



Comparative Economic Discourse in Journalism: A Sociological and Educational Perspective on Albanian and Italian Terminology

Denis Himçi¹, Meleq Shopi^{2*}, Xhevdet Zekaj³

¹*Faculty of Human Sciences, "Aleksandër Xhuvani"*

^{2*}*University of Elbasan, Albania, denis.himci@uniel.edu.al*

Faculty of Human Sciences, "Aleksandër Xhuvani"

University of Elbasan, Albania

³*Faculty of Education Sciences, "Aleksandër Xhuvani"*

University of Elbasan, Albania

DOI: 10.26417/05yrsf48

Abstract

This study examines economic discourse in contemporary Albanian journalism, with a comparative focus on Italian terminology. Economic vocabulary, once confined to technical registers, has increasingly entered media language and public communication. The methodology involves analyzing journalistic texts, legal documents, and official publications to identify three lexical levels—terminological, non-terminological, and general—and to explore their interaction in conveying economic information. Findings highlight the role of phraseological units and the influence of Italian and English borrowings in enriching and standardizing Albanian economic terminology. The comparative perspective underscores lexical innovation and cross-linguistic influence, while also revealing challenges of clarity and consistency in specialized discourse. From a social and educational standpoint, the study contributes to understanding how economic language shapes public awareness, supports media literacy, and fosters linguistic competence in interpreting complex economic realities.

Keywords: Economic discourse, Albanian journalism, Italian terminology, sociolinguistics, media language, cross-linguistic influence, public pedagogy, media education

Introduction

Article

The Albanian language, with its standard form, like any other language, finds its sphere of use, along with all its functions and values, in modern society, characterized by high levels of socio-economic, political, and cultural development. It serves society through its linguistic forms and means, expressed across styles that belong to all fields of social activity, fulfilling every link in the chain of communication, from simple speech to the most advanced scientific communication.

By mastering developed forms, structures, and linguistic resources, the Albanian language assumes responsibility for the functioning of the linguistic mechanism in meeting the communicative needs of individuals under the new conditions of social development.

The theoretical foundations of this study are grounded in the analysis of economic discourse in the media, drawing on a consolidated theoretical condition in which scholars such as Norman Fairclough, Teun A. van Dijk, and Pierre Bourdieu have provided fundamental approaches for understanding the relationship between language, power, and society.

Fairclough (1997) has argued that language is a powerful instrument for the production and reproduction of social structures, situating economic discourse within a critical framework in which power manifests itself through terminology. Van Dijk (2008) has emphasized the role of the media in the formation of ideologies, demonstrating that news is not merely a reflection of reality, but rather a discursive production that shapes public perception. Meanwhile, Bourdieu (1980, 1983) conceptualized language as symbolic capital, which is employed to legitimize social practices and to structure fields of power, including the media.

The integration of these three theoretical approaches allows the study to be positioned within a broad sociological and educational framework, demonstrating that economic terminology is not neutral but carries meanings that directly influence the formation of public opinion and media literacy. Our article relates to one of the aspects of the functional styles of language, namely the characteristics of terminology within specialized styles. In standard Albanian literary language, functional styles have been addressed by Prof. J. Thomai in *Leksikologjia e gjuhës shqipe* (Thomai, 1974) and by Prof. Xh. Lloshi in *Stilistika dhe pragmatika* (Lloshi, 2005). Within the lexicon of a language, we distinguish between the layer of general vocabulary and that of specialized vocabulary, where terminology—as the comprehensive lexical domain of all fields of knowledge within the aforementioned styles, namely specialized styles—constitutes a distinct object of study.

Within the lexicon of a language, we distinguish the general and specific lexicon layers, where terminology, as the comprehensive lexicon of all fields of knowledge within the above styles, as specialized styles, constitutes a separate object of study.

The terminological lexicon in its current state of development transcends the boundaries of specialized styles. For example, in a newspaper that deals with economic topics, we find terms such as budget, inflation, purchase, debit, etc. used. This shows that economic terminology is no longer limited to technical discourse, but has become part of everyday media language. This is where the importance of comparing with Italian terminology emerges, where terms such as 'bilancio', 'inflazione', 'acquisto', and 'debito' are used not only in academic or legal discourse, but also in journalism and public communication.

