

COMPARISON OF ANGLICISM USE ON COMPANY WEBSITES IN SELECTED LANGUAGES

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Abstract

In the era of globalization the increased growth of the international flow of goods and services, labour force, capital, technology and culture is evident. Apart from the political and cultural globalization, the economic globalization means the economic process of integration. Along with the economic development the languages undergo the significant changes as well. The English language has become the “lingua franca”. Many other languages use the English words, expressions or collocations for the denomination of some phenomena, in particular in marketing. The objective of our paper is to compare the use of Anglicisms on some company websites in the Slovak, German, Russian and Spanish languages.

Key words: *Anglicisms, foreign languages, comparison, marketing, company websites.*

JEL classification: *I23, M31, F18, Z19*

1 Introduction

In the recent years the Internet has become the significant advertising platform which does not serve only for the dissemination of information about companies and products. We cannot imagine the classical forms of advertising without the reference to the company websites. The high-quality website is the prerequisite for the successful online-marketing and the optimal presentation of a firm. It is

important that the website is informative with an appropriate number of items of relevant information, and also attractive and well arranged.

The consumer's first impression of the company is formed during the first click on the website and it is influenced by several factors. The professional design along with the special layout and multimedia content play an essential role. Next, the apt texts and up-to-date information as well as the website usability are also vital.

Last but not least fact in the process of website formation is the language. The short sentences, neutral language style without many professional terms or slang expressions are being preferred. The frequent phenomenon is the use of Anglicisms. Unlike the language of advertising, the motivational factors for using Anglicisms on the official company websites are often different. Concerning advertising, their role is to increase the attractiveness of advertisements and, thanks to their short form, to contribute to the language economization while on the company's websites they often represent the terms of the particular specialization of the company. It is obvious that the company tries to address its target group of customers via the language. The origin of the company has also a considerable impact on the use of Anglicisms. The multinational companies, which are established in many countries, use the English language standardly. However, the extent of the English borrowings is not the same in all languages. Despite the Anglicisms are being used in all European languages, they have not entrenched to them at the same level. Therefore, the goal of our paper is to compare the companies' websites in the different language versions (in particular Russian, German, Spanish and Slovak) and answer the question in which language the Anglicisms are being used most frequently.

1.1 Definition of basic concepts

Language is considered a social phenomenon. As it was being formed under certain conditions and needs of social life, it is dependent on the society using it, which means that it has connection with a particular language community, with its culture. If we perceive the mankind as a complex of the organized social units, it is obvious that it cannot do without certain means of control and intercommunication (Moravcová – Maďarová, 2014). Due to the continuous process of globalization and internationalization, the English language has been strengthening its position as a means of communication almost in all areas of human activity.

The English language received the ascription 'lingua franca' thanks to the globalization and it has become the official or dominant language for two milliard people in 75 countries of the world. According to the British Council, the number of users of English as the second language most likely exceeds the number of the

native speakers. English as a foreign language is spoken by 750 million of people. The latest research from the British Council predicts that the number of people actively learning English around the world is set to exceed 1.9bn by 2020 (International House London, 2018). There is no doubt that English is an important and one of the most influential languages, which is also reflected in an increasing number of English words penetrating into other languages.

Borrowing words from other languages is a productive word-formation process used to denote new concepts characteristic for the particular branches of science, technology and production. Nowadays, this process is very commonly used to enrich both general and professional vocabulary of a particular language. Ološtiak (2017) stresses that no modern language can be resistant to the borrowings. Borrowing is related to the contacts of the individual language communities in all fields of life – social, political, cultural, scientific, technical, etc. The reasons for the acceptance of foreign words or expressions are:

- the absence of the domestic equivalent (*know-how*);
- systemic advantages of a loanword compared with the domestic expression (e.g. *softvér, hardvér*);
- enrichment of the synonymic series (e.g. *manažér, director*);
- pragmatic factors – exclusivity and hipsterism (e.g. *blogger, job*).

