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# **The language of the Italian youth on TikTok: Focus on the use of Anglicisms**

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A Mattia e Martina, sempre al mio fianco.



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## **Abstract**

In the interconnected and global society we live in, speakers from different linguistic backgrounds use English as an international lingua franca to communicate with each other. As a consequence, English is inevitably shaping and influencing other languages, including Italian. The aim of this dissertation is to investigate the use of Anglicisms in Italian social media and in the language of young Italians, with a particular focus on TikTok, a new video-sharing platform that has become one of the most popular apps worldwide in just a couple of years. TikTok was chosen as the focus of this study for its popularity, for the wide range of content it offers, for its audience, which mainly consists of Gen Zers, and for the short-video format of its contents. Thanks to these features, I was able to investigate how young Italians spontaneously use Anglicisms in social media, and to what extent they incorporate them into their language. In order to conduct the research, I collected 50 Italian TikTok videos, which I then transcribed to design the target corpus, and 30 native-English TikTok videos, which I also transcribed, so as to create the English corpus. Throughout the analysis, the latter was employed as a reference corpus to compare how Anglicisms are used in Italian and in English and to investigate if there were any instances of Pseudo-Anglicisms in the Italian corpus. The analysis was conducted from both a quantitative and a qualitative perspective, as I not only investigated the number of occurrences of each Anglicism, but also collocations and lexical bundles. The results reveal that the vast majority of the Anglicisms employed in the Italian videos belong to a given specialised terminology, followed by everyday language, whereas youth slang presents the smaller number of Anglicisms. Furthermore, the findings show that non-adapted Anglicisms are far more frequent than adapted ones, and that Pseudo-Anglicisms are very uncommon. The dissertation concludes by summarising the findings and offering a broad interpretation of the results.





## Table of Contents

<b>Introduction</b>	1
<b>Chapter 1. The spread of English and Anglicisms in Italian</b>	5
1.1 English as a global language	5
1.2 A definition of Anglicisms and types of Anglicisms	8
1.3 English in Europe	11
1.4 The influence of English on Italian: a historical overview	13
1.5 Attitudes towards Anglicisms in Italy	16
1.6 Anglicisms in the language of Italian social media	18
<b>Chapter 2. Anglicisms in Italian and in English TikTok videos: Data and methods</b>	21
2.1 TikTok	21
2.1.1 A brief history of TikTok	22
2.1.2 Platform features	23
2.1.3 Audience and purpose	26
2.1.4 The language of TikTok	28
2.2 Data gathering	29
2.2.1 Corpus compilation	30
2.2.2 Video classification	32
2.3 Quantitative and qualitative methodologies and research questions	35
<b>Chapter 3. Corpus analysis</b>	37
3.1 General statistics	37
3.2 Non-adapted Anglicisms	40
3.2.1 Specialised language	43
3.2.2 Everyday language	48
3.2.3 Youth slang	50
3.3 Adapted Anglicisms	52
3.3.1 Specialised language	56
3.3.2 Everyday language	59
3.3.3 Youth slang	61

3.4 Pseudo-Anglicisms	61
3.5 Final observations	65
<b>Conclusion</b>	<b>69</b>
<b>Bibliography</b>	<b>73</b>
<b>Webliography</b>	<b>79</b>
<b>Appendices</b>	<b>91</b>
<b>Appendix 1: Italian TikTok video transcripts</b>	<b>91</b>
<b>Appendix 2: English TikTok video transcripts</b>	<b>143</b>
<b>Appendix 3: List of adapted, non-adapted and pseudo Anglicisms</b>	<b>169</b>
<b>Italian summary</b>	<b>181</b>





## **Introduction**

The aim of this dissertation is to study the pervasive use of Anglicisms in the language of young Italians on social media. Social media have now become an integral part of our lives, and people, especially young people, often choose them as their main means of communication to keep in touch with their peers. Consequently, social media is changing both the way we communicate and our language. For instance, social media encourage the spread of Anglicisms, which could be explained by the international nature of these platforms, whose main aim is to connect people on a global scale.

