

SOCIAL AND EDUCATIONAL ENVIRONMENT

PSYCHOLINGUISTIC MOTIVATIONS FOR ANGLICISM USE IN TOURISM AND HOSPITALITY COMMUNICATION

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Abstract: *This paper explores the psycholinguistic motivations and implications behind the widespread use of anglicisms in the hospitality and tourism industry, with a particular focus on marketing professionals, influencers, bloggers, and trend promoters. Drawing from interdisciplinary frameworks in psycholinguistics, sociolinguistics, and discourse studies, the analysis reveals that anglicisms function as powerful cognitive and emotional triggers. These lexical choices are not merely linguistic borrowings but carry strong symbolic capital, aligning brands and individuals with perceived global values such as modernity, sophistication, innovation, and exclusivity. The paper argues that anglicisms enhance communicative efficiency in digital and multicultural contexts. Simultaneously, their use is driven by deep-seated psychological needs related to self-presentation, identity shaping, and social belonging, particularly within the performative spaces of social media and experiential marketing. However, the prevalence of anglicisms raises concerns about language authenticity and the loss of local identities. The study emphasizes the need for linguistic balance and greater awareness in language education within the industry. It also suggests future research on cross-cultural comparisons and consumer perceptions in the evolving digital hospitality landscape.*

Keywords: *anglicisms, psycholinguistics, tourism and hospitality communication, branding and identity, language contact*

1. Introduction

Language in the hospitality and tourism industry is not merely a tool for communication, it is a powerful means of persuasion, brand identity, and consumer engagement. With the globalization of the tourism market and the rise of English as a global lingua franca, the increased visibility and frequency of anglicisms in professional and promotional discourse has become a defining feature of contemporary tourism and hospitality communication.

This paper examines the psycholinguistic motivations behind the use of anglicisms in the hospitality and tourism industry, focusing on marketing professionals, influencers, bloggers, and trend promoters. It shows that anglicisms are not just linguistic borrowings but serve as cognitive and emotional triggers, symbolizing modernity, sophistication, and exclusivity. The paper argues that their use enhances communication in digital and multicultural contexts, driven by

psychological needs for self-presentation, identity, and social belonging, especially on social media and in experiential marketing. Through the strategic use of English-derived vocabulary, communicators in tourism and hospitality appeal to aspirational desires and construct narratives that resonate with globalized audiences. However, the phenomenon also raises critical concerns regarding language ideology, cultural authenticity, and linguistic inclusivity. While anglicisms facilitate intercultural communication and branding effectiveness, their dominance can lead to the erosion of local linguistic identities and the uncritical adoption of globalized speech patterns. The study highlights the importance of linguistic balance and calls for increased awareness in language education and professional training within the industry.

This investigation contributes to the growing body of research on language in tourism and hospitality by offering a psycholinguistic perspective on lexical choices and their impact. It suggests future opportunities for empirical studies, including cross-cultural comparisons, consumer perception analysis, and corpus-based tracking of emerging terminology in a rapidly evolving digital hospitality and tourism landscape.

Furthermore, the paper explores the psycholinguistic motivations behind the use of anglicisms in hospitality and tourism contexts. The focus is on how psychological factors, ranging from cognitive processing to social identity formation, influence language choices among key communicators such as marketing teams, influencers, food bloggers, and brand managers.

The research analyses several key aspects that will shed light on the psycholinguistic motivations behind the use of anglicisms in hospitality and tourism communication. It explores the primary psycholinguistic motivations that drive the adoption of English-based terms within these industries aiming to uncover the cognitive and emotional factors influencing language choices. Lastly, the research will investigate the psychological impact of anglicisms on the target audience, examining how these borrowed terms affect consumer attitudes, behaviour, and perceptions of a brand or service. Through addressing these matters, the study will provide a comprehensive understanding of the role that anglicisms play in shaping communication strategies and consumer responses in the globalized tourism and hospitality sectors.

The research adopts a mixed-methods approach, combining psycholinguistic theory, discourse analysis, and corpus-based examples drawn from authentic hospitality and tourism materials, including online posts, blogs, menus, advertisements, and influencer content.

2. Theoretical Framework: Linguistic, Psychological, and Psycholinguistic Perspectives

To understand the psycholinguistic motivations behind the use of anglicisms in the tourism and hospitality industries, it is crucial to draw from established theories in **linguistics**, **psychology**, and **psycholinguistics**. These

interdisciplinary fields offer valuable insights into how language affects cognitive processing, emotional responses, and social identity construction.

