by stating that there is a small amount of certain and acceptable examples of this criterion, and that none of the possible criteria give a reliable distinction between the two types of construction (Bauer acc. to Rakić, 2013: 86; Lieber – Štekauer, 2011)

6. The analysis

The overall data are included in the table below, showing the total number of analyzed words in all the articles and total number of excerpt compounds found in those texts. The data are completed with the graph featuring the ratio of English compounds to the rest of words in the texts. Each topic is analyzed separately in the subchapters below.

The sections contain a table with total number of words found in ten respective articles, and number of English compounds excerpted from the texts. The graphs show the ratio of English compounds. Furthermore, the sections contain a list of all the compounds found in the text, arranged by the number of their occurrence, and a graph featuring the percentage of their occurrences in the observed texts.

| Total number of words	18.747
Total number of English compounds	182
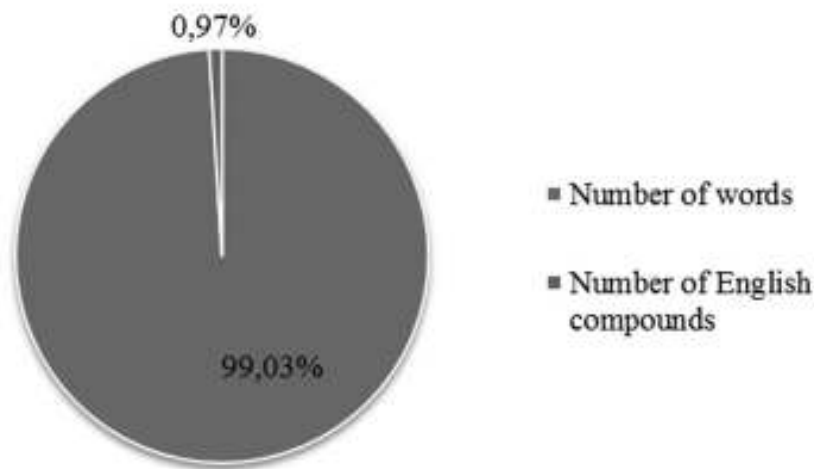
Graph 1. The ratio of English compounds in all the analyzed texts

6.1. Articles on business and economy

The research relating to business and economy was conducted on the sample which included 7068 words in 10 articled selected at random on the web site *ekonomskiportal.com*. The list of selected articles is en-listed in literature. The research provided the following results:

Number of words	7.068
Number of English compounds	72
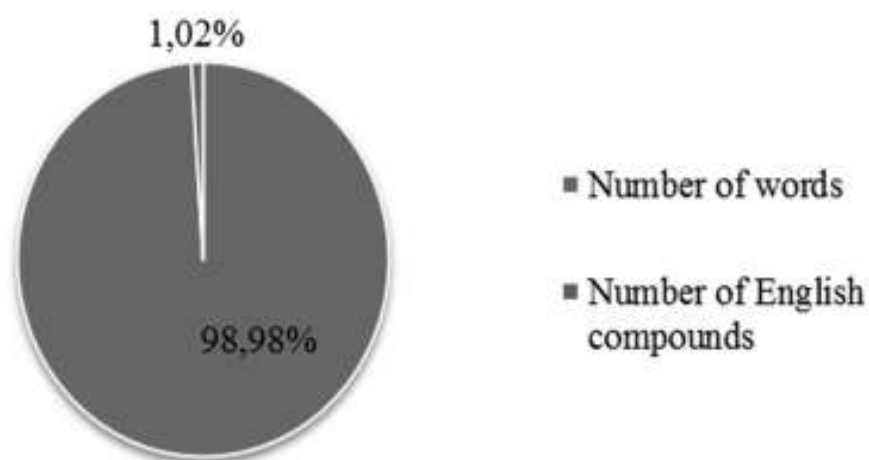
Graph 2. The ratio of English compounds in articles on business and economy

Compound	Number of occurrences	Compound	Number of occurrences
crowdfunding (-a)(-om)	33	hedge fond (-a)	1
mystery shopping	16	e-mail marketing	1
team building (-a)	6	newsletter	1
online	2	Facebook	1
off line	2	content marketing	1
start-up	2	cost cutting	1
short seller (-i)	1	leadership	1
toxic assets	1	short selling (-om)	1
trading floor (-u)	1		