In particular, the present study focuses on TikTok, a fairly new video-sharing platform which has become extremely popular over the last couple of years, especially among Gen Zers, i.e. people born between the mid-late 1990s and the early 2010s. There are many reasons why I decided to choose this particular social media platform as the main research field of my dissertation. First of all, TikTok is one of the most popular apps worldwide, with millions of users uploading new content every day, which results in copious amounts of constantly-updated data that can be analysed. Secondly, being a short-video platform, it allowed me to investigate how young Italians use the language spontaneously, as speakers do not usually employ a pre-prepared speech for their videos. Moreover, thanks to the wide range of content offered by the platform, I was able to study how Anglicisms are used in different contexts, ranging from everyday language, including the use of youth slang, to different specialised terminology, such as fashion, beauty, technology, video games and others. Finally, since TikTok is a recent phenomenon which is often overlooked and considered academically irrelevant because of its entertaining contents, there are only a few studies that have focused on TikTok so far, let alone on the language used in the platform. For this reason, this dissertation attempts to fill in this gap and to encourage further research into TikTok language.

Taking a corpus-based approach, I built two corpora, one consisting of 50 transcripts of Italian TikTok videos, and the other made up of 30 transcripts of native-English TikTok videos. The latter was employed as a reference corpus to compare the use of Anglicisms by young Italians and by native English speakers in similar contexts. It also checked if there were any instances of Pseudo-Anglicisms in the Italian corpus. Moreover, thanks to the various tools offered by the concordancing software I employed, i.e. AntConc, I

was able to explore Anglicisms from both a quantitative and qualitative perspective, by investigating frequencies, collocations and lexical bundles.

The first chapter describes the spread of the English language, explaining how it became a global lingua franca, and highlights the consequences of this phenomenon on other languages. In particular, this chapter focuses on the phenomenon of “anglicization”, a form of linguistic interference that has brought to the adoption of a large number of Anglicisms by numerous languages worldwide. Drawing on previous research (Furiassi et al. 2012), it also offers a definition and classification of Anglicisms, which will be used as the theoretical basis for the analysis presented in the third chapter. Furthermore, it explores the spread of English in Europe and in Italy, presenting how Italians perceive the influence of English on their language. Finally, the first chapter gives a proper definition of the term “social media”, which is the main field of study of this dissertation, and then moves on to explain why Anglicisms are used in Italian social media.

The second chapter offers a general overview of TikTok, the focus of this dissertation, and illustrates the methodology employed for the study. First of all, it explains what TikTok is, stressing how it has become so popular in such a short period of time. It describes the main purposes of the app and the characteristics of its audience, which mainly consists of Gen Zers, and presents the main features of the platform. Secondly, this chapter explains how TikTok was used to gather the data needed to conduct the research and to build the two corpora: the Italian one and the English one. Thirdly, it offers a classification of the selected videos, which were divided into five categories according to their content and format, i.e. lifestyle, travel, gaming, vlogs and storytimes. Furthermore, it describes how the data were analysed by applying both a quantitative and a qualitative methodology, and illustrates the various tools offered by AntConc, such as word lists, concordancer, and word clusters. The second chapter concludes by presenting the research questions, the answers to which are discussed in the third chapter.

The third and final chapter is devoted to the analysis of the two corpora. In particular, it provides an in-depth analysis of the Anglicisms found in the Italian corpus, by dividing them into non-adapted, adapted and pseudo Anglicisms. Throughout the analysis, the

English corpus was used to explore the differences and similarities in the use of English terms in Italian and in English, and to understand whether they collocate with the same words in the two languages, whether they appear in the same contexts and whether they are used with the same meaning. Furthermore, for each category of Anglicisms, this chapter illustrates how they are used in everyday language, in specialised terminology and as manifestations of youth slang, highlighting which ones are the most frequent in each domain and providing various examples taken from the corpora. Finally, the chapter concludes by summarising the most relevant results and by answering the research questions listed in the second chapter.