In literature we come across different terms related to the linguistic borrowings. To avoid the ambiguity in their use we follow the classification proposed by Capuz (2009) who ranks the linguistic borrowings into the following categories: formal (both graphic and phonetic), morphological, semantic, lexical, syntactic, phraseological, and pragmatic. In our paper we will focus our attention on the lexical borrowings as they represent the most frequent type of transference between languages. The author distinguishes **loanwords**, **foreign words**, **a loan translation** or **calque** and **loanblends** or **hybrids**, a mingling of both means. The loanword is a word taken from another language and at least partly naturalized (e.g. *líder, móvil*). The foreign word is a word taken from another language, pronounced and written as alien (e.g. *newsletter, blockchain*). The calque means the literal translation, e.g. "computer network" *počítačová sieť*, "highlighter" *zvýrazňovač*. The examples in Russian are, for example, *меню, диск, вирус, ланч, кредит, смокинг* and *джинсы*. The loanblends or hybrids are the words consisting of the parts originated from the different languages (e.g. *Hightech/industrie* – English/German, *lifestyle produkty* – English/Slovak, *lider/azgo* – English/Spanish).

There are the different types of linguistic borrowings as every modern language has been influenced by other languages in the process of its development. Today the most important and influential borrowing is an **Anglicism**.

In general, an Anglicism can be defined as a word, idiom, or characteristic feature of the English language occurring in or borrowed by another language. More precisely, it is "*a direct borrowing from English, a foreign word that has been borrowed through English and a loanblend containing an English element*" (Jesen-ská, 2007, p. 50).

Katreniaková (2002) states that the Slovak language borrows mostly those words which are being used in the international context and most of them are Anglicisms. There are several reasons for borrowing the professional terms in Slovak. Firstly, there are out-of language factors such as cultural impact of a foreign language, contacts of the particular countries, an increased interest in the study of a certain language, the authoritativeness of the dominant language, historically based interest in the culture of a certain country and the level of the language culture of social class accepting new words. Secondly, we have to take into consideration the language factors: sometimes the Slovak denomination does not exist so it has to be borrowed from other language. Then there is a tendency to replace a long term by a shorter one, the requirement of accuracy and definiteness, and also the necessity to distinguish the existing meaning of the word. In other cases the reason can be the impossibility of Slovak terms to form the derivatives and the fact that a foreign word does not evoke undesirable associations in comparison to its Slovak equivalents.

The Russian language is very eager to accept Anglicisms. Svirenkova (2017) claims that about 3/4 of all loan-words in Russian are represented by Anglo-Americanisms. This phenomenon can be explained by the rapid changes in the social and scientific life. Several factors enhanced the development of this process, in particular – the Internet, ICT, development of the world market and economy. This author clarifies the reasons as:

- the general tendency to make the vocabulary more international;
- the necessity to denominate new objects and notions (ноутбук, органайзер, сканер);
- the absence of the exact word in Russian (спонсор, спрей, дайджест, виртуальный);
- the necessity to express polysemous designations (пиллинг-крем);
- the complementarity of the language by stronger expressions (имидж, прайс-лист, шоу);
- the acceptance of a foreign word as more prestigious (презентация, эксклюзивный);
- the necessity to make more specific the word meanings (сэндвич, гамбургер, фишбургер, чизбургер, чикенбургер).

As to the Spanish and German languages, the reasons to take over words from other languages are similar to those presented for the Slovak and Russian languages. The preference for a particular reason depends on the necessities of an individual language as well as on the typological and genetic classifications of languages.

2 Data and Methods

The objective of our research was to determine the use of Anglicisms on company websites in 4 language versions, particularly in German, Russian, Slovak and Spanish. The selected companies represented the different areas of technology and production: SEAT (automotive industry), SAP (IT), Linde Gas (industrial production and technical gases), Maybelline and Nivea (beauty industry). As the Anglicisms are considered to be the most widespread type of borrowings, we wanted to verify their usage by choosing the companies operating in the different sectors.