Occurence (%)

short selling (-om)	0,01%
leadership	0,01%
cost cutting	0,01%
content marketing	0,01%
Facebook	0,01%
newsletter	0,01%
e-mail marketing	0,01%
hedge fond (-a)	0,01%
trading floor (-u)	0,01%
toxic assets	0,01%
short seller (-i)	0,01%
start-up	0,03%
off line	0,03%
online	0,03%
team building (-a)	0,08%
mystery shopping	0,23%
crowdfunding (-a)(-om)	0,47%

0,00% 0,10% 0,20% 0,30% 0,40% 0,50%

Graph 3. Percentage of occurrence of English compounds in articles on business and economy
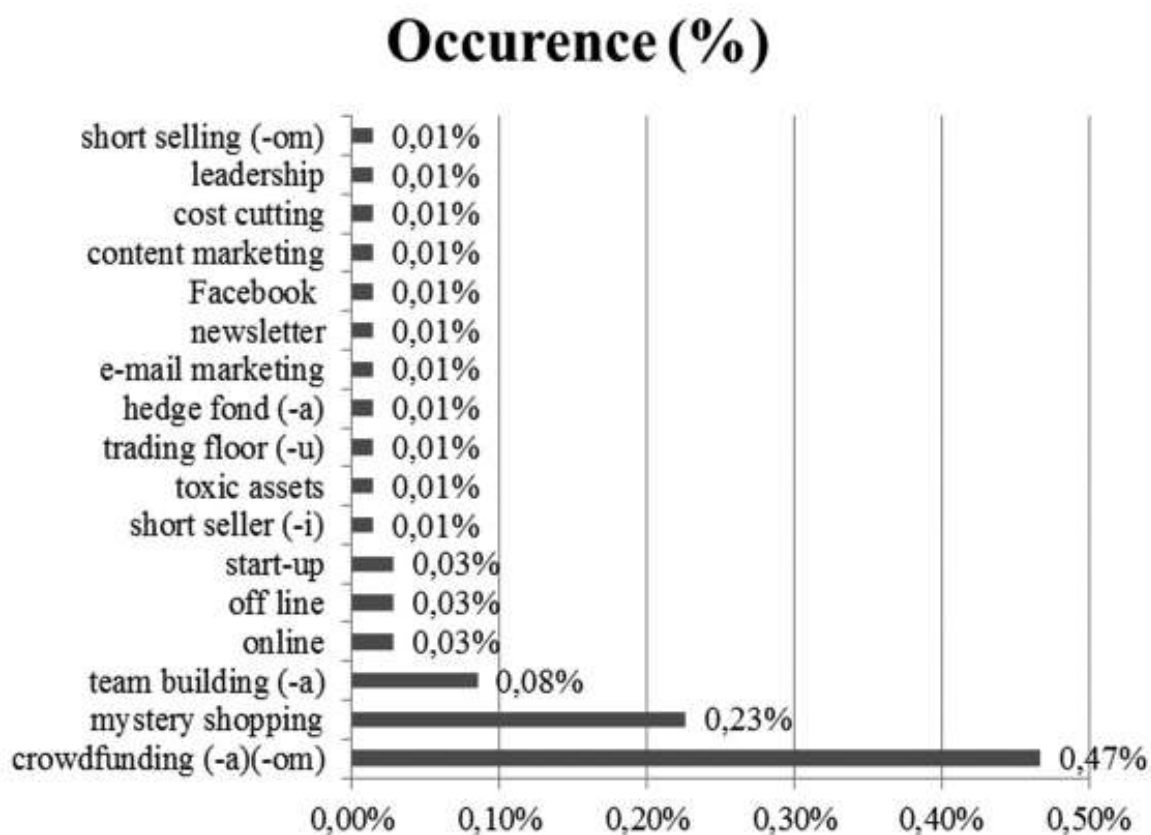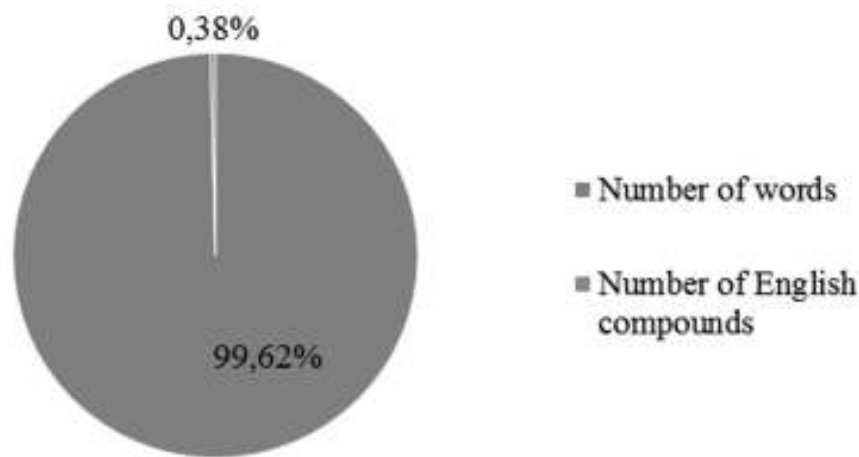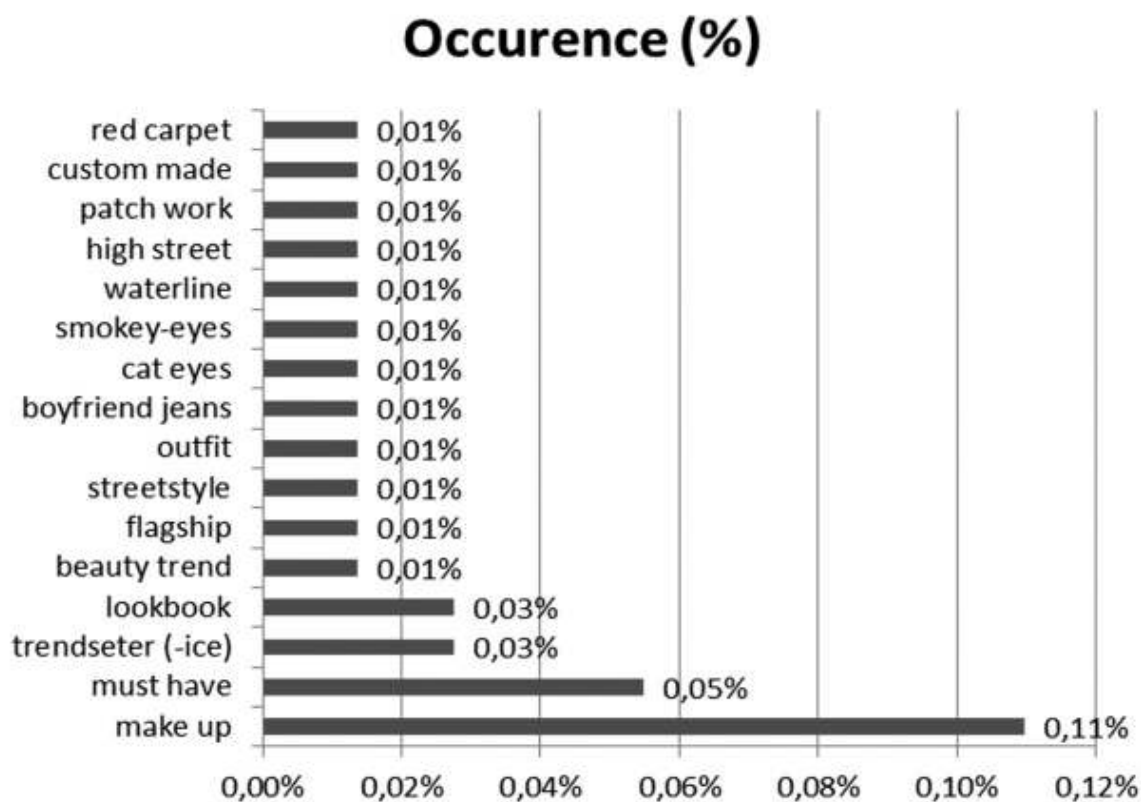
6.2. Articles on fashion and beauty

The research relating to fashion and beauty was conducted on the sample which included 7296 words in 10 articled selected at random on the web site *moda.hr*. The list of selected articles is enlisted in literature. The research provided the following results:

Number of words	7.296
Number of English compounds	28

Graph 4. The ratio of English compounds in articles on fashion and beauty

Compound	Number of occurrences	Compound	Number of occurrences
make up	8	boyfriend jeans	1
must have	4	cat eyes	1
trendseter (-ice)	2	smokey-eyes	1
lookbook	2	waterline	1
beauty trend	1	high street	1
flagship	1	patch work	1
streetstyle	1	custom made	1
outfit	1	red carpet	1