2.1. Linguistic Theoretical Framework

From a **linguistic perspective**, the adoption of anglicisms in non-English-speaking contexts can be examined through the lens of **sociolinguistics** and **language contact theory**. **Sociolinguistics** focuses on how language reflects and shapes social structures, identities, and group memberships (Labov 2001:7). It suggests that language is not merely a tool for communication but a social marker that signals belonging, power, and prestige. This is particularly relevant when considering how English, as a global lingua franca, carries symbolic capital. Pennycook (2007:14) uses the term *global Englishes* to locate the spread and use of English within critical theories of globalization. He argues that English is closely tied to processes of globalization: a language of threat, desire, destruction and opportunity. Furthermore, English is a translocal language, a language of fluidity and fixity that moves across, while becoming embedded in, the materiality of localities and social relations. English is bound up with transcultural flows, a language of imagined communities and refashioning identities (Pennycook 2007:15). Thus, it can be argued that English-derived terms in tourism and hospitality are not only linguistic tools but also cultural symbols of modernity, sophistication, and international appeal.

Language contact theory, as explored by **Weinreich (1953)**, argues that the borrowing of vocabulary from one language into another can result in a shift in linguistic norms. Namely, **Weinreich (1953:68,106)** defines a language shift as the change from the habitual use of one language to that of the another. The language shifts are evident in the integration of anglicisms into Serbian as well as other languages in the modern world. Furthermore, **Weinreich (1953:3,4)** argues that **the language contact can be best understood in a broad psychological and socio-cultural setting highlighting the speaker's attitudes towards the culture of each language community, tolerance or intolerance with regard to mixing languages and to incorrect speech, as well as stereotypes toward each language ("prestige")**.

What is more, these borrowings often reflect a broader **globalization trend** (Crystal 2003:105), in which English becomes associated with technological progress, modernity, and global connectivity. Crystal (2003:14) sees no inherent conflict between English as a global language and the interests of other languages. He openly affirms his belief in the essential value of both multilingualism and a shared language. Multilingualism, in his view, is a rich resource that allows individuals to engage with multiple cultures, while a common language serves as a tool for fostering mutual understanding and creating new opportunities for global collaboration. For him, these principles are not opposed but should complement and reinforce each other.

In summing up, the linguistic framework emphasizes how anglicisms, as borrowings, fill lexical gaps or provide a perceived prestige, facilitating the communication of complex, often technical concepts. Furthermore, Giles & Coupland (1991:32) point out that slight trivial details in language use can take on crucial social significance with their echoes of prestige, class and competence.

2.2. Psychological Theoretical Framework

In terms of **psychology**, the use of anglicisms can be linked to several psychological theories, particularly those related to **self-perception** and **social identity**. **Social identity theory** (Tajfel & Turner 1979: 276-293) suggests that individuals use language as a means of signalling membership in a particular group, often in relation to aspirational or prestigious social groups. In the context of tourism and hospitality, the strategic use of English-derived terms helps marketers and influencers position themselves and their audiences within a globalized, cosmopolitan space. This is consistent with the **concept of symbolic capital** proposed by **Bourdieu (2013:292-302)**, where language is a tool that conveys social prestige and aligns speakers with globally recognized values.

Moreover, cognitive dissonance theory (Festinger 1957:3) can be seen as an antecedent condition which leads to activity oriented toward dissonance reduction just as hunger leads to activity oriented toward hunger reduction. In other words, cognitive dissonance can be associated to the state of having inconsistent thoughts, beliefs, or attitudes, especially as relating to behavioural decisions and attitude change. To some extent this theory can be applied to understand why consumers and businesses adopt anglicisms despite potential discomfort or confusion. By using English terms, speakers might align their linguistic choices with global trends, reducing dissonance between their local identity and their desire to project a modern, international image. In the tourism and hospitality industry, this dynamic can be seen in how brands adopt English terminology to align themselves with global luxury and innovation.

2.3. Psycholinguistic Theoretical Framework

Psycholinguistics focuses on how language influences cognitive processes such as perception, memory, and decision-making. In this context, the use of anglicisms in hospitality and tourism can be understood through **cognitive psychology** and **discourse processing**. **Cognitive fluency theory** (Reber, Schwarz, & Winkielman 2004: 364-382) posits that linguistic elements that are easier to process, such as familiar, short English terms, are more likely to be retained, recognized, and responded to positively by consumers. Anglicisms, due to their familiarity and global use, tend to be processed more fluently by audiences, leading to greater **consumer engagement** and a positive emotional response.

From a psycholinguistic perspective, anglicisms also play a role in **semantic priming**. This occurs when a particular term, such as *luxury* or *premium*, activates a set of related concepts or associations in the consumer's mind,

influencing their perceptions and attitudes (Neely, 1991: 170-204). In tourism marketing, these terms are carefully selected because they groom consumers to associate products or services with desirable qualities such as exclusivity, sophistication, and high status.

In the **field of psycholinguistics**, one influential framework is **Langacker's Cognitive Grammar**, which focuses on language as a cognitive phenomenon (Langacker 2008:5). Furthermore, cognitive grammar and cognitive linguistics in general seek to describe language as an 'integral facet of cognition' (Langacker 2008:8). Thus, his theory describes how language reflects mental representations and cognitive structures. According to this view, anglicisms can be interpreted not just as linguistic tools but also cognitive shortcuts that reflect the cultural and conceptual systems of speakers. They encapsulate ideas that are globally understood, thereby facilitating communication across linguistic and cultural boundaries, particularly in the fast-paced, multimodal environment of digital marketing.