Our research was based on the following research questions (RQ) and hypotheses (H):

RQ1: *Is the share of Anglicisms on a website of a particular company the same in all language versions?*

When formulating a hypothesis, we supposed that the language belonging to Germanic languages would present a higher tendency to take over more Anglicisms than Slavic and Romance languages:

H1: *The percentage of anglicisms in German is higher than in Russian, Slovak and Spanish.*

The second research question was as follows:

RQ2: *Is the use of Anglicisms on company websites influenced by the area in which a particular company operates?*

We assumed that companies operating in the same area would use Anglicisms equally or their share would be very similar. Therefore, we chose 2 companies from the beauty industry (Maybelline and Nivea) and we formulated the following hypothesis:

H2: *The difference in a percentage share of Anglicisms on a website of Maybelline is not higher than that on a website of Nivea.* This hypothesis will be confirmed if the difference in the percentage is not higher than 1%.

As to the methods, in our research we used the methods of the excerption of materials from the internet sites, comparison and qualitative-quantitative linguistic analysis.

The research was based on the excerption of Anglicisms, which was carried out separately for each company website in all language versions. Consequently, the results were analyzed and compared in order to determine the language and the company which used Anglicisms the most frequently.

We excerpted 368 Anglicisms out of which 158 were used in German, 87 in Spanish, 68 in Russian and 55 in Slovak. The corpus of Anglicisms was analysed by the means of qualitative-quantitative analysis and divided into two groups. The first group consisted of pure Anglicisms and the second group included all other types of Anglicisms found in the corpus, particularly, adapted Anglicisms, loan translations (*calques*) and loanblends (*hybrids*). They were classified in one group due to their low appearance on websites. To achieve a clear representation of results, the obtained data were analysed and presented in the form of tables and vertical bar graphs.

3 Results and discussion

As it has been mentioned above, Anglicisms were classified into two groups. In the following tables (Table 1 and Table 2) we present the percentage of Anglicisms used in the particular languages on company websites of the selected companies.

Table 1 **Pure Anglicisms (%)**

	Pure Anglicisms				Total (by company)
	German	Russian	Slovak	Spanish	
SEAT	1.84%	4.12%	0.49%	0.40%	6.85%
SAP	5.22%	1.73%	3.40%	3.19%	13.54%
Linde Gas	1.40%	0.65%	0.49%	0.38%	2.92%
Maybelline	5.70%	0.87%	1.58%	4.76%	12.91%
Nivea	1.11%	2.10%	1.63%	0.44%	5.28%
Total (by language)	15.27%	9.47%	7.59%	9.17%	

Source: Own processing, 2018.

Table 1 presents the percentage of the pure Anglicisms. If we summarize the percentage of the Anglicisms used in every language separately on all company websites, we come to the conclusion that the highest percentage of the pure Anglicisms was used in German (15.27%) and the lowest in Slovak (7.59%). Russian and Spanish languages borrowed similar percentage of the pure Anglicisms (9.47% and 9.17% respectively). Concerning the individual companies, the pure Anglicisms were used significantly by SAP (13.54%) and Maybelline (12.91%).

On the other hand, there were only 2.92% of pure Anglicisms in all language versions on the web site of Linde Gas.

Table 2 **Other types of Anglicisms (%)**

	Other Types of Anglicisms				Total (by company)
	German	Russian	Slovak	Spanish	
SEAT	0.19%	0.00%	0.00%	0.13%	0.32%
SAP	0.00%	0.82%	0.12%	0.86%	1.08%
Linde Gas	0.11%	0.22%	0.16%	0.25%	0.74%
Maybelline	0.13%	1.05%	0.53%	1.49%	3.2%
Nivea	0.14%	0.53%	0.15%	0.29%	1.11%
Total (by language)	0.57%	3.7%	0.96%	3.2%	