# Chapter 1

## The spread of English and Anglicisms in Italian

The English language has been spreading extremely fast over the past decades and has now reached a global status, becoming a “lingua franca” for international communication. It is also influencing and shaping many European and non-European languages, with English words – Anglicisms – permeating all levels of these languages. A definition and a classification of Anglicisms will be provided in this chapter, which will also give the reader an overview of the global spread of English, with a focus on Europe, and on Italy more specifically, discussing in particular the language of Italian social media, which is the focus of this study.

### 1.1 English as a global language

The English language is employed as a medium for international communication in many specialised fields, such as business, science, politics, sports, fashion, the Internet, and social media; but also in everyday conversations among people who don't share the same mother tongue. Hence, we could say that English is used as a global language to enable speakers from different linguistic backgrounds to communicate with each other. But how has it reached such status?

First of all, it is important to clarify what a global language is. As Crystal (2003: 3) states, “A language achieves a genuinely global status when it develops a special role that is recognized in every country”. This happens when a language is given official status, which is the case of English in 86 countries (Wordspath 2023).<sup>1</sup> This also happens when a language achieves a priority position in the country, for instance by becoming an obligatory subject in school, and “English is now the language most widely taught as a foreign language in over 100 countries” (Crystal 2003: 5). Many scholars (e.g. Seidlhofer 2005; Jenkins 2012) refer to this particular use of English as a global language with the term “English as a lingua franca” (ELF), which indicates “a means of communication between people who come from different first-language backgrounds” (Jenkins 2012: 486). This means that any person who speaks English

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<sup>1</sup> Wordspath (2023). *86 Countries with English as the Official Language [Complete List]*. <https://www.wordspath.com/countries-with-english-as-the-official-language/>

could be an ELF user (Jenkins 2012: 487). However, ELF interactions mainly happen between non-native English speakers (Seidlhofer 2005: 339), as nowadays the majority of people who speak English do not have it as their mother tongue (Galloway & Rose 2015: 12). This could be explained by the fact that the “expanding circle of World Englishes”, which consists of those nations that were not colonies of the English empire, and where English is taught as a foreign language (Kachru 1990 in Crystal 2003: 59), is widening more and more. Europe is an example of this phenomenon, as English entered the language of most European countries through cultural and economic contacts, and it is now taught as a compulsory subject (Mesthrie & Bhatt 2008: 212).

After having defined the concept of “global language”, it is now essential to understand how a language reaches this status and why English has succeeded in this, and not another language. Crystal (2003: 9) explains that “a language has traditionally become an international language for one chief reason: the power of its people – especially their political and military power”. In other words, the fact that a language reaches a global status “has little to do with the number of people who speak it. It has much more to do with who those speakers are” (Crystal 2003: 7) – and he cites Latin as an example. As far as English is concerned, what established it as a global language was the expansion and the power of the British Empire, which peaked at the end of the 19<sup>th</sup> century, but what maintains its status is the leading position of the USA in the global economy, which started to emerge as an international power in the 20<sup>th</sup> century (Crystal 2003: 59). Colonialism brought English all over the world – USA, Caribbeans, Canada, East, West and South Africa, India, Australia, South-East Asia – and in these countries pidgins, creoles and new varieties of English emerged (Mesthrie & Bhatt 2008: 20). The British Empire eventually declined, but the English language did not, because the next leading nation, the USA, was also an English-speaking one (Wright 2016 in Papavero 2020: 9). The prestige of the US economy, technology and culture preserved the status of English, and even improved it, especially after the Second World War. The success of the Hollywood film industry, which promoted the American lifestyle and language, also played an important role in spreading English and its culture (Kowner & Rosenhouse 2008 in Papavero 2020: 7). This process was then amplified by globalisation, and English eventually reached every corner of the world.

“With globalisation came economic developments on a global scale, new communication technologies, the emergence of huge multinational organisations, a growth in competitive international business, increased power of the press to cross national boundaries, increasingly global popular culture, and increased mobility of the world's population” (Galloway & Rose 2015: 13).

