Seliverstova A. O.,
Assistant at the Department of Romance Languages
of the Educational-Scientific Institute of Philology
Taras Shevchenko National University of Kyiv
https://orcid.org/0009-0002-8113-5523

THE ADOPTION AND ADAPTATION OF ANGLICISMS IN MODERN ITALIAN: TRENDS, MECHANISMS, AND LINGUISTIC IMPLICATIONS

Summary. The article is devoted to the study of the adoption and adaptation processes of anglicisms in modern Italian language. Trends and mechanisms of borrowed English lexical units have been analyzed; linguistic implications have been noted. The ways of adaptation of anglicisms have been described, the peculiarities of adopting modifications while transferring lexemes from English to Italian have been substantiated. The impact of globalization processes has been demonstrated in the active adoption of borrowed English words, and the influence of social media and, more generally, the Internet, music and technological innovations has been presented in the results of digitalization, which in its turn has caused the rapid change of the vocabulary of modern communication. The phonetic, morphological, and semantic transformations of anglicisms have been analyzed. Furthermore, the article studies the role of anglicisms in shaping contemporary Italian identity and language norms, as well as their influence on cultural and social interactions. It also explores the challenges of linguistic purism in the context of an increasingly globalized and interconnected world, where the boundaries between languages are becoming more fluid, and the impact of English on other languages is vividly seen. The research highlights the dynamic nature of the Italian language in adapting to external influences in terms of contemporary digital changes and globalization, while retaining its core linguistic features, as well as illustrates how the digital age, with its global connectivity and cultural exchange, continues to shape the evolution of language, adding new words that reflect both current trends and broader cultural influences. The study explains how linguistic flexibility emphasizes the way languages adapt to technological and cultural shifts, integrating foreign terms without necessarily losing their own linguistic identity. The conclusions about the rapid update of modern Italian vocabulary and the reasons for such a linguistic phenomenon are drawn.

Key words: anglicisms, borrowings, globalization, digitalization, neologisms, modern Italian, Internet culture.

Problem statement. The growing impact of English on contemporary Italian has led to an increasing number of anglicisms, which are integrated into the language to varying degrees. While some of them undergo phonetic and morphological adaptation, others remain unchanged, creating a linguistic dichotomy. This phenomenon may raise concerns about the preservation of Italian linguistic identity and the potential long-term effects on its lexical and structural integrity.

The purpose of the article. This study aims to analyze the processes of adoption and adaptation of anglicisms in modern Italian, focusing on their phonetic, morphological, and semantic transfor-

mations. It also explores their usage across different spheres, such as mass media, technology, and social networks, to assess their role in shaping contemporary Italian and its linguistic evolution.

Analysis of recent research and publications. Every year, a large number of modern new lexemes appear, which must be analyzed and recorded by linguistic researchers. The activity of using the new lexical units – neologisms – is explained by their conciseness, novelty and expressiveness. Linguists have long been interested in the emergence of new words in the system of the Italian language, the principles of their creation, classification and functioning.

The first author to consider lexical innovation in Italian was Alfredo Panzini, a writer and journalist, who had the idea of collecting new words and phrases when they first appeared. Luis Gilbert was the first to give more linguistic credibility to neology, but in the sense of lexical creativity. In particular, the Italian linguists who studied newly formed words were: Maurizio Dardano e Pietro Trifone, Ornella Castellani Pollidori, Luca Serianni, Silvia Morgana, Paolo Zolli, Vittorio Coletti and others [1].

Talking about Italian language, the most important institutions working with neology are the *Accademia della Crusca* and the *Treccani Institute*, where the most prominent project is *l'Osservatorio neologico della lingua italiana del Consiglio Nazionale delle Ricerche (CNR)*, a database that collects the perusal of all major Italian newspapers at the national level, and also of many local and regional newspapers.

When it comes to anglicisms in Italian, it should be said that the adoption of English words into Italian has been a very slow process that began in the XIX century, but which has accelerated considerably and gained impressive momentum in recent decades. This is evident from the data obtained as a result of recent lexicographic studies conducted by such scholars as Tulio De Mauro, A. Amato, R. Bombi, M. Fanfani, and L. Renzi, who have worked and continue to work on the problem of English borrowings in Italy.

Presentation of the main material. Historically, the Italian language has always been conservative enough when it came to lexical innovations. Being the Romance language most closely related to Latin, Italian has retained a lot of its linguistic features and systems, especially in terms of grammatical structure. Although Italian has never been hospitable to loanwords, it should be recalled that a great deal of Greek and Latin borrowings entered Italian during its formation period. Moreover, talking about vocabulary, one should note that starting from the era of technological development, the lexical composition of Italian has undergone significant changes and updates.