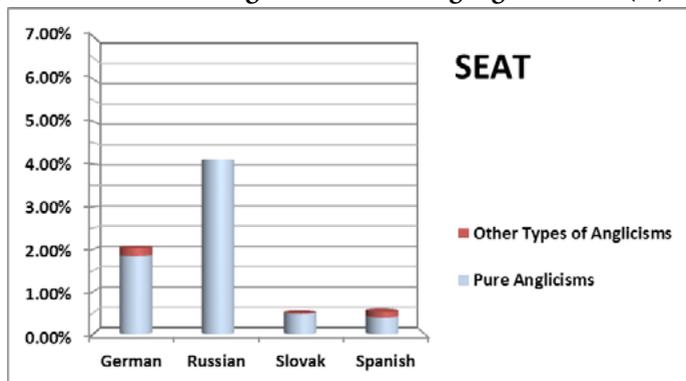
Source: Own processing, 2018.

Table 2 shows the percentage of other types of Anglicisms, including adapted Anglicisms, calques and hybrids. As we can see, Russian (3.7%) and Spanish (3.2%) use other types of Anglicisms the most. On the other hand, the German language almost does not adapt Anglicisms (0.57%) to its grammar, orthography or pronunciation.

When comparing the use of the pure and other types of Anglicisms we can observe a significant difference in the percentage of their use. It should be stated that the process of adapting borrowings takes a long time, so it may influence the results as well. On the other hand, a lot of professionals and specialists make use of the pure Anglicisms because it is more convenient to use them than to look for their possible equivalents in their mother tongue. Another reason for their incorporation is the exclusivity, hipsterism or even false prestige; or professionals use them to make the specialized vocabulary they use more international. The pure Anglicisms should be used appropriately, it means, when they are needed as their excessiveness and inappropriate use can lead to the difficulties in the course of communication.

Concerning the individual companies providing their websites in the selected languages we came to the interesting conclusions which are represented in the following graphs:

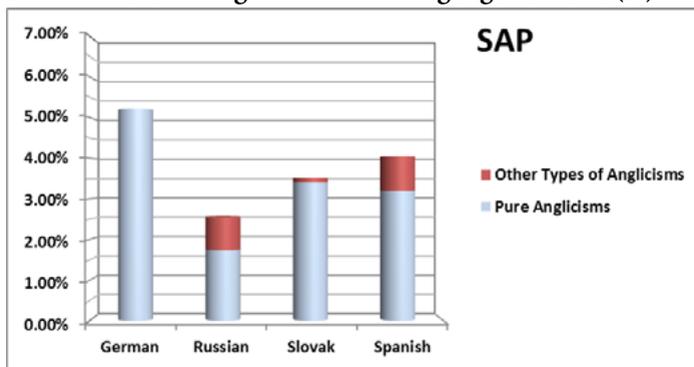
Graph 1 SEAT - The use of Anglicisms in all language versions (%)



Source: Own processing, 2018.

SEAT is a Spanish car company, therefore it is not surprising that it almost does not use Anglicisms on their Spanish website (0.53%; pure Anglicisms - 0.40%, other types of Anglicisms - 0.13%). On the other hand, the Russian website includes only pure Anglicisms (4.12%), so there is no tendency to adapt Anglicisms to the norms of Russian language. In comparison with the other companies, it is the highest share of the pure Anglicisms on the Russian websites.

Graph 2 SAP - The use of Anglicisms in all language versions (%)



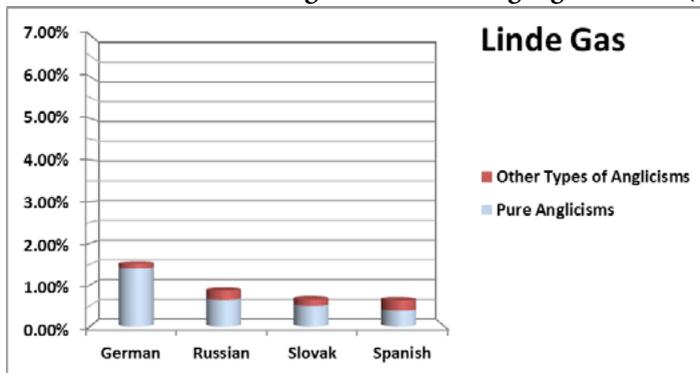
Source: Own processing, 2018.

