SOCIAL AND EDUCATIONAL ENVIRONMENT
THE TYPOLOGY OF ANGLICISMS USED IN THE SERBIAN TOURISM AND HOSPITALITY LEXICON

Mihaela LAZOVIĆ

Abstract: The Serbian language detects an increasing number of English words i.e. anglicisms used in the tourism and hospitality lexicon. This phenomenon can be specified as profession-driven use of anglicisms. The reasons for using anglicisms are analysed from the linguistic and sociological as well as psychological point of view. The paper offers an insight on how the anglicisms are actually incorporated into the Serbian tourism and hospitality lexicon. It deals with the nature and origin of anglicisms as well as their semantics. Furthermore, the paper offers a specific typology of anglicisms based on their nature, meaning and use in the Serbian language.

Keywords: anglicisms, typology, semantics, tourism and hospitality lexicon

1. Introduction. The Nature and Origin of Anglicisms

The technological advancement of the modern times triggered a lavish overflow of English words into almost all languages spoken today, including Serbian. This exceptional linguistic, sociological and cultural phenomenon incited an extensive use of English words in almost every aspect of our lives: in the language of media, sports, fashion, as well as science and technology and especially in the domain of tourism and hospitality. Moreover, this socio-linguistic phenomenon is welcomed and supported by young urban people who are incorporating and using English words i.e. anglicisms in their native language believing that they are more fashionable, modern and socially superior. Evidently, it has become a global trend to use English words and integrate them in the everyday as well as professional communication.

The presence of the English language can be observed in the tourism and hospitality lexicon as well. Namely, since the hospitality and tourism industries are in the epicentre of international and intercultural communication, they represent the meeting point of different languages and cultures. As a result, the Serbian language detects a growing number of anglicisms in the tourism and hospitality terminology. This tendency can be referred to as profession-driven use of anglicisms. The profession-driven use of anglicisms is motivated by the common misconception that the use of anglicisms in professional lexicon is the only authentic and compelling way to express specific terminology, while the existing native words are ignored or even unknown. As oppose to profession-driven, there is a status-driven use of anglicisms which is inspired by unfounded beliefs that the use of anglicisms in speech and writing is modern, posh and elegant, because it creates the impression of belonging to a more powerful anglophone cultural and linguistic form (Prćić 2005:150).
As previously mentioned, this paper will study the anglicisms used in the tourism and hospitality profession in the Serbian language. However, it should be pointed out that in these fields the profession-driven and status-driven use of anglicisms are in direct correlation since often the first contact between the guests and hotels or tourist and travel agencies is via the internet or, to be more precise, via tourism and hotel websites, or generally, by means of the mass media which is often lead by the aspiration of the website creators to attract more tourists and guests. As a result, marketing teams started using anglicisms with the aim to sound more appealing, modern and contemporary. This is why an increasing number of anglicisms appear in tourist agencies, on their marketing materials, brochures, or on websites, in hotels, hotel lobbies, hotel rooms, even in names of tourist agencies and the names of hotel jobs and personnel… That is why, in the Serbian hotels, there is *F&B menadžer* (from the English *food and beverage manager*) instead of *direktor / rukovodilac sektora hrane i pića*, or *rum servis* while the phrase *usluživanje u sobama* is hardly used anymore, also the verb *bukirati* is very often used instead of the Serbian *rezervisati*. Moreover, writes or creators of websites and marketing materials are not concerned with communication efficiency. Namely, many researches in this field have shown that the frequent use of English words in Serbian makes the communication more difficult since the readers do not actually understand the anglicisms used. On the other hand, if the anglicisms are used with the aim is to attract foreigners to certain tourist destinations or hotels, it is quite obvious that they will read the information in English.

2. The Typology of Anglicisms

This is a corpus based research. The corpus was extracted from different websites of Serbian tourism and travel agencies, hotels, from brochures, leaflets and other marketing materials used in tourism and hospitality industry. The corpus contains 200 anglicisms, or to be more exact, 200 English words and phrases used in Serbian sentences. The anglicisms analysed and presented in this paper have the same morphological form as they do on the websites and marketing materials from which the corpus was extracted. The anglicisms from the corpus were further subcategorized according to their origin, semantics, form and use which resulted in four different typologies of anglicisms used in the Serbian tourism and hospitality lexicon.

