

# UNIVERSAL LINGUISTIC PATTERNS IN THE FUNCTIONING OF ENGLISH LOANWORDS IN CONTEMPORARY ITALIAN (BASED ON ITALIAN MEDIA SOURCES)

**Kondruk Veronika**

PhD Student, Lecturer of Italian language  
Borys Grinchenko Kyiv Metropolitan University

In contemporary linguistic discourse, the worldview is understood as an open, hierarchically organized system capable of self-organization within a dynamic sociocultural environment [1]. It encompasses not only conceptualized but also structural interaction among various levels – from the physiological to the worldview-creative (informational) one. Each level has a horizontal dimension consisting of a core and a periphery, which makes it possible to assess the degree of significance of individual elements within the overall system [2].

In our analysis, we relied on the following principles:

- *Upward determinism*, in which each lower level serves as the foundation for the functioning of the higher one (from 1 to 7). Physiology enables emotions, which form the basis for cognitive processes, followed by social adaptation, intergroup interactions, values, and worldview programs [3].
- *Downward determinism*, in which higher levels guide and shape the behavior and structures of the lower ones (from 7 to 1). The worldview determines values, which influence social relations and behavior, thereby modifying cognitive, emotional, and physiological processes [3].
- *Symmetric-causal logic*, whereby the higher levels (7, 6, 5) define the content and structure of the lower ones (1, 2, 3): the informational level sets the orientation of the material base; values determine elementary constructs and the system's self-diagnostic state; and functional interactions shape usual meanings. At the same time, the lower levels affect the higher ones: the material base (1) constrains or directs the choice of values (6), while usual meanings (3) determine the dynamics of intergroup interactions (5) [4].

The analysis of the news discourse corpus made it possible to differentiate Anglicisms according to the universological hierarchy, in which each level corresponds to a specific segment of mental and social being – from basic physiological manifestations to abstract-creative programs of worldview orientation [2]:

## 1. Physical-physiological level:

- **Detox.** *In linea generale, seguire un percorso detox apporta i seguenti benefici* [5].
- Italian: *disintossicazione*.
- The borrowing *detox* resonates with contemporary wellness-culture trends and digital hygiene practices, as it reflects the need for systemic renewal and recovery

within the global information space. The *bifurcation* vector lies in the choice between a traditional understanding of physiology and a new, expanded meaning in which the influencing factors include globalization, innovations in health practices, and increasing awareness of digital risks. The *attractors* in this process are the popularity of a healthy lifestyle, whereas the *repellers* include skepticism toward fashionable new treatment methods.

- At the physical-physiological level, detox functions as a basic system of cleansing and restoring the body. According to the symmetric-causal logic, it may also manifest at *level 2* (improvement and “renewal” of one’s emotional state) and *level 3* (the so-called “cognitive decluttering,” a process of becoming aware of and rejecting harmful illusions or false beliefs imposed by external influences).

## **2. Psycho-emotional level:**

- Hype. *E piu dello stesso hype che circonda queste nuove tecnologie, capaci di muovere sia miliardi di investimenti che paure millenaristiche sulla fine imminente della razza umana* [6].

- Italian: *clamore*.

- It resonates with contemporary society’s need for an immediate emotional response. The *bifurcation* lies in the choice between genuine interest and artificially generated hype. The *attractors* include virality, curiosity about novelty, and the desire to “stay in the loop,” while the *repellers* are information fatigue and distrust toward the media.

- From the standpoint of the hierarchical system, this term reflects the psycho-emotional level, where collective feelings form the basis for subsequent cognitive (*level 3*) and social (*level 4*) processes. At *level 5*, it may manifest as a tool of manipulation and communicative influence on intergroup relations.

## **3. Mental level:**

- Digital. *Oggi la Rai lo ricordera con una serie di iniziative editoriali televisive, radiofoniche e digital e con spazi di approfondimento nelle sue testate giornalistiche tv e radio* [7].

- Italian: *digitale*.

- Resonance means its capacity to reflect the newly digitalized and accelerated picture of the world. *Bifurcation* manifests as a split between traditional models of perception (analog thinking, graduality, locality) and digital logic (instantaneity, globality, interactivity). *Attractors* include the pursuit of rapid communication, convenient access to data, and integration into global networks. *Repellers* include digital fatigue, information overload, risks of fraud, and the loss of privacy.

- It can appear at *4-5 levels* (as an adapted form of communication within society, as well as a space for intergroup discussions, conflicts, or cooperation in the digital environment).

