

# INTRODUCTION

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The articles on ‘hidden’ Anglicisms selected for publication in this volume stem from a three-day seminar titled *The success of invisible Anglicisms: a global trend?* which was held as part of the latest ESSE conference in Lausanne, Switzerland, on August 26–28 in 2024. The seminar offered a wide overview of current research on ‘hidden’ or ‘invisible’ Anglicisms in various world languages and out of the eighteen presentations we have selected nine contributions for this special issue of *RiCOGNIZIONI* ‘*The Success of Invisible Anglicisms: Global Trends and Linguistic Impact*’ that deal specifically with this phenomenon as it manifests itself in nine different languages: German, Danish, Italian, Greek, Japanese, Polish, Czech, Macedonian, and Slovenian.

So far Anglicisms have mostly been researched as a ‘visible’ phenomenon; scholarly discussions on additions to vocabularies of various languages taken from English and through systemic adaptation included in the recipient languages date back to the 1950s when E. Haugen and U. Weinreich first laid out the principles, concepts and issues of linguistic borrowing. However, as the worldwide dominance of Anglo-American culture has drastically increased since the fifties of the previous century, the definition of *Anglicism* had to be widened to fit in everything showing English-language influence. Traditionally an ‘Anglicism’ was associated with English-derived lexical items, often ‘recognized as English in form’ in terms of spelling, pronunciation or morphology. Nowadays the term encompasses a wide range of less visible influences. The field of research has consequently been widened to include not just borrowed lexis, but practically all other levels and fields of modern linguistics, reflecting a shift from the structuralist perspective to a more pragmatic and cognitively-oriented approach to the borrowing process. After 2000, English influence on other languages has reached unheard-of proportions in an increasingly globalized world. With the inexorable growth of the internet and the social media, all the new means of communication have altered our daily lives and the ways we use our languages. Whether language users notice this or not, both visible and invisible Anglicisms have become part and parcel of most social interaction.

The contributions in this volume focus on the invisible or hidden Anglicism and its success. Hidden Anglicisms per definition do not display any visible English clues. As Gottlieb formulates it in his article, such lexical items and expressions ‘show neither visible nor audible traces’ of their English heritage, but their structure is clearly English-based. One of the main problems that scholars and researchers face, however, is recognizing such items in the first place. As both Gottlieb and Witalisz point out in their contributions, invisible contact-induced phenomena were first observed centuries ago, when scholars first recognized foreign structural patterns and semantic relatedness to foreign etymons in some neologisms of that time. These days, we may detect such items and phrases as they creep into our language use and only careful language users sense that something ‘sounds unusual’ or ‘we would not have quite put it this way a while ago’. Most of the authors in the present volume discuss two types of invisible Anglicisms, although the labelling of

individual types may differ slightly depending on the individual scholar's preference: *loan translations* or *calques*, in which English multi-word units (usually compounds and phrases) are reshaped into equivalents by using recipient-language lexical material, and *semantic borrowings* or *semantic loans*, where an existing single word internally develops a new additional sense within the recipient language under the English-language influence. Several of the authors (Witalisz, Klégr and Bozděchová, for example) propose even more detailed categorizations of hidden Anglicisms based on different degrees of their (in)visibility, where hybrid formations come into play. Witalisz in particular stresses the need to avoid clear-cut boundaries between certain loan categories as they may not be applicable universally to all languages, while Klégr and Bozděchová introduce an 'invisibility scale' designed to measure the degree to which such borrowings go unnoticed by native speakers.

Some other authors provide a more detailed view of the borrowing process as it affects their respective languages. Papadopoulou and Xydopoulos focus on the morpho-syntactic changes appearing in Greek under the English-language influence. They discuss hybrid structures in which the Greek head noun is premodified by an uninflected loanword of English origin. This phenomenon is rather new and demonstrates an intense and ongoing influence of English on Greek. Similar occurrences are noted by Sicherl for Slovenian, such as uninflected premodifiers and complex premodification patterns as well as changes in verb-valency as a result of copying English patterns.

Fiedler provides a wide-ranging overview of contact-induced phenomena and, importantly, introduces the cultural dimension of borrowing. While focusing on invisible phraseological units borrowed into German from English, Fiedler comments on the adaptation of various discourse markers as they showcase the cultural transfer from English into German. Furthermore, she introduces a new type of hidden Anglicism – the visual Anglicism. English-influenced extra-linguistic phenomena, such as gestures, are also discussed by Sicherl for Slovenian and, in part, Cicillini and Pulcini for Italian.

In a similar vein, Lazarevska-Stanchevska examines the strong influence of invisible Anglicisms on modern Macedonian by studying various types of borrowings and analysing their distribution across different lexical fields, all pointing to an ongoing Anglicization.

With his study on English loan translations in Japanese, Imamura broadens the scope beyond Europe. Based on entries from the GLAD database, the author identifies numerous loan translations and examines their lexical composition. The study reveals a heavy reliance on Sino-Japanese elements and shows how translation conventions are adapted into Japanese today.

Cicillini and Pulcini present the results of their survey conducted to investigate Italian speakers' perceptions of the use of hidden Anglicisms in their language. Their data clearly confirm that younger speakers are more open to the use of English-induced borrowings and less aware of the influence of English as such.

With the contributions opening such a plethora of different issues concerning the trends and impact of hidden Anglicization throughout the world, the editors were faced with a difficult task when organizing the sequence in which the articles would be presented in the volume. We have decided to start with the contributions that, in our opinion at least, offer the most extensive overview of the subject matter, gradually proceeding to those that narrow the focus and provide a detailed treatment of a more singular linguistic phenomenon.

As guest editors, we would like to thank our contributors – this volume would not have been possible without them having been on board with this project. We would also like to express our gratitude to our team of reviewers for providing constructive feedback to the authors, which has greatly improved on the quality of the submissions. The external reviewers are (in alphabetical order): Oliver Currie, Marc L. Greenberg, Irena Kapo, Jerneja Kavčič, Nikos Koutsoukos,

Theodoros Markopoulos, Gjoko Nikolovski, Alexander Onysko, Chikako Shigemori Bučar, Christos Vlachos, and Matjaž Zgonc.

Finally, we would like to thank the editorial team of *RiCOGNIZIONI* for hosting us and helping us make yet another step forward in the study of Anglicization across different languages around the world.