

The diploma thesis of Anglicisms in Italian Media with a Focus on Anglicisms in Italian Vocabulary of Printed Magazines is centred around a key problem: the influence of English language on Italian. The goal of the degree work is to prove via an analysis of fourteen of the most popular Italian printed magazines, which are read by millions of Italians every week, that the influence of English on Italian language is quite negative. The expressions which are used in both spoken language and the printed one are not only technical terms; the majority of the words are common expressions used in everyday life which have Italian equivalents. In my opinion, it is mainly media that is the source of new English words floating into Italian and the journalists who support the people in using them. As I have tried to prove in the various tables which contain all the words used in all the magazines, the phenomenon concerns all kinds of media. Anglicisms are used in magazines designated to young people, who are among the most knowledgeable in English language, as well as in magazines for older people who don't speak English at all. Moreover, there is no difference in the kind of topics: anglicisms are used in articles about business, politics, and economy the same way as in articles about entertainment and show business (films and TV, music, celebrities, etc.). The only exception is serious and tragic topics (criminality, psychology, health, and diseases). Among the most frequent expressions are the nouns: cast, fan, fiction, gossip, leader, location, look, set, star, and weekend, and the adjectives: sexy and trendy. These words are used in all the fourteen magazines in large numbers. The total amount of anglicisms is much larger, though, totaling almost two thousand. The expressions are received mainly in the original English form; the majority consisting of nouns followed by adjectives. As proven by my personal surveys, the increasing number of English words used within Italian is fairly registered by native speakers and some of the expressions used in the magazines are considered inappropriate. On the other hand, there are not many scientific publications which would treat the matter adequately, which evidences the fact that this problem has not been noticed fully yet.