However, this does not mean that terminology should not also be viewed as part of the overall lexicon of the language, in contrast to non-terminological vocabulary, understood as non-specialized lexis. In its current stage of development, terminological vocabulary has surpassed the boundaries of specialized styles. For example, in a newspaper addressing economic topics, we encounter terms such as *budget, inflation, purchase, debit*, etc. This demonstrates that economic terminology is no longer confined solely to technical discourse, but has become part of everyday media language. It is precisely at this point that the importance of comparison with Italian terminology emerges, where terms such as *bilancio, inflazione, acquisto, and debito* are used not only in academic or legal discourse, but also in journalism and public communication.

This comparison highlights the similarities and differences in the way Italian and English borrowings have been integrated into Albanian, influencing the standardization of economic terminology. The study corpus of this article consists of economic articles published in Albanian newspapers (*Gazeta Shqiptare, Panorama*) and Italian newspapers (*Corriere della Sera, La Repubblica*). In total, 100 articles were analyzed (50 in Albanian and 50 in Italian), selected according to criteria of thematic relevance and the use of economic terminology. The selection focused on articles from economic sections and major news reports, excluding opinion pieces or texts lacking clear economic terminology. This corpus was constructed to ensure a balanced comparative basis, reflecting the way economic discourse is articulated in two different linguistic and cultural contexts. A thorough knowledge of the lexicon and syntax of the standard language, the study of dialects, discursive richness, and functional styles contribute to investigating the relationship between the base text and the microtext, as well as with the author and their historical moment, particularly in the case of the lexicon and syntax of economic journalistic texts as a sectoral language. This is especially evident when comparing Albanian journalistic texts with Italian ones, where the use of economic terminology often follows similar models, yet also introduces cultural and linguistic differences that reflect the social realities of each country.

In legal and official texts such as laws, decrees, decisions, or economic and commercial contracts, a high degree of linguistic precision can be observed, aimed at avoiding any misunderstanding. This phenomenon is also present in the Italian language, where legal and economic formulations have gained stability and standardization, becoming

entrenched as a tradition that is difficult to modify. Consequently, the comparison of Albanian economic terminology with its Italian counterpart is not merely a linguistic analysis, but also a sociological study of how the language of law and the media shapes public awareness and media literacy. Within this framework, borrowings from Italian and English into the Albanian language should not be viewed solely as lexical enrichment, but also as mechanisms that influence the way the Albanian public understands economic discourse. This carries an educational dimension, because through the media and official texts, citizens learn to interpret complex economic realities, thereby developing linguistic and media competence. In addition to these, a particular case is represented by forms and standardized documents, where the speaker does not play the primary role in communication.

A good knowledge of the lexicon and syntax of the standard language, the study of dialects, discourse richness, and functional styles help to investigate the connection of the basic text with the micro text, with the author, and with his time, especially in the case of the lexicon and syntax of the economic journalistic text as a sectoral language. This is particularly evident when comparing Albanian journalistic texts with the Italian ones, where the use of economic terminology often follows similar patterns, but also brings cultural and linguistic differences that reflect the social reality of each country.

Although this study offers a significant contribution to the comparative analysis of economic discourse in the Albanian and Italian languages, it remains limited in several methodological and theoretical aspects. First, the size of the corpus is restricted to 100 articles selected from a specific number of daily newspapers. This choice, although justified in order to ensure cross-linguistic balance, cannot fully represent the entirety of economic discourse in the media, particularly in other contexts such as television, digital portals, or social media networks, where economic terminology often assumes different forms. Second, the selection of articles has focused primarily on economic sections and major news reports, excluding opinion pieces and editorial analyses. This limits the possibility of understanding how economic terminology is employed within interpretative and critical discourse, which often has a significant impact on the formation of public perception. Expanding the corpus to include these genres would provide a more comprehensive overview of the use of economic language. Third, the study is confined to two languages - Albanian and Italian - thus excluding a broader international comparison. Although this focus is valuable in highlighting the cultural and linguistic specificities of the two countries, an expanded analysis including other languages such as English or French could offer a broader perspective on how economic discourse is constructed and transmitted across different contexts. Fourth, certain limitations are related to the theoretical dimension. Comparative literature on economic terminology in Albanian and Italian remains limited, making it difficult to situate the findings within a consolidated academic framework. This gap, however, also represents an opportunity: the present study contributes to opening a new field of research by providing a foundation for

more in-depth future studies. Finally, it should be emphasized that the interpretation of the results is influenced by the temporal and political context of the analyzed period (2015–2025). Economic discourse is closely linked to social and political developments; therefore, the findings of this study cannot be considered universal, but rather conditioned by the specific circumstances of the time and countries examined.