Additionally, the **dual-process theory** (Kahneman 2011:22) of decision-making can provide insights into how consumers make decisions in tourism and hospitality contexts. The theory posits that people process information in two ways: through fast, intuitive thinking (System 1) and slower, more deliberate thinking (System 2). Anglicisms often appeal to **System 1** quick thinking, heuristic-based decisions driven by emotional responses and associations (such as the appeal of *luxury* or *exclusivity*). This is especially relevant in marketing, where immediate emotional appeal can outweigh rational analysis, driving consumer choices in favour of anglicized terms that evoke prestige and aspiration.

Moreover, this research is grounded in Bandura's social learning theory (1977:2), which emphasizes the crucial role of observational learning in human behaviour. According to Bandura (1977), individuals acquire new behaviours not only through direct experience but also by observing and imitating the actions of others. In the context of this study, influencers serve as powerful models who actively shape linguistic trends by incorporating anglicisms into their digital communication. From a psychological standpoint, their consistent use of anglicisms positions these terms as socially accepted and desirable, thereby encouraging their widespread adoption among followers and within broader online communities.

Furthermore, Bandura's influential work *Social Foundations of Thought and Action: A Social Cognitive Theory* (1986) offers a comprehensive framework for understanding human motivation and behaviour through a social cognitive lens, which is particularly relevant to this research. Central to Bandura's theory is the concept that cognitive, vicarious, self-reflective, and self-regulatory processes play a decisive role in psychosocial functioning. The theory highlights how behaviour, cognition, and environmental factors interact in a system of reciprocal causation. In the context of this study, Bandura's insights help explain how influencers, by modelling language patterns such as the frequent use of anglicisms, contribute to linguistic innovation and social diffusion. Their behaviour not only reflects

individual linguistic choices but also shapes collective language practices within digital environments. By presenting anglicisms as modern, desirable, and socially rewarded, influencers actively drive personal and social change in communication styles across the hospitality and tourism sectors, thus demonstrating the real-world application of Bandura's model of social learning and network influence.

2.4. Integration of Theories

Combining linguistic, psychological, and psycholinguistic theories enables the development of a comprehensive understanding of the strategic use of anglicisms in the hospitality and tourism industries. The linguistic perspective reveals the cultural and social dynamics behind the adoption of anglicisms, while psychological and psycholinguistic approaches provide insights into the cognitive and emotional factors influencing both producers (such as marketers and influencers) and consumers in their acceptance of these linguistic choices.

This multidisciplinary approach reveals that the use of anglicisms is not simply a matter of language convenience but is intricately linked to cognitive processing, identity construction, and social positioning. Understanding these motivations is crucial for crafting more effective and culturally sensitive communication strategies in the globalized tourism and hospitality sector.

3. Methodology

This corpus-based study investigates the evolving role of anglicisms in the hospitality and tourism sectors. For the purpose of this paper, a mixed-methods approach is adopted, combining psycholinguistic theory, discourse analysis, and corpus research to explore the psychological and sociolinguistic motivations behind language choices among marketing professionals, influencers, bloggers, and content creators.

3.1. Corpus and Data Collection

The corpus comprises around 1000 linguistic items, including phrases, slogans, hashtags, and descriptions, drawn from digital content created between 2023 and 2025. This data set includes 200 Instagram and TikTok posts from tourism and hospitality influencers, 150 entries from restaurant menus, hotel websites, and spa brochures, 50 tourism advertisements, and 30 personal travel blogs. Only content directed at or referencing the Serbian language incorporating English terms was included.

3.2. Corpus Analysis

The analysis incorporates both qualitative and quantitative methods to identify trends and motivations in the use of anglicisms. This study aims to uncover

how psychological factors influence language choices within the context of a rapidly changing tourism and hospitality industry.

The qualitative phase of analysis concentrates on identifying and categorizing the most frequent anglicisms into context-specific clusters, including the use of anglicisms by marketing professionals, influencers and content creators, food bloggers and trend influencers, and consumer perception and engagement.

The qualitative analysis investigates the contextual meanings and underlying motivations behind the use of anglicisms. It explores psycholinguistic motivations, examining how cognitive processes, such as ease of processing and emotional appeal, influence the adoption of certain anglicisms. The analysis also considers the sociolinguistic functions of anglicisms, exploring how they act as markers of social identity and align with values such as sophistication, trendiness, or global consciousness. Additionally, a semiotic analysis has been conducted to explore the symbolic meanings of anglicisms which often convey aspirational lifestyles or resonate with a global, environmentally-conscious consumer base. The psycholinguistic analysis focuses on cognitive processing, examining why certain shorter and more familiar terms are preferred in hospitality and tourism discourse. It also assesses the role of priming, where repeated exposure to specific English terms influences language preferences, providing insights into how familiarity shapes language choices.