In the XIX-XX centuries, with the emergence and rapid development of new technologies, the Italian language, like many other languages, was forced to adapt and enrich itself with new terms and concepts. The invention of such instruments as the steam engine, electric lighting, radio and, later, television, required the introduction of new words to describe these technological breakthroughs – newly-created lexemes started invading Italian, however, in a pretty slow manner. With the beginning of the XX century, industry, science, and mass communication triggered a wave of innovations that profoundly affected everyday vocabulary, creating new terms related to never-before-seen phenomena such as globalization, mass media, and the rise of consumer culture.

The XXI century is called the Age of digitalization. Absolutely all spheres of life have switched to the digital space since the pandemic. On the one hand, such a transition facilitated the lives of people, saving much time and energy and giving more convenient and favorable conditions of online work. On the other hand, this shift has also brought challenges such as digital overload, privacy concerns, and the growing gap between those who have access to technology and those who do not. The rapid pace of technological change has also raised questions about the impact on mental health and the potential for social isolation.

As we know, all changes in human's life are usually reflected in the vocabulary used, and such quick digitalization processes have led to modifications of the lexical system of the language. Nowadays, youth is being completely engaged with Internet communication and virtual life. That type of communication becomes a comfortable environment for the creation of new words or spreading some commonly used ones. It is exactly the point when English words actively enter the Italian language.

Treccani notes that "the spread of English in our everyday language is always very strong, due to the influence of social media and, more generally, the Internet, music and technological innovations" [2]. Speaking of the current state of the Italian language, it is worth noting the hyperactive involvement of English in the process of neologization: first of all, the development of digital technologies and technical innovations has a great influence. Anglicisms, in particular, are becoming an integral part of everyday communication, bringing significant changes to the lexical composition of the Italian language. Borrowed English terms are being actively used to denote new concepts and phenomena resulting from technological progress, the development of Internet communications, and the processes of globalization. This also leads to the creation of new lexical units that quickly come into use and become part of the everyday vocabulary. Prominent among the borrowed English terms of 2024 are the following ones:

− *dissing* – an anglicism that is now commonly used in both political and everyday contexts to describe exchanges of accusations marked by hostility;

− *pandoro-gate* – an English term that originated from a scandal involving Italian businesswoman Chiara Ferragni: "After being found responsible by Italy's Antitrust Authority for misleading consumers over 'Pink Christmas' pandoro, Ferragni and the confectionery firm were fined more than 1-million euro" [3].

− *alcolock* – an anglicism used to describe some kind of a device designed to prevent drunk driving;

− *boppone* – a colloquial expression for a particularly catchy or danceable song, a lexeme that entered Italian being borrowed from English;

− *top jobs* – a borrowed expression reflecting the globalized nature of the job market;

− *pommelier* – a term has emerged to describe a new kind of wine or beverage expert;

− more casual terms like *crush* have expanded in meaning, now referring to a fleeting romantic infatuation rather than just a literal crush;

− *Swift economy* – a collocation referring to the economic impact generated by pop star Taylor Swift.

These examples illustrate how the digital age, with its global connectivity and cultural exchange, continues to shape the evolution of language, adding new words that reflect both current trends and broader cultural influences.

The rapid quantitative growth of borrowed anglicisms gives rise to a diversity of options not only for adopting, but also for adapting new lexemes into Italian. In general, there are three ways to adapt anglicisms in modern Italian:

1) <u>when the borrowed words are not changed.</u> This means that the word undergoes no modifications when passing from one language to another, retaining its grammatical and phonetic forms as in the original. Talking about modern Italian, this phenomenon may be especially true for new words in the fields of technology, economics and Internet culture. Let us consider some examples of anglicisms that are considered to be neologisms of 2024 according to Treccani [4] and Accademia della Crusca [5]:

− *I numeri della **Swift Economy** colpiscono anche se si guarda alle ultime tappe del tour e agli impatti sul Vecchio Continente* (Corriere della Sera, June 27, 2024).

− *Tra le nuove tendenze per l'autunno-inverno 2025 arriva l'estetica **demure**, celebrazione collettiva, sui **social**, della "brava ragazza". A rendere **viral** il **trend** è stata tra le prime la **tiktoker** Jools Lebron, collezionando con il suo video oltre 4,7 milioni di **like*** (IO.Donna, September 5, 2024).

− *Gli esperti parlano di **downburst**, cioè un fenomeno in cui c'è un forte flusso d'aria che si unisce alla pioggia intensa e può provocare dei danni ingenti* (Corriere della Sera, September 3, 2024).

− ***BookTok** starebbe cambiando anche le trame dei libri e le scelte degli editori in fase di pubblicazione* (La Repubblica, June 21, 2023).

− *I **Top Job**s sono generalmente distribuiti tra i principali gruppi politici per mantenere un certo equilibrio geografico e politico* (Il Sole 24 Ore, June 18, 2024).