Overall, these limitations do not diminish the value of the study, but rather indicate the need for further expansion of the corpus, inclusion of digital media, and broader international comparisons. Such an approach would provide a more comprehensive framework for understanding the role of economic terminology in shaping public and educational discourse. In conclusion, the methodology followed in this study has ensured a clear and structured basis for the comparative analysis of economic discourse in the Albanian and Italian languages. The description of the corpus, the definition of the analytical approach, and the procedural steps of the analysis have established a solid framework for interpreting economic terminology in two distinct linguistic and cultural contexts.

Although the limitations of the study indicate the need for further expansion, the approach adopted allows for the extraction of reliable and useful results for understanding the sociological and educational dimensions of economic discourse. The main findings of the analysis are presented below, illustrating terminological differences and their impact on the formation of public perception. Furthermore, a structured organization of material and documentation can be observed according to specific points: for example, laws are divided into articles, while meeting minutes are presented in enumerated points.

From the perspective of normativity, standardization, and stylistic development, terminological vocabulary belongs to the formal (bookish) lexicon. This means that the lexicon of economic terminology in official documents and journalistic writing consists of both terminological formal vocabulary and non-terminological formal vocabulary.

The formal terminological lexicon consists primarily of terms specific to the field in question (single-word or multi-word units), such as in the case of: *price indices, tariffs, taxes, tax administration, taxpayers, economists*, etc. In contrast, the formal non-terminological lexicon, which is also shared with other terminological domains, includes items such as *consumer goods, percentage, bank*, etc.

Within the boundaries of the text, these groups enter into relationships with one another inside each sentence in such a way that each becomes the carrier of information expressed to varying degrees. As such, the primary informational weight in the economic-commercial field is borne by the field-specific terms, which are words or multi-word expressions:

In Albanian: *euro, pagesë, investitorë, kontraktore, inventar, buxheti, ndihmë ekonomike, çmim, llogari bankare, llogari ekonomike, vlera e pagës, aksioner (euro, payment, investors, contractors, inventory, budget, economic assistance, price, bank account, economic account, wage value, shareholder).*

In Italian: *euro, paga, investitori, contrattuale, inventario, bilancio, assistenza economica, prezzo, conto bancario, conto economico, il valore della paga, azionista.*

As can be seen, these words or phrases define the field under analysis. Consequently, this lexicon occupies the primary and most important place as the object of study.

The second level of information is constituted by the formal non-terminological lexicon, which carries a more general informational weight, such as:

In Albanian: *bëhen, kryerjet, gjendje, lëvizje (are made, executions, state/condition, movement),*

In Italian: *si fanno, lo stato, il realizzato, movimento.*

An even more general, indeed, less specific, informational weight, not directly related to economic or commercial information, is carried by the general non-formal lexicon, such as:

In Albanian: *mbledh, quhen, shtyhet, merr (collect, are called, is postponed, takes),*

In Italian: *raccogliere, detto, rinviata, prende.*

This means that terminological vocabulary can be presented, from the perspective of conveying economic information, both independently, outside its connection with the two other types of lexicon, and within a coherent text, where all types of vocabulary are actualized. These can be examined in terms of their degree of informational weight, both in general and in a specialized sense for the given terminological field.

To illustrate this idea, any type of text from the relevant field, in either language, may be examined to observe how economic information distinctly stands out within textual connections alongside the two other types of lexicon (see scheme).

The same can be said for the Italian language, examples of which will be discussed further below. The overall weight of the information contained in the official (economic) text deriving from non-terminological lexis becomes apparent in the manner outlined in the same text, but now stripped of specialized terms, both in Albanian and in Italian. A further distinction or shift in informational weight is also observed in the use of general roles. In addition to words with full lexical meaning, special value is also assumed by function words, which become standardized in these texts of the economic field.

As such:

Prepositions: *pavarësisht se (despite), në bazë të (based on), mbi bazën (on the basis of), nëpërmjet (through), çdo (each), etc. (as well as locutions).*

Adverbs: *detyrimisht (necessarily), sigurisht (certainly)*.

Conjunctions or conjunctive locutions: *në rast se (in case), apo (or), meqenëse (since), dhe (and), në mënyrë që (so that)*, etc.