Overall, the corpus analysis offers a comprehensive view of anglicism usage, combining both quantitative and qualitative methods to provide a deeper understanding of its psychological, sociolinguistic, and cultural implications in the globalized hospitality and tourism industries.

4. Corpus-Based Analysis of Psychological Motivations Behind Anglicism Use

Understanding the psychological motivations behind the use of anglicisms in the tourism, hospitality, and gastronomy industries reveals the intricate interplay between language, perception, and consumer behaviour. The research conducted for this paper has revealed that each participant, from marketing teams to consumers, engages with English lexical items not merely as linguistic alternatives but as tools for shaping identity, enhancing persuasion, and creating culturally resonant messages. This section explores the psychological underpinnings of such linguistic choices, examining the roles of branding professionals, influencers, food trendsetters, and the target audience.

4.1. Marketing Teams: Branding, Persuasion, and Linguistic Strategy

The corpus analysis has proven that marketing professionals frequently use anglicisms with strategic intent, leveraging their cognitive and affective advantages to influence consumer perception. One primary function of anglicisms in branding is to achieve differentiation and align with global trends. Phrases such as *boutique hotel*, *wellness retreat*, *smart stay*, or *eco-lodge* not only signal modernity and

innovation but also project a lifestyle that resonates with aspirational consumers. These terms effectively position products and services within global currents of taste, sustainability, and digital connectivity.

Cognitive fluency theory (Reber, Schwarz, & Winkielman 2004: 364-382) plays a crucial role in this process. Psycholinguistic research indicates that people are more likely to trust and remember information that is easy to process. Anglicisms, particularly those that are short, rhythmic, and semantically familiar due to media exposure, fulfil this criterion better than complex native-language constructions. Moreover, persuasive framing embedded in English terms such as *all-inclusive*, *best rate guarantee*, or *exclusive deal* enhances the attractiveness of offers. These phrases subtly guide consumer decision-making by framing value propositions in emotionally and cognitively compelling ways.

Another key motivation lies in the pursuit of a global audience. English terms such as *check-in*, *late check-out*, or *early bird* provide clarity across linguistic boundaries, reducing the need for localized messaging and increasing the efficiency of international marketing campaigns. In this way, English serves as a *lingua franca*, facilitating seamless communication across diverse markets.

Building on the strategic use of anglicisms by marketing teams to shape consumer perception and connect with global trends, the following corpus analysis provides concrete examples of how these linguistic tools function in real-world hospitality and tourism discourse. Examining specific corpus phrases extracted from advertisements and promotional content reveals how anglicisms are employed to enhance both cognitive efficiency and emotional appeal in a targeted and persuasive manner.

1. *Uživajte u našem ekskluzivnom wellness vikendu sa besplatnim spa pristupom i kasnim check-outom. Rezervišite svoj escape već sada!*

The corpus example effectively uses English-origin lexical items to maximize both cognitive efficiency and emotional appeal. Terms such as *exclusive*, *wellness*, *spa*, *late check-out*, and *escape* are strategically chosen anglicisms that are familiar to the Serbian audience and carry rich, layered meanings. The anglicism *wellness*, for instance, extends beyond the traditional notion of health or well-being, evoking a broader concept of holistic balance, luxury, and self-care, thus offering a semantic depth that native equivalents might lack. Similarly, the use of the anglicism *escape* taps into affective psychology by framing the hotel stay not merely as accommodation but as an emotional and mental retreat from daily stress. These anglicisms are cognitively efficient because they are short, easily recognizable, and processed quickly, while simultaneously being emotionally loaded, sparking vivid imagery and an immediate emotional response. By incorporating these terms, the sentence example not only communicates its message more swiftly but also strengthens its persuasive power, aligning perfectly with the expectations and emotional triggers of a modern, globally influenced hospitality clientele.

2. *Doživite Srbiju kao nikada do sada. Hidden gems, boutique hoteli, i autentični trenuci vas čekaju!*

The corpus sentence exemplifies the naturalized integration of anglicisms in tourism advertising. Terms like *hidden gems*, *boutique*, and *authentic* are seamlessly woven into the language, reflecting how English terms have become deeply embedded in everyday communication, particularly in globalized marketing. These anglicisms serve as more than just descriptors, they create an immediate sense of exclusivity, aligning with contemporary consumer desires for unique, personalized, and culturally rich experiences.

The tone of the message is informal and psychologically engaging, which is crucial in building a connection with the recipient. By using casual language, the message fosters a sense of peer-to-peer trust. It feels like an invitation from a friend rather than a formal marketing pitch, which psychologically engages the reader on a more personal level. This informal tone, combined with the use of anglicisms, creates a sense of familiarity and contemporariness, thus the reader feels they are part of a global trend, tapping into a shared cultural and linguistic space.