The computer company SAP makes a considerable use of Anglicisms on their company websites (14.62%), particularly the use of the pure Anglicisms (13.54%) is the highest when comparing with the websites of the other companies. The Slovak language borrows the highest share of pure Anglicisms (3.19%) of all Slovak

websites. The German website uses only the pure Anglicisms (5.22%), the rest of language versions include also other types of Anglicisms, mainly Russian (0.82%) and Spanish (0.86%) websites. Concerning other types of Anglicisms, the Spanish language uses mainly hybrid expressions (eg. *liderazgo*, *curso on-line*, *spotlight del moderador*, *showcases de desarrolladores*).

In our opinion, some pure Anglicisms (e.g. *life business*, *course*, *education*, *development*) used in all language versions are unnecessary due to the existence of their equivalents in particular languages. As SAP is a computer company, the excessive use of the pure Anglicisms may be related to the field of Information Technologies, which is characteristic for its willingness to accept English borrowings. Moreover, many IT companies are international companies and English is their means of communication. Therefore the influence of English is so significant.

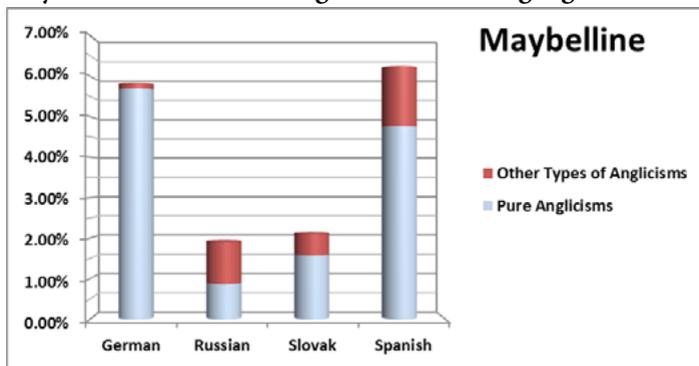
Graph 3 Linde Gas - The use of Anglicisms in all language versions (%)



Source: Own processing, 2018.

Linde Gas is a company dealing with an industrial production and technical gases. It is a very specific area of human activity, which may be the reason why their company websites use the least percentage of Anglicisms (3.66%; pure Anglicisms - 2.92%, other types of Anglicisms - 0.74%) of all selected companies. As we can see, the websites in Russian, Slovak and Spanish languages include similar share of pure (0.65%, 0.49% and 0.38%) as well as of other types of Anglicisms (0.22%, 0.16%, and 0.25%). The German language borrows 1.40% of the pure Anglicisms but similar percentage of the other types of Anglicisms (0.11%) as other languages.

Graph 4 Maybelline - The use of Anglicisms in all language versions (%)

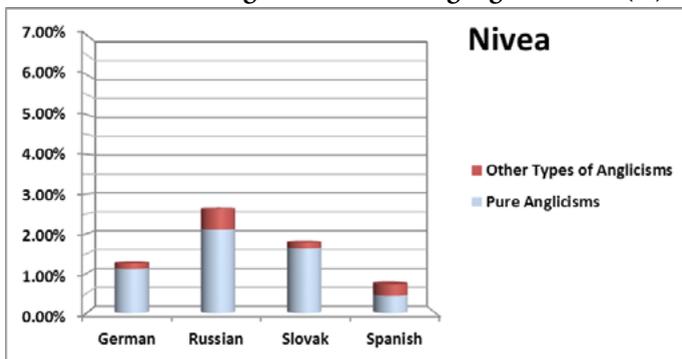


Source: Own processing, 2018.

