
WORD FORMATION PATTERNS IN BUSINESS: A CONTRASTIVE ANALYSIS OF NEOLOGISM FORMATION IN GERMAN AND ALBANIAN

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Abstract: The aim of this paper is to analyze and clarify the concept of neologism formation in business in both German and Albanian. The increasing of global and digital economy constantly requires new technical terms. To meet this demand, new words are created using universal and language-specific word formation methods. This study examines the differences in the development of productive words in German and Albanian business languages. It investigates the morphological and semantic methods that play a role in the emergence and change of new business terminology.

The study focuses on three research questions. First, we compare compounds as a method for forming complex nouns. The German language has excellent nominal compounds that summarize complex issues in a single word. For example, "*Übergewinnsteuer*", means "*Excess profit tax*". Albanian, on the other hand, uses analytical structures based primarily on gender constructions to express the same thing (e.g., "*Tatimimbifitimin*", meaning "*Excess profit tax*").

Secondly, a derivation study examines how language-specific suffixes can be used to form new words. The study examines how well certain prefixes and suffixes function in both languages to change the meaning of a word or create new semantic classes. In German, for example, *-ung*, *-heit*, and *-schaft*; in Albanian, *-im*, *-si*, and *-esë*.

Third, it examines how people react to changes and new global economic words. Using key concepts such as the *sharing economy*, *crowdfunding*, and the *gig economy*, a study compares the techniques of the two languages. The study shows that Anglicisms are as common in German as compound words. In Albanian, however, there is a strong tendency to directly adopt English terminology (such as "*crowdfunding*" and "*gig economy*") and sometimes add a descriptive paraphrase (such as "*ekonomi e ndarjes*" for "*sharing economy*").

This paper helps understand the typological differences between German and Albanian by comparing these different approaches and showing how both languages are adapting their vocabulary to the changing needs of the modern business world.

Keywords: Neologisms, contrastive linguistics, business language, composition, loanwords.

1. INTRODUCTION

This study aims to analyze and elucidate the formation of neologisms in the business languages of German and Albanian. Advancing globalization and the digital transformation of the global economy are the main factors driving far-reaching change, which is evident not only in economic processes but also directly in language. The language of business, in particular, is subject to constant pressure to innovate. The need for precise terms for new technologies, business models, and financial products leads to the continuous emergence of neologisms – linguistic innovations that make new concepts tangible. This study aims to investigate how German and Albanian, two languages with different typological profiles, respond to the same extra-linguistic stimulus: the need to name new economic facts. The decision for a particular word formation strategy is viewed not only as an aspect of language structure but also as an indication of the linguistic policy stance of a language community in a global context.

2. METHODOLOGY

This study is based on methods of contrastive linguistics. This approach aims at a synchronous description of differences and similarities between two or more language systems and is ideal for analyzing the different solution strategies of German and Albanian. The idea of the economy itself is the common point of comparison (*Tertium Comparationis*). The analysis is bilateral and non-directional, which means that both languages are treated equally as source and target languages.

The study's main goal is to answer three main research questions:

1. **Analytical structures versus composition:** In what manner do German and Albanian construct complicated words to denote intricate economic concepts?
2. **Productivity of derivation:** Which language-specific derivational patterns work in both languages to produce new abstract economic terms?
3. **Global Anglicisms:** How can both languages incorporate English-language economic phrases?

3. RESULTS

3.1 Analytical structures versus composition

The ability of German to combine words to create new ones is among its most remarkable features. This enables many complex concepts to be condensed into a single word. This "lexical compression" is an extremely economical means of creating concise technical terms.

Case studies of German economic compounds:

- **Übergewinnsteuer (Excess Profit Tax):** This is a new German word that means *excess profit tax*. People all throughout the world recognize the English phrase *Windfall tax*. In one word, *Über-Gewinn-Steuer*, it means *a tax on profits deemed excessive*.
- **Wachstumschancengesetz (Growth Opportunities Act):** This is a new term in politics and economics that means a group of tax reforms that are supposed to help companies with their money problems.
- **Lieferkettensorgfaltspflichtengesetz: (Supply Chain Due Diligence Act):** This is an example of how Germany may construct very long and exact compound sentences to explain intricate regulations.
- **Schuldenbremse / Gaspreisbremse (Debt brake / Gas price brake):** are figurative words for political tactics that are used to keep the national debt low or the price of petrol under control.

On the other hand, Albanian is a synthetic-analytic language that leans heavily towards analyticalism. In this type of language, grammatical linkages are revealed by independent function terms. It typically uses periphrastic forms to generate nouns that are hard to understand.

Case studies of Albanian analytical structures:

- **Tatimi mbi fitimin e tepërt (Excess Profit Tax):** The Albanian phrase for *excess profit tax* literally means *the tax on excess profit*.
- **Ligji për mundësitë e rritjes (Growth Opportunities Act):** The right way to say is *Law for Growth Opportunities*.
- **Ligji për detyrimin e kujdesit në zinxhirin e furnizimit (The Supply Chain Due Diligence Act):** is also known as the *Law on Due Diligence in the Supply Chain*.
- **Frena e borxhit / Kufizimi i çmimit të gazit (Debt brake / Gas price brake):** In English, the German words *Schuldenbremse* and *Gaspreisbremse* mean *the brake on debt* and *the limitation of the gas price*, which are both examples of genitive constructions or descriptive phrases.

3.2 The productivity of derivational patterns

In both languages, derivation through affixes is a basic way to make abstract nouns that stand for processes, states, or properties.