Such advertising approaches reflect how anglicisms are not just used for clarity but also as a way to tap into social trends. The language is relatable and trendy, and through its use in informal, peer-driven contexts (like social media), it spreads virally and organically. This spread of anglicisms shapes consumer expectations: audiences begin to expect this type of trendy, informal language in travel marketing. As a result, the discourse norms around tourism advertising are shifting in the sense that consumers increasingly respond to messages that speak their language and align with the cultural and linguistic trends they engage with on a daily basis.

Ultimately, this example highlights how anglicisms play a key role in creating a psychologically appealing message that feels both personal and cosmopolitan, shaping how consumers engage with and respond to tourism advertising.

4.2. Influencers and Content Creators: Identity, Authenticity, and Social Capital

For influencers and content creators, anglicisms are vital elements in constructing personal brands and cultivating audience trust. Language here operates as a marker of aspirational identity. By adopting terms like *foodie*, *slow travel*, *digital nomad*, or *travel hack*, creators present themselves as trend-savvy global citizens. These expressions allow them to tap into shared lifestyle aspirations, creating a sense of belonging and intimacy with followers who view them as role models or kindred spirits.

The informal tone further supports the creation of authenticity which is an essential value in influencer culture. Corpus examples such as *hidden gem alert* or *bucket list vibes* convey immediacy and friendliness, attributes that are difficult to replicate in more formal, native-language equivalents. This linguistic informality increases relatability and drives engagement, reinforcing the influencer's perceived genuineness.

Moreover, English dominates the ecosystem of digital visibility. Corpus examples with hashtags like *#wanderlust* or *#brunchvibes* are not chosen at random; they are powerful tools for enhancing discoverability. Their widespread use ensures inclusion in global searches, maximizing content reach. From a psychological perspective, this strategy aligns with Bandura's social learning theory (1977), which postulates that individuals imitate behaviours they observe in others and particularly successful peers. Influencers thus reinforce the use of anglicisms by modelling them as standard and desirable within digital communication.

Building upon the strategic use of anglicisms by influencers and content creators to shape digital identities and align with global trends, the corpus analysis examines selected examples from social media and promotional content. This analysis highlights the psycholinguistic functions of anglicisms, illustrating how they are employed to enhance cognitive and emotional engagement, while also reinforcing cultural alignment and aspirational identities. In this sense, the use of anglicisms is shown to contribute to the construction of relatable self-images and the fostering of social connections within globalized digital spaces.

The research has shown that language in digital platforms, especially when it comes to travel, lifestyle, and consumer culture, plays a significant role in shaping **digital identities** and psychological motivations. For example:

3. *Vikend vibes! Upravo sam se check-in-ovala u dreamy eco-resort na Baliju. Stay tuned za moje travel hacks, foodie mesta i spa insp! #wanderlust #travelgram #digitalnomad*

The post from the corpus exemplifies high-density anglicism use, incorporating terms such as *eco-resort*, *travel hacks*, *foodie*, and *spa insp*. These anglicisms are not just hospitality and tourism related terms, they carry deep cultural and social meanings that resonate with a specific audience.

The phrase *travel hacks* and *spa insp* (short for inspiration) are especially notable for their colloquial and expressive qualities. They go beyond mere functionality and tap into a culturally coded language that triggers emotional and social resonance with the target audience: primarily young, social-media-savvy travellers. *Travel hacks* suggests insider knowledge or tips, while *spa insp* evokes images of self-care and relaxation, appealing to the lifestyle aspirations of the modern traveller. These terms create a sense of exclusivity and insider status, fostering connection among those familiar with the travel community.

The hashtags *#wanderlust* and *#digitalnomad* further serve as identity-signalling tags, aligning the user with a global tribe of travellers. *#Wanderlust* speaks to a deep, almost romanticized desire to explore the world, while *#digitalnomad* situates the user within the community of individuals who work remotely while travelling, fulfilling a psychological need for belonging and visibility. These hashtags not only describe the user's lifestyle but also position them within a broader social context of like-minded individuals, reinforcing their identity as part of a global, connected community. Hashtags like *#wanderlust* and *#digitalnomad* are identity markers, but they also fulfil deeper psychological needs.

These hashtags signal a **psychological desire for freedom**, independence, and a lifestyle that challenges traditional norms of work and living.

Overall, the post uses anglicisms as both expressive tools and identity markers, aligning with global travel culture while simultaneously appealing to the emotional and social needs of the audience. The choice to use such terms is **psychologically motivated** by the need to establish an identity that resonates with the target audience and reflects current global trends. The principal **psychological motivation** behind this language use is the creation of a **curated self-image**: one that reflects modern, globalized values of health, adventure, and flexibility. It speaks to a sense of belonging to a **digital tribe** or global community, positioning the user as both part of and contributing to a network of individuals who value the same ideals. The constant use of anglicisms in this context fosters an easy connection, not only by appealing to familiarity with English terms but also by creating an **emotional resonance** with individuals who share similar aspirations and lifestyles.