#### 4. Social-adaptive level:

- Manager. *Recentemente ha introdotto i primi strumenti per favorire la collaborazione tra brand e creator, che qui sono principalmente opinioni leader, imprenditori e manager di spicco.* [8].
  - Italian: *dirigente*.
  - In the collective imagination, the term resonates with the micromyth of the “strategic organizer”: a figure who does not merely supervise but creates order out of complexity and sets the rules of the game within a dynamic market environment. The manager appears as a mediator between creativity and structure, between vision and execution. This image carries symbolic capital associated with authority, competence, coordination, and the ability to deliver results. At the level of *bifurcation*, the term reflects a shift from the traditional “administrator-leader” to a “network mediator,” operating within an ecosystem of brands, digital platforms, and creators. *Attractors* include the digitalization of workflow, the rise of personal branding, and the growing importance of communication and cross-sector synergy. *Repellers* include bureaucratic constraints, increasing distrust toward corporate structures, emotional burnout, and the high level of responsibility associated with the role.
  - It manifests at *level 1* (direct management of processes and resources), *level 3* (communication, team coordination, mediation), *level 5* (strategic planning and decision-making) and *level 6* (values of leadership, responsibility, efficiency, and professional achievement).

#### 5. Communicative level:

- Business community. *Questo disegno sarebbe in grado di soddisfare ampiamente i vari attori che dominano i vertici del cosiddetto “parallelogramma delle forze” che rappresenta la struttura di base dell'esercizio del potere politico nella RPC: il PCC, la burocrazia, la business community e le forze armate* [9].
  - Italian: *comunità imprenditoriale*.
  - The resonance of the borrowing lies in its ability to denote a cohesive social group with collective identity and its own “political voice” reflecting the universological pattern of transition from individual actions to collective structures that define the strategic development of society. The *bifurcation* vector unfolds between the traditional understanding of entrepreneurship as a private initiative focused on local interests and the modern model, which embodies a globalized network of interdependencies, shapes new rules of the game, and even aspires to the level of political power. The *attractors* include international economic integration, the need for strategic partnerships, and the desire to influence politics through economic resources. The *repellers* are internal competition, societal distrust of business, and fear of economic monopolization of power.
  - It manifests at *level 4* (functioning as a network of professional interactions that form institutional ties and regulate participant behavior), *level 6* (emphasizing the value of money and professional success), and *level 3* (a mental construct denoting a particular group identity and mindset united by shared economic goals and strategic

decisions).

### 6. Axiological level:

- Pet-friendly. *L'evoluzione del campeggio moderno passa anche attraverso un'attenzione sempre maggiore alla sostenibilit  ambientale e all'accoglienza degli animali domestici, rendendo cos  campeggi e villaggi turistici pet-friendly* [10].

- There is no Italian equivalent.

- It resonates with new modes of social thinking, in which pets are perceived as full-fledged family members entitled to comfort, safety, and consideration of their needs within the service sphere. This reflects a broader cultural transformation – a shift from an anthropocentric to a biocentric paradigm, in which the animal becomes a morally significant subject. *Bifurcation* emerges between the traditional service model (oriented exclusively toward humans) and a new one that accounts for the needs of animals as socially and culturally meaningful “subjects.” This shift generates a synergetic effect: caring for animals becomes an indicator of broader social and environmental responsibility. *Attractors* include the spread of animal-welfare narratives and the growing demand for integrated services (traveling with animals, specialized services, etc.). *Repellers* include skepticism toward the “humanization” of animals, additional economic costs for businesses, and cultural barriers.

- It manifests at *level 2* (the association with pets consistently evokes positive emotions and feelings) and *level 5* (it changes the rules of interaction in the tourism sphere and reflects new social norms).

### 7. Worldview-creative / Informational level:

- Internazionalizzazione, innovation. *Da un lato consente a chi investe di poter sfruttare a pieno la open innovation, il know how e le competenze di una PMI innovativa e dall'altro permette alle PMI innovative di decollare a livello dimensionale e culturale grazie al supporto, alla capacit  di internazionalizzazione e alla presenza sul mercato nazionale ed estero delle societ  mature che investono* [11].

- The terms indicate a dual process: integration into the global market while simultaneously modernizing internal business practices. They resonate with the new economic logic, where success is determined not only by local productivity but also by the ability to engage in international knowledge, investment, and technology networks. The bifurcation arises between two poles: on one side, adaptation to global trends, which opens access to resources, partnerships, and cultural exchange; on the other, the risk of losing local specificity, becoming overly dependent on external partners, and eroding unique identity. The attractors include international cooperation, open access to technologies, development of global competitiveness, and cultural exchange. The repellers are economic unification, the displacement of local business traditions, cultural standardization, and asymmetry in relations between “big” and “small” markets. In this dynamic, innovation sets the strategic development vector, while internazionalizzazione acts as the mechanism for its global dissemination. Together, they form a new business paradigm where success requires a balance between the global and the local.

- They may manifest at *level 5* (influencing intergroup interactions by shaping new models of partnership and competition).