The cosmetic company Maybelline uses the highest share of Anglicisms (16.11%; pure Anglicisms: 12.91%, other types of Anglicisms 3.2%) of all selected companies. Concerning the particular language versions, we can see that the German language borrows the highest share of the pure Anglicisms (5.70%) while Russian only 0.87%. The German language also achieves a high total percentage (5.83%); however, this number consists of 5.7% of the pure Anglicisms and 0.13% of the other types of Anglicisms. The German website is a good example of an excessive and inappropriate use of Anglicisms, which may lead very easily to misunderstandings and communication problems: eg. *Ob Make-up Innovationen, Hot Trends, Gewinnspiele oder Beauty Looks – mit unserem Newsletter bist du immer up to date. Du willst deine Make-up Skills auf das nächste Level bringen? Dann entdecke die exklusiven Make-up Artist Produkte von Maybelline. Nur online und in ausgewählten Stores.*

The Spanish website uses totally the highest share (6.25%) of pure (4.76%) and the other types of Anglicisms (1.49%), mainly hybrid expressions (e.g. *boost de hidratación, labial semi mate*). The Slovak website presents the highest percentage of other types of Anglicisms (0.53%), including adapted Anglicisms (e.g. *mejkap, bestseller*) and calques (e.g. *tónovací krém, zvyrazňovač*).

Graph 5 Nivea - The use of Anglicisms in all language versions (%)



Source: Own processing, 2018.

The cosmetic company Nivea is the second company with the least percentage of Anglicism (6.39%; pure Anglicisms – 5.28%, other types of Anglicisms – 1.11%) on their websites. If we look at individual languages, we can see that Russian language accepts the highest percentage of pure (2.10%) as well as other types of Anglicisms (0.53%). On the other hand, the Spanish website includes only 3 (0.44%) pure Anglicisms (*roll-on*, *after sun* and *newsletter*) and 2 (0.29%) hybrids (*desodorante en spray* and *spray solar*).

It is interesting to compare the use of Anglicisms on the company websites of Maybelline and Nivea. Both are cosmetic companies, thus, we would expect the similar results and not such a significant difference in the use of Anglicisms. In our opinion, it is caused by focusing on the different groups of target customers. Maybelline is focused mostly on youth, therefore, the use of Anglicisms is so high. On the other hand, Nivea is oriented at a wider age group of customers, so, an excessive use of Anglicisms could cause communication problems.

Our research indicated that the Slovak language often accepts the Anglicisms either in the original writing and spelling (e.g. *bestseller*) or the writing is adapted to our mother tongue and the pronunciation is the same like in English (e.g. *díler*). One of the reasons is the use of the similar alphabet. In the advertisements we came across the dual types of borrowings (e.g. *Cloudová platforma/ Cloud platform*). The Russian language tends to borrow many Anglicisms. The hybrids are very frequent (e.g. *марка SEAT*). This language also uses many words with the original pronunciation written in the Cyrillic alphabet (e.g. *хайлайтер*, *Хэллоуин*). Based on our research we can assert that the Russian language tends to combine Russian along with English expressions as well as English alphabet with the Cyrillic alphabet. Although the Spanish language borrows a considerable

number of the pure Anglicisms, it tends to adapt them in the form of adapted Anglicisms (eg. *móvil, líder*) and hybrids (e.g. *proceso know-how, plataforma cloud*). On the other hand, the German language adopts almostly the pure Anglicisms.

Concerning hypotheses, based on the obtained data we can conclude that the first hypothesis was confirmed as the German language borrows the most Anglicisms of all languages (15.84%: pure Anglicisms - 15.27%, other types of Anglicisms - 0.57%). On the other hand, the second hypothesis was not confirmed as the difference between the use of Anglicisms by Maybelline and Nivea was higher than 1%, particularly the difference was 10.72%. Therefore, we assume that the area in which the company operates is not significant in determining the preference for the use of Anglicisms. A more decisive element is the target group of customers whom a company wants to address.