− *I migliori **bopponi** di questo Sanremo – perlomeno secondo il popolo dei **social** – sono quelli degli artisti più seguiti dai giovani (anche perché sono loro a utilizzare questo termine in fondo), tra cui Mahmood, Angelina Mango e Annalisa* (Corriere della Sera, February 7, 2024).

− *Nel 2021 inizia l'avventura da solista costellata di successi: il suo secondo **album** Icon è il disco più venduto del 2024. A coronare questo periodo d'oro, non esente da polemiche e **rumors** (il Concerto di Capodanno a Roma saltato e il **dissing** con Fedez)* (Corriere della Sera, February 12, 2025).

To sum up, these are internationally accepted lexemes that have acquired a clear meaning in a global context and are understood by readers without any extra explanation.

2) <u>Borrowings from English are adapted to the Italian language system by making small changes</u>, trying to approximate the phonetic and morphological structure of the language. This can be man-

ifested either through orthoepic or phonetic modifications to facilitate perception and faster integration into the linguistic structure of the Italian language:

– *Si tratta dell'illustrazione del programma di governo che inaugura la legislatura e di uno sguardo approfondito sullo sfuggente* **«starmerismo»** (Il Manifesto, July 18, 2024). In English the original term is *starmerism* – in Italian it tries to imitate the lexical system of the language, so it turns into *starmerismo*.

– *In sintesi, la professione di* **armocromista** *offre opportunità di guadagno interessanti, con tariffe per seduta che variano in base all'esperienza e alla notorietà del professionista, e un reddito annuo che può crescere con l'espansione della clientela e della reputazione nel campo* (Money.it, December 30, 2024). The English word *armocromist* adapts Italian like *armocromista*, featuring a typical Italian ending of professions *-ista*;

– *È stata eliminata l'imposta fissa del 10% per i pensionati (ma fino al 2020 l'esenzione era totale) e del 20% per professionisti e* **nomadi digitali** (Corriere della Sera, January 25, 2025). *Digital nomads* in English accept the Italian way of spelling and sounding by adding appropriate endings to nouns and adjectives;

or via the usage of affixation, which helps to speed up the adaptation process of the borrowed lexemes:

– *Il metodo di diffusione-marketing di questa vera e propria «killer app» era stato poi quello codificato per diversi anni da Google: mandare inviti a persone mirate, per* **testare** *il nuovo prodotto* (Corriere della Sera, March 30, 2024). Here it can be seen how the English word *test* in Italian became *testare*, having added a typical Italian verb suffix *-are*.

– *Facendo scorrere la mail fino in fondo si può leggere, ancorché in caratteri minuscoli e quasi invisibili, di* **cliccare** *in un certo punto per disiscriversi* (Corriere della Sera, January 11, 2025). One more example of how anglicism is being modified according to the Italian lexical system using a typical Italian verb suffix *-are* in order to be accepted faster into the language *(click – cliccare)*.

– *A volte ci* **auto-friendzoniamo***, perché non abbiamo il coraggio di dichiararci. C'è qualcosa che accomuna nel profondo tutti i* **friendzonati***? Si può riconoscere per tempo un possibile* **friendzonatore***?* (Vanity Fair, April 6, 2020). These sentences show great examples of the adaptation process of the borrowed English lexemes by adding special suffixes characteristic of Italian, like *-ore* for nouns describing people, *-ati* for adjectives/substantiated into nouns, *-iamo* for verbs of the first-person plural pronoun.

Such changes allow the new words to retain their original semantics, but at the same time adapt to the specifics of the Italian language, ensuring better pronunciation, spelling and perception by native speakers.

3) Borrowings are equivalently translated into Italian, which is called *"traduzione parola per parola"*:

– *Però quello stesso giorno su Instagram Rosaria Boccia posta un sorridente* **autoscatto** *dalla Sala della Crociera del ministero dove si è tenuta la riunione. Diverso quanto accaduto a Rimini* (Corriere della Sera, September 1, 2024). In English there is a word *selfie*, which may be equivalently translated as *autoscatto* in Italian. However, it should be noted that nowadays both units are actively used in communication.

– *Il* **sovraffollamento turistico** *è il risultato di una combinazione di fattori che hanno aumentato la pressione su città e siti naturali* (Il Fatto Quotidiano, September 3, 2024). The new phenomenon *overtourism* may be called as *sovraffollamento turistico* in

Italian, however, one must take it for granted that two options may be used in the language, which can be seen from the next sentence of the same article: **L'overtourism** *rappresenta una sfida complessa e urgente per l'Italia e il mondo intero.*

– *Facendo scorrere la mail fino in fondo si può leggere, ancorché in caratteri minuscoli e quasi invisibili, di cliccare in un certo punto per* **disiscriversi** (Corriere della Sera, January 11, 2025). *Disiscriversi* is an analogue for English *unsubscribe*, it is formed using the same affixes but in Italian.