In conclusion, the study of the universological-synergetic patterns governing the functioning of English loanwords in contemporary Italian media discourse reveals that these terms represent complex, multi-level processes of language adaptation to globalization challenges. They integrate into all segments of the multi-layered worldview ranging from the physiological to the worldview-creative level – and become significant markers of cultural transformations. Anglicisms perform a dual function: on one hand, they fill nominative gaps, and on the other, they activate new cognitive and axiological structures that reflect changes in social consciousness.

The analysis of Anglicisms in contemporary Italian media discourse affirms their role not only as linguistic units but also as universal signs of social and cultural transformations, paving the way for further interdisciplinary research at the intersection of linguistics, sociology, and cognitive sciences.

### References:

1. Колесник О. С. Міфологічний простір крізь призму мови та культури : монографія. – Чернігів : РВВ ЧНПУ імені Т. Г. Шевченка, 2011. – 312 с.
2. Колесник О. С. Мова та міф у вимірі міждисциплінарних студій : монографія. – Чернігів : Десна Поліграф, 2016. – 240 с.
3. Li J. 2022. Relationship Between Language and Thought: Linguistic Determinism, Independence, or Interaction? // BIO-BYWORD. – Vol. 6, No. 5. – P. 32–37.
4. Гольцева М. І. Англомовний дипломатичний дискурс Ради безпеки ООН: структура і прагматика : дис. канд. філос. наук. – Київ, 2023. – 300 с.
5. Scognamiglio R. 2022. Bevande alcoliche: i benefici del "Dry January" per i senior // IlGiornale.it. – Mode of access: <https://www.ilgiornale.it/news/over/bevande-alcoliche-benefici-dry-january-senior-2002178.html>
6. Rociola A. 2024. L’Ai oltre i chatbot, Acea: “Così abbiamo ridotto gli sprechi d’acqua al 27%” // La Stampa. – Mode of access: [https://www.lastampa.it/tecnologia/2024/07/20/news/lai\\_oltre\\_i\\_chatbot\\_acea\\_cosi\\_a\\_bbiamo\\_ridotto\\_gli\\_sprechi\\_dacqua\\_al\\_27-423406798/](https://www.lastampa.it/tecnologia/2024/07/20/news/lai_oltre_i_chatbot_acea_cosi_a_bbiamo_ridotto_gli_sprechi_dacqua_al_27-423406798/)
7. Sacchi, Matteo. 2024. Trent'anni senza Modugno, rivoluzionario della musica. IlGiornale.it. Mode of access: <https://www.ilgiornale.it/news/trentanni-senza-modugno-rivoluzionario-musica-2355852>.
8. Rocco, Gabriella. 2024. In Italia cresce il fenomeno degli influencer “genuini”. La Stampa. Mode of access: [https://www.lastampa.it/tecnologia/2024/07/10/news/mercato\\_influencer\\_italia\\_socia\\_l\\_quanto\\_guadagnano-423388600/](https://www.lastampa.it/tecnologia/2024/07/10/news/mercato_influencer_italia_socia_l_quanto_guadagnano-423388600/)
9. Serra, Monica, Siravo, Andrea. 2024. Sgominati i clan degli ultras di Inter e Milan, 19 arresti. Ci sono i bodyguard di Fedez e Luca Lucci. La Stampa. Mode of access: [https://www.lastampa.it/cronaca/2024/09/30/news/clan\\_ultras\\_inter\\_milan\\_arresti\\_nd\\_rangheta-14675426/?ref=LSHA-BH-P1-S1-T1](https://www.lastampa.it/cronaca/2024/09/30/news/clan_ultras_inter_milan_arresti_nd_rangheta-14675426/?ref=LSHA-BH-P1-S1-T1)

10. La Stampa. 2024. Campeggi, il 2024 è da record. Non più solo tende, ma anche bungalow e comfort. Mode of access: [https://www.lastampa.it/economia/2024/08/07/news/campeggi\\_2024\\_da\\_record\\_toscana-14540272/](https://www.lastampa.it/economia/2024/08/07/news/campeggi_2024_da_record_toscana-14540272/)

11. Longo A. 2019. Sconto fiscale per chi investe nelle Pmi innovative: dopo tre anni, ecco il decreto // La Repubblica. – Mode of access: [https://www.repubblica.it/economia/2019/05/08/news/sconto\\_fiscale\\_per\\_chi\\_investe\\_su\\_pmi\\_e\\_startup\\_innovative\\_ecco\\_il\\_decreto\\_atteso\\_da\\_tre\\_anni\\_-225799050/](https://www.repubblica.it/economia/2019/05/08/news/sconto_fiscale_per_chi_investe_su_pmi_e_startup_innovative_ecco_il_decreto_atteso_da_tre_anni_-225799050/)