German productive suffixes:

- **-ung:** The main way to turn verbs into nouns, for example, *Zahlung* (payment), *Buchung* (booking), *Lieferung* (delivery), *Regulierung* (regulation).
- **-heit/-keit:** This is used to make abstract nouns out of adjectives, for example, *Sicherheit* (security), *Rentabilität* (profitability), *Nachhaltigkeit* (sustainability).
- **-schaft:** Used to show groups or connections *Belegschaft* (workforce), *Gesellschaft* (society), *Wirtschaft* (economy).

Albanian productive suffixes:

- **-im:** This is the same as the German **-ung** and is very useful for making nouns from verbs *investim* (investment), *menaxhim* (management), *financim* (financing).
- **-si:** Like the German **-heit/-keit**, it makes abstract nouns out of adjectives *madhësi* (size), *aftësi* (ability), *pranueshmëri* (acceptability).
- **-esë:** This is also used to form nouns, frequently signifying a tangible outcome, such as *pagesë* (payment) derived from *pague* (pay).

3.3 Global Anglicisms

Due to English's paramount significance in the global economy, Anglicisms frequently emerge. Both languages deal with them in different ways.

Case Study 1: Sharing Economy

- In German: The English phrase *sharing economy* has become the most common Anglicism.
- In Albanian: Here we see a clear preference for a loanword *Ekonomi e ndarjes* (which means *sharing economy*).

Case Studies 2 and 3: The Gig Economy and Crowdfunding

- In German: The words *Crowdfunding* and *Gig economy* are both firmly established as direct, unadopted Anglicisms.
- In Albanian: The method is the same. There are no translations for the words and are used directly for *Crowdfunding* and *Gig Economy*.

4. CONCLUSIONS

The contrastive analysis has determined the main differences and similarities between the word formation processes of the two languages.

1. It was apparent that various types of intricate noun constructions existed. German prefers nominal compounds (e.g. *Übergewinnsteuer*) that are synthetically compressed, while Albanian likes periphrastic phrases (e.g. *Tatimimbifitimin*) that are analytically clear.
2. In the area of derivation for making abstract words, there was a functional convergence. Both languages have highly useful suffixes that are only used in that language and do the same purpose (for example: German **-ung** and Albanian **-im**).
3. Both languages are generally amenable to worldwide Anglicisms. Albanian shows a stronger tendency towards pragmatic calculation, as seen in *Ekonomi e ndarjes*, especially for semantically transparent concepts like *Sharing Economy*, even though internationally recognized terms like *Crowdfunding* are directly adopted.

The research demonstrates how significant typological differences influence language responses to societal and economic changes. German is a synthetic Germanic language, characterized by its ability to abbreviate words spontaneously.

The study reveals how profound typological distinctions affect how languages react to changes in society and the economy. German is a Germanic language that is very synthetic, which means it can naturally shorten words.

5. RECOMMENDATIONS

There are many distinctions between the two languages, but they are both quite adaptable and may be used in a lot of various ways. They employ their unique skills to solve the challenge that everyone has, how to deal with a rapidly changing global economy. Future diachronic and corpus linguistic studies should examine the evolution of these new words throughout time. For instance, which words remain constant over time, which ones become obsolete, and which ones undergo alterations in spelling, form, or meaning to conform to the linguistic system? This extensive longitudinal study may enhance our understanding of language evolution and the emergence of new terminology within the frameworks of globalization and linguistic typology.

6. ADDITIONAL DATA

Table 1: Comparative overview of word formation strategies in German and Albanian business language

Word formation type	Phenomenon	German example	Albanian example	Contrastive analysis
Composition vs. Analysis	Formation of Complex Nouns	<i>Übergewinnsteuer</i> (<i>Excessprofittax</i>)	<i>Tatimimbifitimin</i>	Synthetic Compression (German) vs. Analytical Transparency (Albanian). German condenses the information into a single word; Albanian explicates the logical relationship through a phrase.
Composition vs. Analysis	Central economic concept	<i>Wirtschaftswachstum</i> (<i>Economic growth</i>)	<i>Rritja ekonomike</i>	German uses a compound, Albanian a genitive construction.
Composition vs. Analysis	Metaphorical concept	<i>Schuldenbremse</i> (<i>Debt brake</i>)	<i>Frena e borxhit</i>	German forms a metaphorical compound, Albanian an analytical genitive phrase.
Derivation	Formation of abstract nouns from verbs	<i>Bezahlung</i> (-ung) (<i>Payment</i>)	<i>Investim</i> (-im)	Functional convergence. Both languages use highly productive, language-specific suffixes to nominalize actions and processes.

Derivation	Formation of abstract nouns from adjectives	<i>Nachhaltigkeit</i> (-keit) (<i>Sustainability</i>)	<i>Aftësi</i> (-si)	Functional convergence. Both languages use analogous suffixes to form abstracts that denote properties.
Borrowing (calculation)	Global neologism (semantically transparent)	<i>Sharing Economy</i> (often an Anglicism)	<i>Ekonomi e ndarjes</i>	Pragmatic calquing (Albanian). Albanian prefers descriptive loanwords when the components are easily translatable, while German tends to retain the Anglicism.
Borrowing (Direct)	Global neologism (semantically opaque)	<i>Crowdfunding</i>	<i>Crowdfunding</i>	Convergent adoption. Both languages adopt the internationally established term directly as a foreign word, since a translation would lose its conciseness.
Borrowing (Direct)	Concept of the modern working world	<i>Homeoffice</i>	<i>Homeoffice</i>	Convergent adoption. The term is adopted directly in both languages to ensure international comprehensibility.

Source: Author's own analysis and elaboration.

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