Anglicisms can be defined as lexical entities i.e. words which have been taken over form the English language and incorporated into a native language, in our case Serbian, or any number of phrases or syntactic constructions that are influenced by the norms of the English language (Prćić 2005:145).

In the last two decades, the influx of anglicisms, or new lexical as well as semantic data into Serbian was rather extensive and somewhat arbitrary and uncontrolled. This fact imposed a necessity to further analyse this linguistic
phenomenon as well as to classify and systematize anglicisms. To this end, Prćić (2005:145-146) proposed two types of anglicisms according to their form and use in the Serbian language. He calls them obvious and hidden anglicisms. This typology can be related and applied to tourism and hospitality terminology, since there is a growing number of both obvious and hidden anglicisms in the two mentioned fields.

1) The first group represents obvious anglicisms. It enumerates anglicisms which have been more or less integrated into the system of the Serbian language. Such anglicisms are expected to gain the status of domesticated terms. For example:

<table>
<thead>
<tr>
<th>ANGLICISM</th>
<th>ENGLISH TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>biznis centar</td>
<td>business centre</td>
</tr>
<tr>
<td>brend</td>
<td>brand</td>
</tr>
<tr>
<td>bukirati</td>
<td>book</td>
</tr>
<tr>
<td>čekirati</td>
<td>check-in</td>
</tr>
<tr>
<td>daunloudovati</td>
<td>download</td>
</tr>
<tr>
<td>džim</td>
<td>gym</td>
</tr>
<tr>
<td>fajl</td>
<td>file</td>
</tr>
<tr>
<td>glamurozan</td>
<td>glamorous</td>
</tr>
<tr>
<td>hamburger</td>
<td>hamburger</td>
</tr>
<tr>
<td>menadžer</td>
<td>manager</td>
</tr>
<tr>
<td>roming</td>
<td>roaming</td>
</tr>
<tr>
<td>sauna</td>
<td>sauna</td>
</tr>
<tr>
<td>surfovati</td>
<td>surf</td>
</tr>
<tr>
<td>vaučer</td>
<td>voucher</td>
</tr>
</tbody>
</table>

Table 1. Obvious anglicisms
They are called obvious because their form is transparent or evident form the English language. The examples form the table 1. clearly show that obvious anglicisms have just been taken over from the English language and assimilated or, better yet, fused into Serbian without any attempt to be translated. It can be argued that these anglicisms have just been altered on the phonetic level to follow the norms of the Serbian language so suffixes can be added to them more easily.

Furthermore, there are anglicisms which are used in the Serbian language in their original English form without any alterations. Such anglicisms are called raw anglicisms. For example:

<table>
<thead>
<tr>
<th>ANGLICISM</th>
<th>ENGLISH TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>all inclusive</td>
<td>all inclusive</td>
</tr>
<tr>
<td>e-mail</td>
<td>e-mail</td>
</tr>
</tbody>
</table>
2) On the other hand, a word or a phrase in the Serbian language can mirror the structure of an English phrase. In such cases, the meaning and use of English words and phrases are integrated or transferred into the Serbian language. Such anglicisms belong to the second group and are named hidden anglicisms. For example:

<table>
<thead>
<tr>
<th>ANGLICISM</th>
<th>ENGLISH TERM</th>
<th>SERBIAN TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>destinacija</td>
<td>destination</td>
<td>odredište</td>
</tr>
<tr>
<td>ekonomija</td>
<td>economy</td>
<td>privreda</td>
</tr>
<tr>
<td>kopija</td>
<td>copy</td>
<td>primerak</td>
</tr>
<tr>
<td>razumna cena</td>
<td>reasonable price</td>
<td>pristupačna cena</td>
</tr>
<tr>
<td>široko rasprostranjen</td>
<td>widely spread</td>
<td>rasprostranjen</td>
</tr>
<tr>
<td>Mogu li da Vam pomognem?</td>
<td>Can I help you?</td>
<td>Izvolite?</td>
</tr>
<tr>
<td>Mogu li da Vas vidim na trenutak?</td>
<td>Can I see you for a moment?</td>
<td>Mogu li da razgovaram sa Vama?</td>
</tr>
<tr>
<td>Moje ime je…</td>
<td>My name is…</td>
<td>Zovem se…</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ja sam…</td>
</tr>
</tbody>
</table>