As globalisation spread, and international connections became more and more frequent, people felt an increasing need to connect with each other, and “English filled this need” (Galloway & Rose 2015: 11). The necessity to have a single lingua franca for international communication first emerged in the 1950s, when international bodies, such as the UN, were funded, and English seemed the most obvious choice because by that time a large number of people were learning it, and it was the language of the most powerful and populated country in the world, the USA.

The adoption of a global language has many advantages: firstly, it makes communication much easier, because there is no need for a translator anymore; secondly, it makes people feel more connected to each other, as if they were all part of a “global village” (Crystal 2003:13), leading to a growing sense of global community and solidarity; thirdly, if we consider media, advertising and the Internet, having at their disposal a lingua franca that everybody understands allows them to reach many more people, which is the main aim of these channels.

Nevertheless, some scholars also highlight the negative impact that the spread of a global language might have. First of all, it could lead to the death of many, if not all, languages, resulting in a feeling of identity loss, as language is the main means through which we express ourselves. Then, adopting a lingua franca may create a sort of “elite monolingual linguistic class” (Crystal 2003: 14), for those who speak the language natively will be advantaged in international contexts. Finally, English might be distorted by the many non-native speakers who use it on a daily basis. As a matter of fact, English is actually undergoing several changes and new language varieties are arising, such as ELF, but that’s exactly what happens when a language reaches a global status, as everyone who learns it “has a share in it and has the right to use it in the way they want” (Crystal 2003: 3).

To conclude, the influence of English is undeniable: whenever we travel we see signs written in English, when we turn on the radio we hear English songs, and even when we speak we use many English words without even noticing. These words are often referred to as “Anglicisms”, and the next section will give an explanation and a classification of the term.

## **1.2 A definition of Anglicisms and types of Anglicisms**

Since English has become a *lingua franca*, its pervasiveness and impact on other languages has increased exponentially. Languages are now more in contact with English than ever in history, and this has led to an increase in linguistic interference. Scholars even coined new terms to identify languages that contain high levels of English words, such as *Français*, *Chingish*, *Spanglish*, *Italenglish*, etc. (Crystal 2003: 172). These languages underwent a process that is often referred to as “Anglicization”. Anglicization is the “phenomenon of lexical borrowing [from the English language]” (Furiassi et al. 2012: 1). When describing borrowing, it is important to highlight that some scholars use it as a synonym for “loanword”, while others use it to indicate “all types of transfer from a SL [source language] to a RL [recipient language]” (Furiassi et al. 2012: 17). The phenomenon of borrowing mainly affects the level of lexis, which is “the part of language most liable to outside influence” (Megec 2015: 6), but in the past decades it has also been influencing phraseology (Furiassi et al. 2012: 1-2).

Nowadays, “English is the prime generator of loans worldwide” (Furiassi & Gottlieb 2015: 3), and we may find English words in almost every language. Such words are often referred to as “Anglicisms”. But what exactly is an Anglicism? Scholars have provided a number of definitions for them. According to Gortlach (2003: 1 in Furiassi et al. 2012: 5), an Anglicism is “a word or idiom that is recognizably English in its form (spelling, pronunciation, morphology or at least one of the three), but is accepted as an item in the vocabulary of the receptor language”.

However, this definition does not take into account adapted loans, calques and phraseological units. Furiassi, Pulcini and Rodríguez González (2012: 5) provide a more encompassing definition of the term, according to which an Anglicism is “any sign of

interference – phonological, morphological, syntactic, phraseological (but also semantic, pragmatic, stylistic and cultural) – which may be ascribed to the influence of the English language”. This conception is also shared by Gottlieb (2005: 163 in Furiassi et al. 2012: 5), who states that an Anglicism is “any individual or systemic language feature adapted or adopted from English, or inspired or boosted by English models, used in intralingual communication in a language other than English.” In brief, the word “Anglicism” is an umbrella term that encompasses many types of borrowings. I will now provide a brief classification of them on the basis of Furiassi, Pulcini and Rodríguez González’s classification (2012).

The first distinction to be made is between direct borrowing, in which “formal evidence of the SL is detectable” (Furiassi et al. 2012: 6) and indirect borrowing, that is RL words in which “the SL model is reproduced [...], through native elements” (Furiassi et al. 2012: 6). The first category includes non-adapted, adapted, false and hybrid loanwords, while the second one consists of calques and semantic loans (Furiassi et al. 2012: 6).