4.3. Food Bloggers and Trendsetters: Sensory Language and Prestige Borrowing

In gastronomic contexts, anglicisms not only serve functional purposes but also infuse language with emotional and aesthetic appeal following Reber, R., Schwarz, N., & Winkielman, P. (2004). Food bloggers frequently employ English terms to describe sensory experiences in ways that feel richer and more internationally relevant. Descriptors such as *street food*, *comfort food*, *superfood*, or *farm-to-table* evoke both culinary excellence and a specific lifestyle narrative, combining prestige with accessibility.

The emotional resonance of English expressions further explains their appeal. For instance, the corpus example *guilty pleasure* captures a nuanced blend of indulgence and cultural awareness that a literal translation may fail to convey. Likewise, *plant-based* suggests not only dietary choice but ethical and environmental consciousness, thus aligning with modern consumer values.

Food blogging, by its nature, involves a high degree of stylistic self-presentation. In this domain, English functions as a linguistic aesthetic that matches the polished visual content of Instagram, YouTube, or lifestyle blogs. The form and sound of English terms contribute to the overall branding of the blog, reinforcing both message and medium in a cohesive identity narrative.

Building on the use of anglicisms by food bloggers to convey sensory experiences and prestige, the following corpus example highlights how similar linguistic choices appear in restaurant menus, where anglicisms are strategically employed to signal trendiness, cultural alignment, and emotional resonance. Through terms like *brunch*, *smoothie*, *vegan* menus not only describe food items but also encapsulate a broader lifestyle narrative that appeals to a modern, global audience, reinforcing values such as health, indulgence, and social connection:

4. *Vikend branč: avocado tost, vegan burger, smoothie bowl i bottomless mimoze.*

The corpus example uses anglicisms to effectively communicate a sense of trendiness and global culinary alignment. Words like *brunch*, *smoothie*, *toast*, *vegan*, and *bottomless mimosas* not only refer to specific foods and drinks but also signal a broader cultural and lifestyle trend. *Brunch*, for example, is more than just a meal; it blends breakfast and lunch and carries with it a social and leisurely subtext. It represents a cultural concept that has become synonymous with relaxation, socializing, and a slow-paced, enjoyable weekend experience. The corpus example *bottomless mimosas* exemplifies lexical creativity. Its idiomatic usage adds an informal, exciting flavour to the phrase, suggesting an atmosphere of indulgence and enjoyment, often associated with special social occasions. This phrase, alongside the other anglicisms, works to convey not just food items but an entire lifestyle identity i.e. one that is cosmopolitan, health-conscious, and attuned to modern social trends. These terms align with a specific, trendy, aesthetic, one that resonates with a global audience, highlighting the connection between food culture and a particular lifestyle that prioritizes wellness, social interaction, and indulgence.

In terms of *psycholinguistics*, these terms are especially effective in evoking immediate mental associations. *Brunch* suggests a laid-back, almost luxurious time spent with friends or family, setting a tone of relaxation and enjoyment. *Vegan* and *smoothie* evoke health-conscious choices, signalling that the consumer is part of a growing global trend toward mindful eating. Each of these anglicisms, therefore, is not just a label but a *semantic trigger*, evoking images and emotions that align with the cultural identity of the target audience. This cognitive efficiency allows the message to resonate quickly and deeply, enhancing the appeal of the offering.

4.4. Consumers and Audience Psychology: Perception, Value, and Identity Projection

Ultimately, the success of anglicism-infused discourse depends on audience reception. Consumers play an active role in co-constructing the meanings and values associated with English terminology. From a psychological standpoint, one of the most influential effects is the association of English with quality, innovation, and modernity. A corpus example from a café menu featuring items like *vegan burger*, *detox smoothie*, or *coffee to go* is often perceived as more contemporary and upscale than one using only local equivalents.

Furthermore, language functions as a badge of identity. The ability to understand and use anglicisms positions consumers as members of a globally connected, digitally literate community. This identification is particularly strong among younger demographics, who exhibit a preference for English due to its saturation in pop culture, technology, and entertainment. As a result, content that

includes anglicisms is not only more engaging but also more reflective of the consumer's idealized self-image.

Building on the psychological impact of anglicisms in consumer psychology, the following corpus example illustrates how these linguistic strategies shape consumer perception and enhance brand identity. The use of terms like *check-in*, *vibe*, *top-notch*, and *book* in user reviews not only reflects convenience and quality but also aligns with a cosmopolitan, globally connected community, reinforcing the sense of belonging and trust among consumers.

5. *Odličan odnos cene i kvaliteta. Super-brzi check-in, udoban vibe, i top-notch doručak. Sigurno ću opet bukirati!*

The sentence clearly demonstrates the psychological and social effects of anglicisms in tourism marketing. From a psycholinguistic perspective, the anglicisms like *check-in*, *vibe*, *top-notch*, and *book* enhance cognitive efficiency. These familiar, emotionally loaded terms are processed quickly and effectively, reducing cognitive effort for the reader. They encapsulate key aspects of the travel experience: convenience, quality, and comfort, while maintaining a global appeal that resonates with cosmopolitan consumers.