Occurence (%)

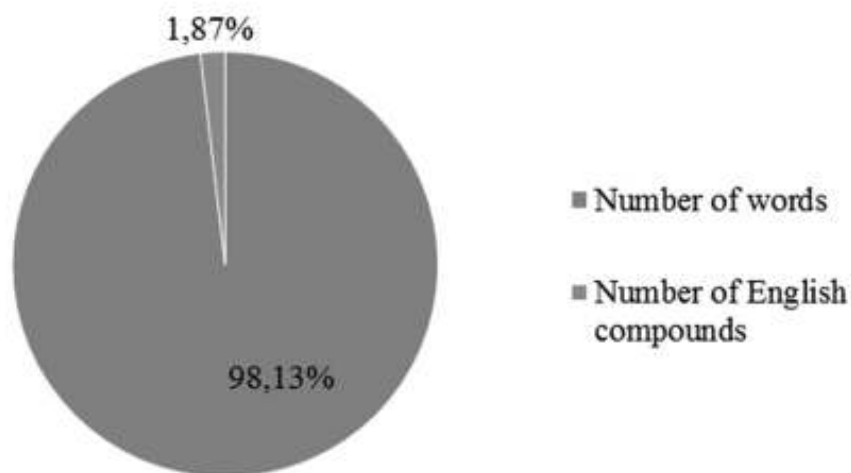| Compound	Occurence
red carpet	0,01%
custom made	0,01%
patch work	0,01%
high street	0,01%
waterline	0,01%
smokey-eyes	0,01%
cat eyes	0,01%
boyfriend jeans	0,01%
outfit	0,01%
streetstyle	0,01%
flagship	0,01%
beauty trend	0,01%
lookbook	0,03%
trendseter (-ice)	0,03%
must have	0,05%
make up	0,11%

Graph 5. Percentage of occurrence of English compounds in articles on fashion and beauty

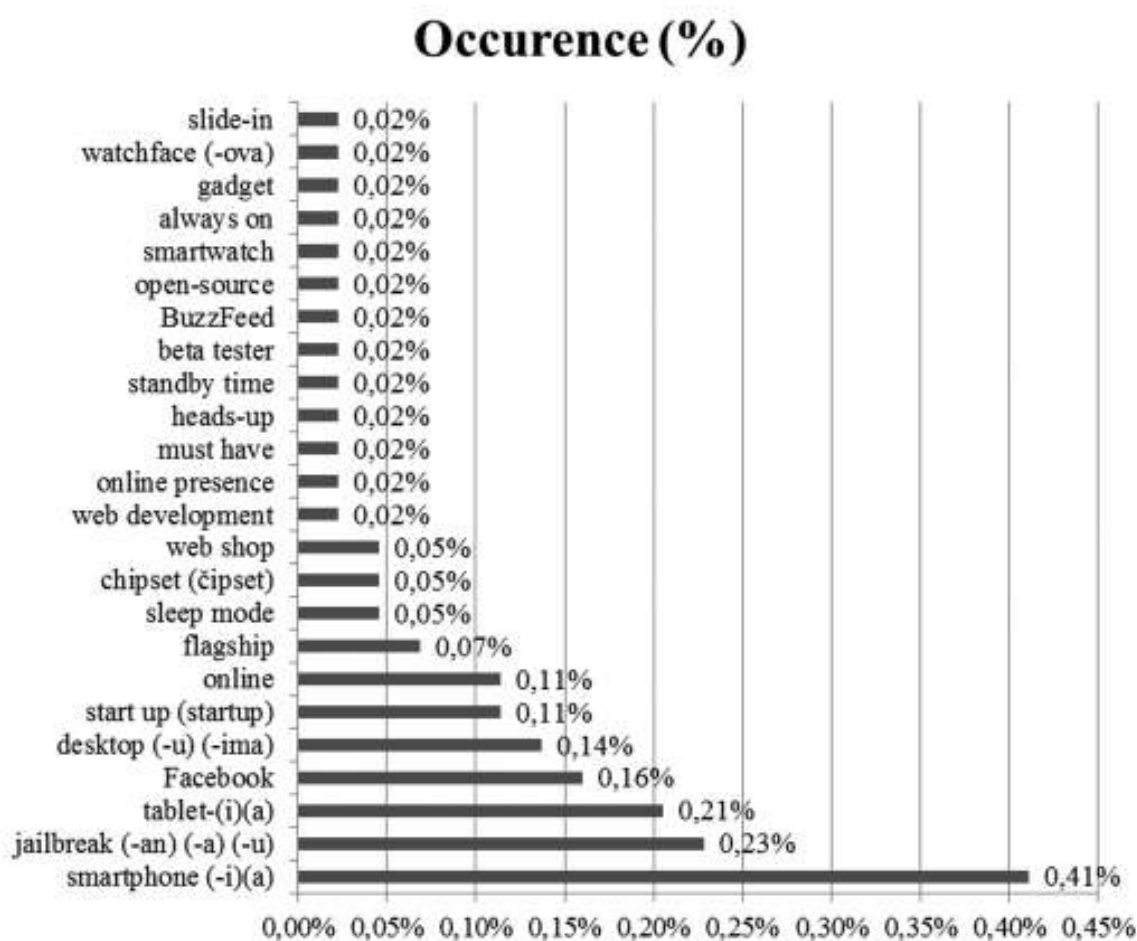### 6.3 Articles on computer science and technology