In addition to their frequent occurrence, their use also displays a certain quantitative restriction when compared to the large number of such items available in the general language. On the other hand, within commercial–economic terminology, one observes a lexicon that exhibits several features specific to this field of terminology. Consider, for instance, multi-word terms, which find a wide range of use in these texts:

Shqipe (Albanian)

Organe tatimore (Tax authorities);

Këshilli i Ministrave (Council of Ministers);

Ministria e Financave (Ministry of Finance);

E drejta penale (Criminal law);

E drejta private (Private law);

Marrëveshje kuadër (Framework agreement);

Shoqëri tregtare (Commercial company);

Operator ekonomik (Economic operator);

E drejta publike e administrative (Public administrative law); *Diritto pubblico e Amministrativo;*

Bilanc ekonomik (Economic balance sheet);

Kontratë sektoriale (Sectoral contract);

Italishte (Italian)

l' autorità fiscale; il fisco

Consiglio dei Ministri;

Ministero delle Finanze

Diritto penale;

Diritto privato;

Accorda quadro;

Società commerciale;

Operatore economico;

Bilancio economico;

Contratto settoriale;

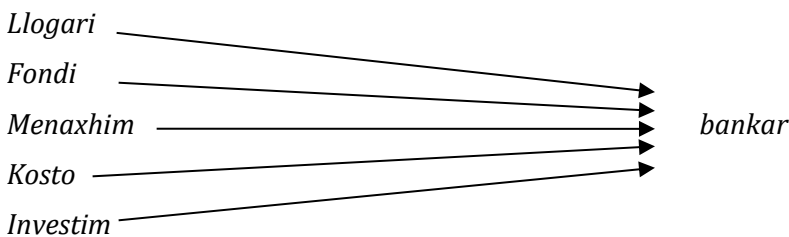
Since terms appear in two forms, namely as sentential terms and as phrasal (multi-word) terms, phrasal terms (as in the above examples), functioning as compound linkages, should be examined from the standpoint of the connections between their constituent elements. Thus, the constituent elements of phrasal terms emerge as internal linkages among themselves and, as such, should be analyzed in relation to one another.

For instance, in cases such as *bank account, llogari bankare (il conto bancario)*, the determining element functions as an internal linkage to the head element denoted by *account*. A similar analysis may be extended to other cases, such as *bank fund (fondo bancario), bank management, banking costs, bank investment (investimento bancario)*, etc. In other words, the determining element constitutes an internal linkage to the determined component marked by the element *account*. The same applies in other

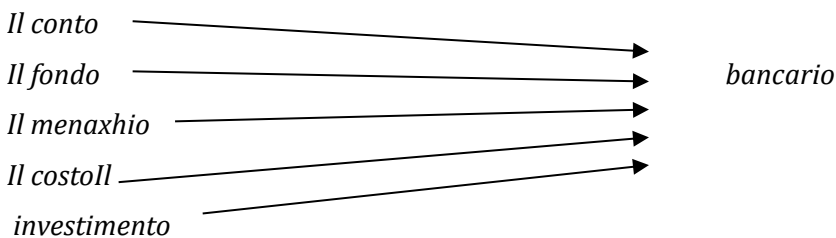
instances where the element *banking/bank* stands in relation to *cost, investment, management*, and so forth. This implies that the determining elements of phrasal terms should also be presented separately, while consistently being linked to the head element they determine.

For example:

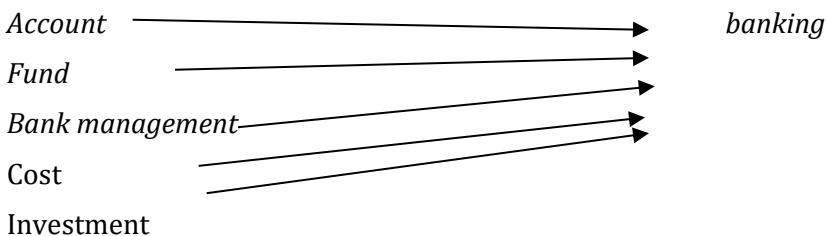
Në shqipe



Në gjuhën italiane:



In English:



The most important foundational corpus that enriched this terminology consists of terms denoting the most general economic concepts, which underpin all other concepts. Among these stand out the terms that designate the principal notions and characteristics of this economy (Pasho, SF No. 1, 1985). During the period of the country's economic and social development under socialism, terminology likewise

conformed to this type of economy. In other words, each state orientation or the economization of society was represented through a language policy corresponding to that period. For the period in question, the essence of the system was characterized by the concept of socialism; therefore, both single-word and multi-word terms found their place accordingly, such as:

socialist economy, the economic base of socialism, the economic laws of socialism, etc., but also *planning* and *planned*, *centralization* and *centralized*, *unitary* and *unified* (Pasho, SF No. 1, 1985).