Despite the fact that these anglicisms are used in every day as well as professional communication they are integrated into the Serbian language only on the semantic level, and only partially on phonological level. This can be explained by the fact that the users are not quite sure how to pronounce them and sometimes even how to spell them. This is why there are so many variations of one and the same anglicism. Thus, it can be argued that one and the same anglicism can belong to more than one type. For example, the anglicism *e-mail* is sometimes used as a raw anglicism in its English form, on other occasions it is used in the form of an obvious anglicism *imejl*, and finally, there are examples of its use as a hidden anglicism *elektronska pošta* or even *e-pošta*.
The following examples form the corpus show the use of different types of anglicisms in one sentence. The examples were obtained from hotel websites.

a) Departman hrane i pića gostima hotela nudi: restoran, rum servis, doručak u sobi, lanč pakete, snek bar, lobi bar, branč, meni za poseban režim ishrane, kontinentalni švedski sto, tasting menije, finger food, bogati buffet doručak.

b) Trikovi za jeftino bukiranje avio karata. Rani buking.

c) Svi detalji u vezi sa putovanjem su dati u intinereru.

The obvious anglicisms used in the above examples are: rum servis, lanč paket, snek bar, lobi bar, branč, meni, bukiranje avio karata, buking, intinerer. Based on these examples, it can be argued that obvious anglicisms have been taken over from the English language and integrated into Serbian sentence with slight phonetic and morphological changes in order to meet the Serbian spelling and pronunciation norms. Also, this makes the adding of suffixes easier: lanč pakete, intinereru, menije.

It is very interesting to point out the example of the anglicism servis from the English service. Namely, in Serbian the word servis is connected to mechanical lexicon and it means to repair, or maintain, or service a car, in tennis lexicon, it means to serve. Thus, the Serbian servis and the English service have different meanings, thus they are so called false friends. False friends are pairs of words which belong to different languages, they have similar form, but differ significantly or partially in meaning (Hlebec 1997:3). This and similar mistakes commonly occur when anglicisms are used and can be attributed to the lack of knowledge or ignorance of their users.

The single raw anglicism finger food is incorporated into the Serbian sentence in its natural or original English form without any modifications. The Serbian translational equivalent for this anglicism is kanapei or even sitni zalogaji.

A remarkable curiosity is presented in the combination of raw and obvious anglicisms: tasting meniji, bogati buffet doručak. Where we encounter raw anglicisms tasting and buffet functioning as adjectives within the Serbian noun phrase. Such occurrences are very interesting especially since the Serbian equivalent švedski sto (eng. buffet) is used in the previous phrase. This usage can be explained by the writer’s intention to avoid repetition, or simply by his or her ignorance.

The only hidden anglicism in these sentences is departman hrane i pića. In this example, the English phrase structure (food and beverage department)
was simply copied into Serbian instead of using the Serbian translational equivalent *sektor hrane i pića*.

The phenomenon presented above is two folded in the sense that it has a linguistic and a sociological dimension both of which can explain the speaker’s or writer’s need to use the anglicism instead of the Serbian term.

The linguistic aspect can be explained by the speaker’s lack of knowledge of both English and Serbian language. In other words, the user of the anglicisms is not familiar with the Serbian translational equivalent and what is worse, he or she does not feel the urge or even professional obligation to look it up in a dictionary and learn it, but rather, he or she uses the English term. On the other hand, it is often debatable whether the writer or speaker knows the meaning of the actual anglicism used.