The informal tone creates a sense of peer-to-peer trust, tapping into social identity theory. By using trendy, casual language, the sentence positions the speaker within a global traveller community. This signals to the reader that they are part of a modern, sophisticated group, enhancing belonging and trust. The choice of anglicisms like *top-notch* and *vibe* reflects cultural globalization, aligning with the increasing dominance of anglicisms in tourism, hospitality and lifestyle marketing, which appeals to consumers seeking unique, personalized experiences.

Moreover, the corpus example offers a clear benefit to the reader: a quick, hassle-free experience with high-quality service. These anglicisms create an emotional connection and foster a sense of effortless luxury, influencing the consumer's perception of value and satisfaction.

In summing up, the corpus analysis has proven that the strategic use of anglicisms shapes consumer expectations, reinforces brand identity, and builds a psychological bond through relatable, globally recognized language. Furthermore, the psychological motivations for anglicism use in tourism, hospitality, and gastronomy reveal language as more than a medium of communication, rather it is a mechanism for influence, identity-building, and social connection. Whether through strategic branding, personal storytelling, or sensory evocation, English expressions provide a linguistic currency that shapes how both producers and consumers navigate the global marketplace.

5. Implications and Discussion

Building on the corpus analysis, this section examines the broader implications of anglicism use in tourism and hospitality, focusing on how psycholinguistic, sociolinguistic, and semiotic factors shape the linguistic landscape in these industries. By analysing language choices through cognitive

processes, social positioning, and cultural symbolism, this discussion uncovers how anglicisms not only reflect global trends but also influence communication strategies, branding, and consumer behaviour in a dynamic, multicultural context.

5.1. Psycholinguistics and Language Choice

Psycholinguistics examines how language is processed, stored, and produced in the human mind. Within the mentioned cognitive framework, this paper points out that a widespread adoption of anglicisms in the tourism and hospitality sector can be understood as a strategic linguistic choice, guided by underlying cognitive mechanisms. One such principle is cognitive economy, whereby speakers opt for expressions that are shorter, more familiar, and easier to process. The English language, with its concise lexical constructions, such as *check-in*, *brunch*, or *event planner*, offers efficient communicative shortcuts that reduce mental processing load and enhance message clarity. Furthermore, the psychological phenomenon of priming plays a crucial role in this context. Constant exposure to English through international media, online platforms, and marketing materials activates English lexical items in the mental lexicon, making them more accessible and relevant for both speakers and listeners. These words, often repeated in authoritative or trendy contexts, become cognitively easier to retrieve and increasingly preferred. Additionally, anglicisms are embedded within rich associative networks that carry not only denotative meanings but also connotative values. Corpus examples like *wellness* and *spa* do not merely reference health but evoke a broader, aspirational lifestyle, rich in emotional undertones and social symbolism. Thus, from a psycholinguistic standpoint, the use of anglicisms is not arbitrary but rooted in deep cognitive and affective processes.

5.2. Anglicisms as Sociolinguistic Markers

The research conducted for this paper has shown that beyond cognitive dimensions, anglicisms function as powerful sociolinguistic markers, signalling identity, group affiliation, and socio-economic status. In many non-English-speaking cultures, English enjoys the status of a prestigious, high-value language. This prestige borrowing reflects the perception of English as a marker of modernity, global connectedness, and intellectual capital. Within urban or elite hospitality and tourism settings, the use of English lexicon can be a deliberate act of social positioning, signalling education, trend-awareness, or cosmopolitan sensibility. Another key phenomenon is code-switching, where speakers alternate between their native language in this case Serbian and English for rhetorical or stylistic effect. This dynamic use of language serves to highlight particular messages, enhance emotional appeal, or connect with a wider, often international audience. It introduces an affective layer to communication, perceived as fashionable and innovative. Among digital influencers, marketers, and hospitality professionals, the use of anglicisms functions as a form of in-group language or jargon. Corpus examples such as *rebranding*, *giveaway*, *foodie*, or *sustainable*

travel help shape community boundaries and establish authority within niche circles. In these contexts, anglicisms are not just vocabulary, they are tools of cultural engagement and professional identity.

5.3. The Semiotics of Anglicisms in Tourism and Hospitality

Language is a system of signs, and in the realm of tourism and hospitality, anglicisms play a vital semiotic role in branding and image construction. English terms often carry symbolic capital, suggesting that a product, service, or experience meets international standards. The corpus example of a resort labelled *Wellness Escape* instead of *zdravstveni odmor* instantly positions itself as global, sophisticated, and desirable to international clientele. This research has specified many cases where anglicisms undergo semantic shifts and hybridization as they are adapted into local discourse. For instance, *city break* may take on culturally specific meanings, combining global tourism trends with local leisure practices. This blending enriches the linguistic landscape and reflects the hybrid nature of contemporary culture. The research has also proven that visual and phonetic appeal of anglicisms also plays a significant role. In menus, advertisements, and logos, English words are often chosen for their aesthetic values: their rhythm, typography, and modern sound. This is especially effective among younger demographics, for whom English is closely associated with innovation, trendiness, and digital fluency.