If we refer to the historical development of language in the first years after Liberation and beyond, the country's economic development into a multi-sectoral activity was accompanied simultaneously by the development of the economic sciences, which in turn were associated with their own lexicon—that of economic terminology. Thus, the terminology we analyze today has its primary developmental foundation in the general literary language, in the lexicon, and the corresponding linguistic layers. Linguists have exercised particular care in the identification, standardization, and Albanianization of this terminology, guiding its development along specific trends both in the lexico-semantic dimension and in the structural and word-formational dimension (Pasho, SF No. 1, 1985).

By contrast, in the period after the 1990s, these word-terms were replaced or gave way to terms such as (some of which have been cited above): *financial business*, *budgetary management*, *economic investment*, *financial crisis*, *tax revenues*, *minimum wage*, etc. These terms entered the Albanian lexicon relatively late and have been explained in the relevant terminological dictionaries of the field. Developed countries, where capitalism had consolidated earlier, had recognized and standardized these notions much sooner, incorporating them into widespread use in the media, official documents, and academic discourse. Albanian, like any other language, has been influenced by these developments, absorbing new terms and adapting them to its own needs.

In this context, it is also important to mention the development of Italian terminology. Italy, as one of the countries with a long-standing capitalist tradition and a consolidated economic system, has developed a rich and standardized economic terminology since the decades following the Second World War. Terms such as *bilancio finanziario*, *amministrazione di bilancio*, *investimento economico*, *crisi finanziaria*, *redditi fiscali*, *salario minimo* have been widely used in the Italian political, legal, and journalistic discourse. These terms have not functioned merely as technical notions but have become part of everyday language, spreading through the media and influencing the shaping of public opinion.

The comparison shows that, whereas in Albania after the 1990s, economic terminology was enriched with new terms as a result of political and economic transition, in Italy, these terms had entered earlier and had already achieved semantic and structural stability. For example, the term '*krizë financiare*' in Albanian (*financial*

crisis) became widely recognized after the 1990s, whereas in Italian, *crisi finanziaria* had long been in use in economic and political discourse. Similarly, *minimum wage* is a relatively recent notion in Albania, whereas in Italy, *salario minimo* has for decades formed part of trade-union and legal discourse.

In addition to being enriched with new terms designating new notions, this terminology has also developed through the increasing precision of the semantic content of terms. In Italy, the process of standardization has been supported by terminological dictionaries, legislation, and official documents, providing terms with stable and widely accepted meanings. In Albania, this process has been slower, yet continuous, relying on translations, borrowings, and adaptations from Italian and English terminology.

Concerning the position of the term within the system of lexical units, linguistic studies on terminology indicate that it occupies the same linguistic level as the word. However, the concept expressed by a term is always narrower than that expressed by a general word; indeed, as the concept undergoes further specification, its scope becomes progressively more restricted. For example: the word-term *depozitë* – *depozitë bankare* – *depozitë bankare rrjedhëse* in Albanian (*deposit* – *bank deposit* – *current bank deposit*) corresponds to *deposito* – *deposito bancario* – *deposito bancario corrente* in Italian. This parallelism shows that both languages follow the same linguistic mechanism for narrowing concepts and for creating terminological microsystems. The formation of economic terms also employs the methods and resources of the general literary language.

In Albanian, a tendency toward synthesis is observed, a tendency that is likewise evident in Italian, where economic terms are often condensed into short and clear forms such as *conto bancario*, *fondo bancario*, and *costo bancario*. Although in Albanian many foreign terms previously used alongside native equivalents have fallen out of use, and new words have been created through the resources of the Albanian language, a renewed tendency to use borrowed terms can still be observed today—a phenomenon similar to Italian, where borrowings from English (*spread*, *rating*, *default*) have become part of economic discourse.