The sociological dimension can be supported by the user’s desire to sound more sophisticated and modern and not to mention his or her belief that the anglicism or the English word is the only one which can denote the desired concept. This sociological as well as the psychological aspect can be motivated by the aspiration to belong to a superior and more educated social group.

Thus, it can be argued that one of the reasons people use English words in the Serbian language is to create an impression that they are trendy, cultured and socially superior, and the other reason is simply ignorance.

3. Are Anglicisms Justified?

The question of whether an anglicism is justified or not practically raises itself. This question cannot be answered without mentioning the everlasting linguistic dilemma. Any language must evolve and change, and stay up to date with the new scientific and technological advancement. On the other hand, if a language loses its norms and characteristics, it ceases to exist. To be against the influence of the English language upon other world languages including Serbian is pointless, since this is a natural process which started a long time ago and cannot be stopped. What is more, historically speaking, it happened before with other influential and dominant languages like Latin and Sanskrit. On the other hand, forfeiting to this outbreak and leaving it to chance is irresponsible and dangerous.

Whether an anglicism is justified or not is in direct correlation with the objective or subjective need to introduce it into another language, in our case Serbian.

Namely, the subjective need to introduce an anglicism is conditioned by extralinguistic factors, such as sociolinguistic, psycholinguistic and pragmatic factors, since it depends on the person who chooses to use anglicisms. For example, anglicisms are frequently used in the tourism and hospitality industry by marketing and management teams with the aim to sound more appealing, modern and contemporary in order to attract more tourists and guests. This is
why an increasing number of anglicisms can be found on different touristic marketing materials, brochures, on websites, as well as in actual hotels and tourist or travel agencies.

On the other hand, the objective use of anglicisms is conditioned by purely linguistic factors, especially semantic factors. Specifically, objective anglicisms introduce a new concept, hence a new meaning into the Serbian language. For example: wellness, fitness, milkshake, internet, etc. Such anglicisms contribute to the expressiveness of the Serbian language since they denote a notion which did not exist before.

Thus, it can be argued that an anglicism is not justified if a term denoting the same idea or concept already exists in Serbian. For example, the anglicism implementacija is unjustified since there is a Serbian term sprovođenje. Another example is the anglicism bord (from the English board of directors) as opposed to the Serbian odbor or upravni odbor.

This socio-linguistic phenomenon occurs in professional terminology mainly because of insufficiently substantiated beliefs that the English term is the only valid and appropriate. Like it is the case with the anglicism pasvord, from the English password, despite the fact that there is a Serbian term which denotes the same notion: lozinka and šifra. One other reason for using the anglicisms would be the ignorance of the user who very often does not know the Serbian translational equivalent.

Furthermore, an anglicism is unjustified if it can be productively translated into Serbian. Such examples are the anglicisms: bilbord and kolcentar, or even all inclusive which can be translated with the following phrases: reklamni pano, pozivni centar and sveuključujući respectively.

In reality, such translational equivalents remain merely theoretical and are very rarely used. This is the case because the anglicisms are incorporated so quickly into Serbian that the translational equivalent does not stand a chance. Even if the translational equivalents are proposed the “classy and sophisticated” users of anglicisms as well as the media are not interested in the language quality and linguistic values of the native language.

On the other hand, there are anglicisms which are justified since they introduce a new concept or a new meaning into the Serbian language filling, in such a way, a semantic gap since there are no Serbian words denoting such notions. Such anglicisms are: milkšejk, fišburger, spa, wellness, fitness, etc. Justified anglicisms typically denote new terms which represent a product of modern times and are usually connected to technological and scientific advancement. For example: internet, www, Wi-Fi, softver, hardver, etc. Furthermore, justified anglicisms can be global or international terms like: tabliod, bestseler, faks, or denote local culture, like: pab from the English pub, kongresman from congressman, bejzbol from baseball.
Furthermore, justified anglicisms can introduce a new and specific semantic nuance into the Serbian language. For example the anglicism *laptop* represents a new type of computer and introduces the new semantic notion of *a small portable computer*.