6. Conclusion

This psycholinguistic investigation of anglicisms in the hospitality and tourism industry has revealed that their spread is not a superficial trend, but a complex communicative strategy shaped by cognitive, emotional, and cultural factors. Marketing teams, influencers, bloggers, and tourism professionals adopt English-derived terminology not merely for stylistic effect, but to achieve psychological resonance with their audiences. Anglicisms serve as semiotic tools that encapsulate values such as modernity, exclusivity, and global connectivity, making them particularly effective in environments where experience, aspiration, and emotional engagement drive consumer decisions.

Furthermore, the findings of this research indicate that increasing use of anglicisms in tourism and hospitality communication reveals significant psycholinguistic and sociocultural implications. One of the most immediate effects is related to cognitive and communicative efficiency. Anglicisms often prove to be shorter, semantically richer, and more easily processed than their Serbian equivalents. Their standardized usage across international markets reduces the risk of miscommunication, especially in multilingual contexts, and enhances the clarity of communication which represents an essential characteristic of digital platforms and promotional materials. In this way, anglicisms are not only stylistic embellishments but functionally useful elements that optimize communication in a fast-paced, globalized market.

At the same time, this study has further established that these lexical choices play a central role in branding and consumer psychology. Companies, influencers, and content creators use anglicisms to evoke emotions and values that resonate with contemporary consumers, values such as modernity, luxury, innovation, and cosmopolitanism. These terms also help construct personal and corporate identities that appeal to aspirational desires. Especially among younger audiences and digital natives, the use of English terms satisfies aesthetic preferences and reflects broader lifestyle trends. Moreover, in influencer marketing, the informal and emotive tone of anglicisms fosters a sense of closeness, reinforcing parasocial relationships between influencers and their audiences and encouraging loyalty and engagement.

On a deeper level, the prevalence of anglicisms indicates broader sociolinguistic shifts and prevailing language ideologies. English is often perceived as the language of global success, technological advancement, and international prestige. This perception has created a symbolic hierarchy in which local languages are sometimes seen as outdated or limited in expressive potential. While this may lead to a degree of linguistic homogenization, it also stimulates creative hybridization. In many contexts, anglicisms are not merely adopted but adapted-morphed and integrated into local grammar and usage. Phrases from the corpus such as *wellness vikend* or *early check-in ponuda* exemplify how local linguistic ecosystems evolve rather than disappear, reflecting the dynamic nature of languages in contact.

From a cognitive perspective, this research has shown that anglicisms contribute to communicative efficiency, often encapsulating multifaceted meanings in a compact, accessible form. Psycholinguistically, they operate as linguistic shortcuts that trigger emotional associations and streamline information processing in multilingual contexts. At the same time, their frequent use highlights broader social and linguistic dynamics, including language ideologies that position English as a global prestige code. This has both empowering and potentially problematic effects: while anglicisms enrich the expressive palette of tourism discourse and enable intercultural communication, they also risk marginalizing local linguistic identities if not balanced thoughtfully.

That is why this study underscores the need for a critical yet open approach to language use in the industry, one that acknowledges the symbolic power of anglicisms while promoting linguistic inclusivity and authenticity. It also calls for more systematic integration of linguistic awareness into the training of tourism and hospitality professionals. Language educators, particularly in hospitality and tourism, should consider integrating anglicisms not just as foreign words but as components of cultural discourse. Teaching should include awareness of the communicative function of these terms and their reception by diverse audiences. Meanwhile, policymakers, linguists and cultural institutions may need to reflect on how to preserve local linguistic identities while embracing global trends. This paper suggests that instead of rejecting anglicisms entirely, a more effective approach would be to promote multilingual literacy and intercultural competence.

Understanding the psychological impact of lexical choices can enhance customer experience, brand communication, and cultural sensitivity.

Finally, the paper emphasizes that professionals in tourism, gastronomy, and marketing should consider both the ethical and strategic aspects of language use. The uncritical overuse of anglicisms could alienate certain customer groups, particularly those less familiar with English or those who value local authenticity. While such terms can enhance a brand's image, excessive jargon may reduce clarity or appear inauthentic if not aligned with the brand's core identity. For instance, a rustic guesthouse that brands itself using phrases like *urban luxury loft* risks creating dissonance or eroding trust. Ultimately, the most effective communication strategy embraces a form of balanced bilingualism using anglicisms where they enhance meaning and appeal, while also providing accessible, culturally grounded native-language alternatives. This approach ensures that language remains a bridge rather than a barrier in the hospitality and tourism experience.

Future research could explore comparative case studies, consumer perceptions of anglicized discourse, or use neurolinguistic tools to analyse language processing in hospitality.

Ultimately, this paper advocates for a more nuanced understanding of language in the tourism and hospitality domain i.e. not just as a means of communication, but as a carrier of identity, emotion, and cultural meaning in an increasingly interconnected world.

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