In this way, the study of Albanian and Italian economic terminology shows that both languages have followed a similar trajectory: enrichment with new terms, standardization of meaning, and integration of terms into public discourse. Nevertheless, the pace and timing of development have differed, reflecting the social and economic realities of each country.

Conclusions

The study on economic discourse in Albanian journalism, compared with Italian terminology, highlights several important conclusions related to language development, the role of the media, and the impact of cross-linguistic borrowings.

1. The role of standard language and economic terminology

The Albanian language, with its standard, has shown a high ability to absorb and adapt new economic terminologies. Terms such as *buxhet*- budget, *inflacion*-inflation, *debit*-debit, *aksioner*-shareholder have become part of everyday communication, moving from technical registers to journalistic discourse. This phenomenon shows that the standard language is not simply a means of communication, but a dynamic mechanism that adapts to the needs of modern society. In comparison, the Italian language has a longer tradition in the use of economic terminology, which is standardized and consolidated. Terms such as *bilancio*, *inflazione*, *azionista* are used not only in official documents, but also in the media, creating a clear model for economic communication. This comparison shows that Albanian is in a continuous process of adaptation, while Italian has achieved greater stability.

2. The combination of terminological, non-terminological, and general lexicon

The analysis of journalistic and official texts shows that economic discourse is not isolated only in specialized terminology.

On the contrary, it is constantly interwoven with non-terminological and general lexicon, creating a text understandable to the general public. This phenomenon is necessary to ensure that economic information does not remain confined within the circle of experts but becomes accessible to ordinary citizens.

In this way, the language of the media plays the role of a mediator between technical language and everyday language, making economic discourse more democratic and inclusive. In Albanian journalistic texts, economic terms such as: *buxhet*-budget, *inflacion*-inflation, *krizë financiare*-financial crisis, *tatime*-taxes, *paga minimale*-minimum wage are often accompanied by common words like *rritje*-growth, *ulje*-reduction, *gjendje*-state, *lëvizje*-movement or circulation.

This combination creates a balance between terminological accuracy and general comprehensibility. For example, an article on the state budget may use the technical terms *deficit buxhetor*-budget deficit or income taxes, *ose tatime mbi të ardhurat*, but will also explain their effects in simple terms, such as rising prices or falling wages.

This combination makes the text understandable to the average reader, without losing the accuracy of the information. The comparison with Italian is significant. A similar combination is also observed in Italian texts, where technical terms such as *bilancio*, *inflazione*, *redditi fiscali*, *salario minimo* are accompanied by common words or terms like: *aumento*, *diminuzione*, *situazione*, *movimento*. Italian journalism (Saracino, 2024), with its long tradition, has managed to create an economic discourse where technical terms do not remain isolated, but are introduced into the flow of everyday language. This makes economic discourse more understandable and closer to the public, transforming it into a means of education and information. The combination of terminological, non-terminological, and general lexicons has a double function.

On the one hand, it ensures the accuracy of information, because technical terms are necessary to clearly define economic notions.

On the other hand, it ensures the comprehensibility of the information, because common words make the text closer to the reader. This dual function is particularly important in journalism, where the goal is not only to inform the public but also to educate. In Albania, this process is still developing. The media often faces the challenge of balancing the use of technical terms and explaining them in plain language.

However, the presence of economic terminology in journalistic texts is a major step towards raising public awareness. In Italy, this process is more consolidated because the public has long been accustomed to economic terminology and has integrated it into everyday vocabulary. This comparison highlights that the combination of lexis is not simply a linguistic issue, but also a social and educational one. It shows that journalism, both in Albania and in Italy, has a dual function: informative and educational. Informative, because it conveys accurate data on economic reality; educational, because it helps the public understand and interpret this data. In this context, the combination of terminological, non-terminological, and general lexicons is an indispensable mechanism to ensure that economic discourse is clear, understandable, and useful for the whole of society.

3. *The impact of cross-linguistic borrowings*

One of the most important phenomena in the development of Albanian is the role of cross-linguistic borrowings, especially from Italian and English. These borrowings have enriched the lexicon of Albanian, bringing it closer to international terminology and making it more capable of facing the challenges of global communication. Italian borrowings have entered mainly through historical, cultural, and economic contacts, integrating into fields such as art, fashion, gastronomy, and administration.