Needless to say that all the anglicisms mentioned above are commonly used in Serbian discourse, both in professional and everyday life. The justified or objective use can be assigned to only some of them. As far as the unjustified anglicisms are concerned, their use is purely subjective i.e. depending on the person using them as well as his or her knowledge of Serbian as well as English. The inevitable and indisputable truth is that unjustified anglicisms are used more and more which certainly changes the Serbian language and contributes to its hybridization.

4. Conclusion

This paper has revealed some of the most common reasons as to why anglicisms are so frequently used in the Serbian language. The reasons are numerous, i.e. there is physiological, sociological and linguistic motivation for using anglicisms. The linguistic aspect can be explained by the speaker’s ignorance and lack of knowledge of both English and Serbian language. The sociological as well as the psychological dimensions can be motivated by the speaker’s desire to belong to a more superior and more cultured social group.

Furthermore, the paper offers four typologies of anglicisms: the profession-driven and status-driven use of anglicisms, obvious, raw and hidden anglicisms, objective or subjective use of anglicisms, and justified and unjustified anglicisms.

According to their form and use, two types of anglicisms can be distinguished: obvious and hidden anglicisms. The form of obvious anglicisms is similar and evident from the form of the English words (*bukirati, biznis centar, vaučer*). Within the obvious anglicisms, we can distinguish a subgroup called raw anglicisms which are used in the Serbian language in their original English form (*all inclusive, first / last minute*). On the other hand, the hidden anglicisms mirror the structure of English words and phrases in Serbian (*destinacija, razumna cena*).

Upon contemplating the connections between different types of anglicisms, we can distinguish certain correlations.

Namely, objective anglicisms are in direct correlation with justified anglicisms since the objective use of anglicisms is conditioned by purely linguistic i.e. semantic factors. Due to the fact that the objective anglicisms introduce a new concept as well as a new meaning into the Serbian language they are justified.

On the other hand, the use of the unjustified anglicisms is purely subjective, in the sense that it solely depends on the person using them as well
as on his or her knowledge of Serbian and English. In such cases, anglicisms are used arbitrarily and randomly without any evident system and without too much thought. The unjustified as well as the subjective use of anglicisms can be connected to the status-driven use of anglicisms in the sense that people who use anglicisms strive to belong to a higher and more sophisticated social group. According to the research conducted for this paper, it can be argued that the unjustified, subjective and status-driven anglicisms are used in the form of obvious and raw anglicisms in the Serbian language. For example: *bukirati, password*...

Furthermore, this research has shown that the profession-driven anglicisms, i.e. anglicisms used in the tourism and hospitality lexicon can be both justified and unjustified. Namely, more often than not, the profession-driven use of anglicisms is motivated by the popular misbelief that the use of anglicisms in the tourism and hospitality lexicon is the only way to express specific terminology, while the existing Serbian words are disregarded or even unknown. For example: *room service, gym, destination, booking, etc.* In this sense the profession-driven use of anglicisms is unjustified and even subjective. On the other hand, the profession-driven use of anglicisms can be justified and objective if the anglicism in question brings a new meaning or concept enriching the Serbian language in such a way. In other words, these anglicisms contribute the expressiveness of the Serbian language since they denote a concept which did not exists before. Such anglicisms are: *spa, internet, wellness, fitness, etc.* Profession-driven use of anglicisms can be obvious, raw as well as hidden.

The research conducted for this paper has proven that there is an increasing number of anglicisms used in tourism and hospitality professional communication. They are incorporated into the Serbian language primarily on the semantic level, and to some extent on phonological level. Consequently, Serbian equivalents are slowly but surely supressed by anglicisms and are becoming obsolete. Anglicisms act as fierce competition to their Serbian equivalents. In the linguistic battle between the anglicism and the Serbian equivalent, the one which is newer, shorter, and above all, which is more fashionable is the one most likely to survive and be used more frequently. Therefore, it can be argued that the anglicisms are more likely to prevail, and thus their use is increased.

**LITERATURE**


Dictionaries:


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