– *Fu la consapevolezza istantanea di Linda, che decise di condurre uno studio informale, invitando 200 persone a casa sua e monitorando la loro frequenza cardiaca e la respirazione mentre controllavano la* **posta elettronica** (Corriere della Sera, February 7, 2025). In English there is a word *email*, which may be equivalently translated as *posta elettronica* in Italian. However, it should be noted that nowadays both options are used in communication.

– *Genitori sottoposti a notifiche eccessive, all'uso dei social network, al controllo degli smartphone, alla* **paura di perdere qualcosa** *di importante (FOMO, fear of missing out) o che guardano il telefono mentre parlano con i figli, riducono la qualità delle interazioni facendo percepire ai bambini un interesse minore nei loro confronti* (Corriere della Sera, February 15, 2025). *FOMO* is a new acronymized anglicism for Italian, which has not been accepted by Italians that much yet. Therefore, in this example we can see the usage of the Italian phrase with English extra explanation in brackets.

As it can be observed, in the context of language adaptation, it is important to recognize that both literal translations and anglicisms can coexist in modern communication. While terms like *posta elettronica, autoscatto* and others represent a direct and culturally anchored translation of the English lexeme, the widespread use of terms *email, selfie* etc. as anglicisms demonstrates the influence of global linguistic trends. This dual usage reflects a linguistic phenomenon where both the translated term and the anglicized version are applied interchangeably, depending on context, speaker preference, and evolving language norms. Such linguistic flexibility emphasizes how languages adapt to technological and cultural shifts, integrating foreign terms without necessarily losing their own linguistic identity. The coexistence of these options also suggests a dynamic balance between maintaining native linguistic structures and accommodating globalized communication practices.

Conclusions. All things considered, Italian is conservative in preserving its core grammatical and phonetic structures, but it is rather flexible when it comes to lexical borrowings and innovations. The influence of globalization and digital communication continues to introduce new lexemes, neologisms and actively accepted anglicisms, though many are adapted to fit Italian phonetic and morphological patterns. Therefore, while the language remains structurally close to Latin, its vocabulary is dynamic and constantly evolving, which can be vividly seen in the lexical system of modern Italian and at the example of adoption and various adaptations of anglicisms in the language.

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Селіверстова А. Запозичення та адаптація англіцизмів у сучасній італійській мові: тенденції, механізми та мовні наслідки

Анотація. Стаття присвячена дослідженню процесів запозичення та адаптації англіцизмів у сучасній італійській мові. Проаналізовано тенденції та механізми запозичення англійських лексичних одиниць, відзначено мовні наслідки таких феноменів. Описано шляхи адаптації англіцизмів, обґрунтовано особливості прийняття модифікацій при переході лексем з англійської мови до італійської. Продемонстровано вплив глобалізаційних процесів на активне збільшення кількості запозичених англійських слів, а також досліджено вплив соціальних мереж і загалом Інтернету, музики та технологічних інновацій на сучасну італійську мову, що представлено як результатах діджиталізації, яка, зі свого боку, стала основною причиною стрімкої зміни словникового складу сучасного словникового складу зазначеної романської мови. Проаналізовано фонетичні, морфологічні та семантичні трансформації англіцизмів, а також особливості адаптаційних процесів в італійському комунікативному просторі. Крім того, досліджено роль англіцизмів у формуванні сучасної італійської ідентичності та мовних норм, а також їхній вплив на культурну та соціальну взаємодію. Також досліджуються виклики лінгвістичного пуризму в контексті все більш глобалізованого та взаємопов'язаного світу, де кордони між мовами стають все більш розмитими, а вплив англійської мови на інші мови стає все більш помітним. Дослідження підкреслює динамічну природу італійської мови, яка адаптується до зовнішніх впливів в умовах сучасних цифрових змін і глобалізації, зберігаючи при цьому свої основні лінгвістичні особливості, а також ілюструє, як цифрова епоха з її глобальними зв'язками і культурним обміном продовжує формувати еволюцію мови, додаючи нові слова, що відображають як сучасні тенденції, так і ширші культурні впливи. Стаття показує, як лінгвістична гнучкість підкреслює адаптацію мов до технологічних і культурних змін, інтегруючи іноземні терміни без обов'язкової втрати власної лінгвістичної ідентичності. Підбито висновки про швидке оновлення словникового складу сучасної італійської мови та причини такого мовного явища.

Ключові слова: англіцизми, запозичення, глобалізація, діджиталізація, неологізми, сучасна італійська мова, інтернет-культура.