Terms like: *makinë* (*nga it. macchina*) and *avokat* (*nga it. avvocato*) are clear examples of this process, which has often been natural and standardized (Memisha, 2007). Meanwhile, English has exerted a later but much more intense influence, especially in technology, business, sports, and pop culture. Terms such as *internet*, *software*, and *marketing* are widely used, often in parallel with Albanian forms, creating a lexical duality that, on the one hand, enriches the language, but on the other hand can bring semantic ambiguity and lack of coherence (Lloshi, 2011). This phenomenon is particularly visible in Albania, where the media has a major role in the spread of Anglicisms, often without the filter of linguistic institutions (Gjoshi, 2020).

Compared to Italy, where the borrowing process is more controlled and borrowings quickly adapt to the linguistic norm, in Albania, this process is more open and fragmented, creating a greater space for linguistic creativity, but also for ambiguity (Thomai, 2009).

The advantages of this phenomenon are obvious: increased lexical flexibility, proximity to international terminology, and facilitation of academic and professional communication. However, there are challenges, as the parallel use of foreign and Albanian terms often makes the coherence of the language difficult and makes it necessary for linguistic institutions to intervene for standardization.

In this sense, cross-linguistic borrowings remain a two-way process: they enrich the language and modernize it, but at the same time require care to maintain its clarity and coherence. In Italy, the borrowing process is more controlled, with a tendency for rapid standardization. In Albania, this process is more open and often influenced by the media, which plays a major role in the spread of new terms.

4. *The social dimension*

Economic discourse is not simply a linguistic issue, but also a social one. It represents a particular way of communication that directly influences the shaping of public awareness and the perception of economic realities. The use of economic terminology in the media is not limited to the description of financial or commercial phenomena, but serves as an instrument to construct meanings, shape attitudes, and guide the behavior of citizens.

Terms like: *krizë financiare-financial crisis*, *paga minimale-minimum wage*, *investim ekonomik-economic investment*, *budget deficit-deficit buxhetor* are not just technical terms; they are carriers of ideas and concepts that influence the way society understands and experiences the economy. In this context, the role of the media is irreplaceable. The media is not only a channel of information, but also a means of educating and shaping public opinion. Through its language, it makes economic discourse accessible to the general public, transforming specialized terminology into part of everyday vocabulary.

This process has a major social impact, because the language of the media is not neutral: it selects, structures, and interprets economic information in ways that influence public perception. For example, the frequent use of the term *krizë-crisis* creates a sense of uncertainty and social anxiety, while the use of the term *rritje ekonomike-economic growth* creates optimism and confidence.

In Albania, this process is particularly sensitive due to the political and economic transition after the 1990s. The Albanian public is often confronted with new terms that require explanation, such as privatization, liberalization, economic integration, and foreign investment. These terms are not just technical notions, but carry ideologies and policies that have directly impacted the daily lives of citizens.

For example, the term privatization-privatizim (in Albanian) is not simply an economic process, but a concept related to the change of ownership, the transformation of social structures, and the perception of social justice. In this way, economic discourse becomes a tool for understanding not only the economy but also society as a whole.

The comparison with Italy is necessary to understand the sociological dimension of economic language. Italy, as a country with a long capitalist tradition and a consolidated economic system, has developed a stable economic discourse integrated into its culture.

Terms like: *bilancio, inflazione, salario minimo, crisi finanziaria* are known to the Italian public and are widely used in the media, politics, and public debate. As a result, the Italian citizen has a more consolidated competence to interpret economic information and to relate it to social reality. In Albania, this process is still developing, because the language is in a consolidation phase and the public often needs additional explanations to understand new terms.

The social dimension of economic discourse is also closely related to the role of linguistic borrowings. Borrowings from Italian and English are not only lexical enrichment, but also carriers of culture. When a foreign term enters Albanian, it brings not only a technical notion but also a new way of thinking about the economy.

This shows that language is a social mechanism that mediates relations between cultures and that influences the way society understands global reality. Another important aspect is that economic discourse influences the shaping of social identity.

The use of economic terms in the media creates a division between those who understand them and those who do not, affecting the way individuals perceive themselves and their role in society. In Italy, where media literacy is more consolidated, this division is smaller because the public has a higher linguistic and economic competence.

In Albania, where the process is still developing, this division is more visible, creating challenges for the education and involvement of citizens in public debates.