The research relating to business and economy was conducted on the sample which included 4383 words in 10 articled selected at random on the web site *giga.geek.hr*. The list of selected articles is enlisted in literature. The research provided the following results:

Number of words	4.383
Number of English compounds	82

Graph 6. The ratio of English compounds in articles on computer science and technology

Compound	Number of occurrences	Compound	Number of occurrences
smartphone (-i)(a)	18	online presence	1
jailbreak (-an) (-a) (-u)	10	must have	1
tablet-(i)(a)	9	heads-up	1
Facebook	7	standby time	1
desktop (-u) (-ima)	6	beta tester	1
start up (startup)	5	BuzzFeed	1
online	5	open-source	1
flagship	3	smartwatch	1
sleep mode	2	always on	1
chipset (čipset)	2	gadget	1
web shop	2	watchface (-ova)	1
web development	1	slide-in	1

Occurence (%)

slide-in	0,02%
watchface (-ova)	0,02%
gadget	0,02%
always on	0,02%
smartwatch	0,02%
open-source	0,02%
BuzzFeed	0,02%
beta tester	0,02%
standby time	0,02%
heads-up	0,02%
must have	0,02%
online presence	0,02%
web development	0,02%
web shop	0,05%
chipset (čipset)	0,05%
sleep mode	0,05%
flagship	0,07%
online	0,11%
start up (startup)	0,11%
desktop (-u) (-ima)	0,14%
Facebook	0,16%
tablet-(i)(a)	0,21%
jailbreak (-an) (-a) (-u)	0,23%
smartphone (-i)(a)	0,41%

0,00% 0,05% 0,10% 0,15% 0,20% 0,25% 0,30% 0,35% 0,40% 0,45%

Graph 7. Percentage of occurrence of English compounds in articles on computer science and technology

Conclusion

This paper is based on the hypothesis that *English loan compounds, including pseudo-anglicized forms, mostly occur in articles on computer science and technology.* In order to either prove or disapprove this statement, a research had to be done.

The information presented in the theoretical part of the paper served as a base for the practical part of the research. Through the analysis of three topical areas, we gained an objective insight into the position of English loan compounds in current Croatian media discourse. The hypothesis was confirmed after the analysis. Comparing the results of all three topical areas, articles on computer science and technology proved

to use English loan compounds in a greater extent than the other two areas.

The total analysis included 18,747 words, 182 of which were English compounds. The ratio of English compounds was the lowest in articles on fashion and beauty. Out of the 7296 observed words, 28 were English compounds, in total only 0,38%. The number of English compounds was reasonably higher in articles on business and economy. From the total number of 7068 words, 72 were English compounds, featuring the ratio of 1,02%. Finally, articles on computer science and technology exhibited the highest number of English compounds. From the total number of 4383 words, 82 were English compounds. This represents 1,87 % of all the words in the texts.

The sum of all the analyses showed that number of English loan compounds is not as high as we expected. Therefore, a more thorough research on a larger topical area and corpus should be examined in order to gain a more accurate insight into process of borrowing in the media discourse.

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