To sum up, it may be stated that all studied languages prefer to borrow the pure Anglicisms. The highest number occurred in the German language – 152 words on the webpages of five multinational companies. The lowest number (49) was accepted by Russian. On the other hand, Spanish borrowed the highest number of the other types of Anglicisms (21), while Slovak took over only 5 words. One of the reasons may be that it is much easier to borrow already created terms together with the concepts they denote than to adapt them to the norms of an accepting language. The tendency to borrow Anglicisms is also related to the approaches in the different languages towards borrowing words from other languages.

Ondrejovič (2015) claims that in the process of acquisition the Anglicisms are the subject of so called 'word market' in the Slovak language as well as in other languages: only those words can be retained where there is a demand for them in the accepting language.

Concerning the Slovak language, some purists point out at the threat of immoderate number of Anglicisms in Slovak, such as unneeded expressions, can mean the violation of stability and identity of our mother tongue. The selection of the loanwords is determined by the communication intentions. On the other hand, the members of the language community dispose of the natural regulatory mechanisms of taking over foreign elements – including Anglicisms – thus the imperilment of stability and identity of the Slovak language is not real (Dolník, 2010).

The Russian linguists remind the phenomenon of English-Russian bilingualism, which becomes the consequence of "the globalization" of English (Chasapetova, 2016). They are aware of the serious threat of the excessive flow of the foreign words into their language which can lead to the devaluation of the Russian vocabulary. However, they also believe that the language itself is able to get rid of the unnecessary words and expressions.

The German language accepts a relatively high number of Anglicisms. Therefore, there have been discussions about their incorporation into the German language. Some linguists are against their use as they perceive the language as a closed entity. Others think that borrowing words from other languages is a natural process of enriching the vocabulary of accepting language as they consider the language as a living organism which is constantly changing. Spitzmüller (2015) carried out an extensive research focused on the use of Anglicisms in the public discourse in 1990-2001. The results showed a critical approach to the use of Anglicisms by people actively participating in public discourse (e.g. politicians, etc.). The importance of this issue is supported by publishing the Dictionary of Anglicisms which includes 3, 500 English entries in 3 volumes.

The Spanish linguists are also aware of the excessive use of Anglicisms. Although the Anglicisms and other borrowings enrich the Spanish vocabulary with new words and shades of meaning, there is a tendency for their unnecessary and excessive use in some areas of human activity, which, in most of the cases, causes confusion and communication problems. One example is the area of Advertising, which is closely related to Marketing. In the last 12 years the number of companies using Anglicisms in their advertising has increased tenfold. As a response to this situation, the Spanish Royal Academy and the Academy of Advertising have launched a campaign to make people aware of the huge misunderstandings and communication problems which an excessive and inappropriate use of Anglicisms may provoke. The campaign was very successful and a lot of people agreed with this initiative (Ellies, 2016).

4 Conclusion

The contemporary English has a strong impact on other languages, in particular in business, industry and economy. The professional terminology in the particular field of science is created predominantly by the professionals or specialists. The linguists can only express their opinion about the incorporation of a new term into the particular language. The equivalents of the English terms can be also formed by the translation or formation of the denomination in an accepting language which puts well the essence of a notion. At the same time it is vital to take into account the existing terminology. Therefore the professional users – researchers, scientists, managers – of the particular terminology should decide about the extent of lexical borrowings in their vocabulary. The most important thing is to use them reasonably when there is a need for them and avoid their excessive and inappropriate use because of other than linguistic reasons.

The development in different fields of science, technology, production and economy is very fast and every language has to accept a considerable number of borrowings because of the close relation with other languages and cultures. It is necessary to create own terminology or to adopt loanwords denoting new concepts and objects of extra-linguistic reality. It is much easier to take over a loanword than to create its equivalent in an accepting language. However, it is always the course of time that shows us if a particular borrowing has been accepted successfully or not.

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