In conclusion, the social dimension of economic discourse shows that language is not simply a means of communication, but a shaping instrument of society. The use of economic terminology in the media influences the perception of economic realities, the shaping of public opinion, and the construction of social identity. The comparison between Albania and Italy highlights that, although the process is more consolidated in Italy, in Albania, it is more sensitive and dynamic, reflecting the transition of language and society. This dimension makes economic discourse an indispensable field of study not only for linguistics but also for sociology and media education.

5. The educational dimension

One of the most important conclusions of this study is that economic discourse does not only have an informative function, but also an educational one. Through the media, the public is exposed to a series of complex terms, which were once limited only to the language of experts and technical documents. Today, notions such as budget, inflation, financial crisis, minimum wage, and economic investment have become part of the everyday vocabulary of citizens, helping them to better

understand complex economic realities. This process of spreading economic terminology in public discourse has a direct impact on increasing the linguistic and media competence of society. In Albania, this development is particularly important due to the political and economic transition after the 1990s.

The media has played the role of a mediator between the specialized economic language and the general public, making new terminology more understandable and integrating it into everyday communication (Friedrich-Ebert-Stiftung, 2020). This has helped citizens to be better able to make informed decisions, both at the individual level (as consumers, employees, investors) and at the collective level (as participants in public debates on economic policies). The comparison with Italy is valuable to understand the differences in the consolidation of media literacy. In Italy, media and economic literacy are more developed because economic terminology has been present in the media and in political discourse for decades.

Terms like: *bilancio*, *inflazione*, *salario minimo*, *crisi finanziaria* are known to the Italian public and have entered the everyday vocabulary early, becoming part of the general culture. Consequently, the Italian citizen has a more consolidated competence to interpret economic information and to make decisions based on it. However, even in Albania, the presence of economic terminology in the media is a major step towards increasing public awareness. This process has a double educational dimension: on the one hand, it helps develop linguistic competence, because citizens learn to use and understand new terms; on the other hand, it helps develop media competence, because the public learns to read, interpret, and criticize the economic information that is offered to them. In this way, economic discourse in the media serves as a powerful tool for educating society, making it more aware and better prepared for the challenges of the time. In conclusion, the educational dimension of economic discourse is a key element that connects language with society. It shows that language is not simply a means of communication, but also an instrument for shaping public thought and awareness.

The comparison between Albania and Italy highlights that, although media education in Albania is still developing, the presence of economic terminology in the media is a clear indicator that language is playing an active role in educating citizens and in increasing their linguistic and media competence.

In conclusion, the study shows that the economic language in Albanian journalism is in a continuous process of development, influenced by cross-linguistic borrowings and the need to communicate clearly with the public. The comparison with the Italian language highlights the similarities and differences, showing that both languages follow a similar path, but at different rates. From a social point of view, economic discourse is a powerful tool for shaping public opinion.

From an educational point of view, it is an instrument for increasing linguistic and media competence. In this context, the study contributes to the understanding of the

role of language in society and the way it influences the perception of economic realities.

The importance of the study

This study on economic discourse in Albanian journalism, with a comparative perspective on Italian terminology, has particular importance in several linguistic, sociological, and educational plans.

First, it contributes to the field of linguistics by analyzing the way in which economic terminology, once limited to technical registers, has become part of everyday language and media communication. This shows that the standard Albanian language is a dynamic system, capable of absorbing new notions and adapting to social and economic developments. The comparison with Italian enriches this analysis, highlighting the similarities and differences in the process of standardization and borrowing of economic terms.

Secondly, the importance of the study lies in the sociological dimension. Economic discourse is not simply a technical means of communication, but an instrument that shapes public awareness and perception of economic realities. Through the media, economic terms such as budget, inflation, and financial crisis become part of the vocabulary of citizens, influencing the way they understand and interpret social developments. The comparison with Italy shows that this process is universal, but in Albania, it takes on a special importance due to the phase of consolidation of the language and the economic system.

Third, the study has an educational dimension. It helps to understand the role of the media as a tool for the linguistic and economic education of the public. Through the analysis of terminology, citizens gain linguistic and media competence, becoming better able to interpret complex economic information. This is especially important in a society where media literacy is still developing and where the media has a major role in shaping public opinion.

Finally, the importance of the study also lies in the practical aspect. It provides a basis for further standardization of economic terminology in Albanian, helping to create clearer and more coherent communication in the media, official documents, and academic publications. The comparison with Italian serves as a reference model, showing that cross-linguistic interaction is a rich source of lexical innovation and language development.

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