As far as direct borrowings are concerned, the main distinction is between non-adapted and adapted loanwords. A non-adapted loanword is “a word or multi-word unit borrowed from the English language without or with minor formal and semantic integration, so that it remains recognizably English in the RL” (Furiassi et al. 2012: 6). Minor changes are often inevitable, especially on the phonetic level, because most of the time the phonetic systems of the two languages do not match. An example of a non-adapted loan is the word *leader* in Italian. On the contrary, an adapted loanword “is a word or multi-word unit borrowed from the English language with orthographic, phonological and/or morphological integration into the structures of the RL. Semantically, RL meaning is close to SL meaning” (Furiassi et al. 2012: 7). An example is the Italian word *bistecca*, which comes from the English word *beef steak*. Apart from these two main groups of loanwords, the authors also identify other two classes: false loans and hybrid loans. A false loan or a Pseudo-Anglicism is “a word or multi-word unit in the RL made up of English lexical elements but unknown or used with a conspicuously different meaning in English” (Furiassi et al. 2012: 7), e.g. the word *smoking* (English *tuxedo*) is used in Italian with a completely different meaning compared to English. Furiassi and Gottlieb (2015: 3) define Pseudo-Anglicisms as

“English-inspired, yet not truly English lexical items”, that a native English speaker would not understand. As Gorlach (2003: 62 in Furiassi & Gottlieb, 2015 25) explains, Pseudo-Anglicisms can be created through compounding, i.e. joining two English morphemes to form a new word that does not exist in English (e.g. *recordman*); deleting part of a compound (e.g. *night*, from the English *nightclub*); clipping an English word (e.g. *happy end* from the English *happy ending*); or using a word that already exist in English, but with a completely different meaning (e.g. the Italian word *mister*, which means “coach”). Finally, a hybrid loan is “a multi-word unit which freely combines an English element with a RL element” (Furiassi et al. 2012: 7), e.g. *volo charter* from the English word *charter flight*.

Moving on to indirect borrowings, the authors (Furiassi et al. 2012) differentiate between calques and semantic loans. Calques are divided into loan translations, loan renditions and loan creations. A loan translation is a “word or multi-word unit which translates an English item into the RL” (Furiassi et al. 2012: 7), e.g. *grattacielo* from English *skyscraper*. A loan rendition is “a word or multi-word unit which translates part of an English item and provides a loose equivalent (morphologically or semantically different) for the other in the RL” (Furiassi et al. 2012: 8), e.g. the Italian *marchio di fabbrica*, which derives from the English word *trademark* (Furiassi et al. 2012: 8). Finally, a loan creation is a “new word or multi-word unit in the RL which freely renders the English model word in the RL” (Furiassi et al. 2012: 8), e.g. the Italian word *pallanuoto*, from the English term *water polo* (8). On the other hand, a semantic loan is “an already existing word in the RL, sometimes formally similar to the English one, which takes only the meaning of a SL word” (Furiassi et al. 2012: 8), e.g. the Italian word *realizzare* (to create something) has now acquired an additional meaning, that of the English verb to *realize* (to become aware of something).

After having given a general overview of Anglicisms, it is important to understand why they are adopted. The first reason why foreign words enter a language is to fill a gap in the vocabulary, in this case scholars talk about “necessary loans” or “cultural borrowings”, i.e. words that designate a new concept that does not have a name in the RL yet (Fanfani 2003: 175). However, “luxury loans” or “prestige loans” are also very common. These are words that enter a language for stylistic or expressive purposes, even though there is a RL equivalent (Fanfani 2003: 175). English words are often

preferred over native terms because they are considered more appealing due to their cultural prestige, effectiveness, brevity and flexibility (Pulcini 1997: 79). These are some of the reasons why so many English terms can be found in different languages all over the world, including Europe, where the presence of English is extremely pervasive, but this will be discussed in more detail in the next section.

### **1.3 English in Europe**

Europe is an extremely diversified reality, both culturally and linguistically speaking. It has 33 official-state languages, 17 officially recognized languages and over 40 “small languages”, e.g. Catalan (Berns et al. 2007: 15-16). Consequently, communicating with another country would be exceedingly difficult if there was not a lingua franca, i.e. currently English, that everybody understands. English plays a significant role in Europe: it is one of the official languages of the EU; it is used in many international settings, such as business, diplomacy, politics, science, technology, culture; and it is also employed in everyday contexts both among Europeans and between Europeans and non-Europeans.

Apart from serving a lingua franca function, the English language is becoming increasingly relevant within individual countries as well. It has permeated all domains of life: it is promoted in the workplace, it is employed in marketing and advertising to reach a wider audience, it is taught as a mandatory subject in most European countries, it is used as a means of creative expression in journals and social media, and a lot of people, especially young people, are exposed to it via the Internet and via entertainment media, i.e. music, television and cinema, which mainly revolve around the Hollywood industry (Berns et al. 2007: :30).

As a result, European languages have been incorporating a dazzling array of English terms over the past decades, and they have been building “a stock of (mostly) English-derived vocabulary and phraseology”, which led to the creation of “a storehouse of shared vocabulary” (Furiassi et al. 2012: 2). The anglicization of European languages has been increasing sharply over the past 70 years, as the USA became a superpower and a “global appetite” (Furiassi et al. 2012: 2) for the English language arose, but it is

not a new phenomenon. Interferences between languages have always existed and in the 12<sup>th</sup> century England already had multiple contacts with several continental European countries. But it was only in the 17<sup>th</sup> and 18<sup>th</sup> century that English started spreading outside the British islands. This was mainly due to two revolutions: the Industrial revolution, which started in England, and the American revolution (Megec 2015: 4). In this period several new concepts and innovations were born, most of which originated in an English-speaking country and were given an English name. These terms entered European languages to lexicalize the new concepts and entities. In the 19<sup>th</sup> century the process of “anglicization” continued, and it became even more consistent in the 20<sup>th</sup> century, especially after the 1950s, due to the rise of the USA as a global economic and a political power, and to the influence of American and British popular music, films, and culture (Berns et al. 2007: 17-18), which was adopted as a role-model by many countries.

Apart from the economic, political, and cultural factors that contributed to the spread of English in Europe, it is important to also mention the linguistic ones. The English language has always been very flexible and open to foreign influence, and over the centuries it has borrowed many words from Latin, French, German and other languages. This has given the language “a cosmopolitan character” (Crystal 2003: 8), which makes it more likely to be adopted as a lingua franca for international communication. Moreover, English shares many similarities with other European languages, which, as a result, are more likely to borrow from English because they find familiar elements in it. On one hand, Germanic languages and English share a great part of their lexis and have a similar syntax; on the other hand, English contains a great amount of Latinisms. This makes English closer to Romance languages, and it is notably “this shared common stock [that] has facilitated the adoption and integration of a vast amount of [English] words and multi-word units” (Furiassi et al. 2012: 3) by these languages. These adopted, English-derived words and multi-word units are an example of cultural borrowings, i.e. words that are borrowed from a different speech-area and that are the result of cultural exchanges (Bloomfield 1984: 444).

To conclude, the influence of English on European languages is undeniable, and it is likely to become even more pervasive in the future, as more and more people start



learning the language at early stages in their educational path, as globalisation progresses, and as international contacts become increasingly frequent. When considering the impact of English in Europe, many scholars even identified a new variety of English, called “European English” (Berns 2009: 196; Scarpa 2015: 226; Jenkins et al. 2001: 13), which is seen as a type of “Expanding Circle English” (Berns 2009: 194; Mesthrie & Bhatt 2008: 212). In Europe, English did not spread out through colonisation, it is used as a lingua franca and it is taught in schools as a foreign language, all of which falls within Kachru’s definition of the term “expanding circle” (Kachru 1990 in Crystal 2003: 59). The main features of this new variety, which are outlined by Modiano (Jenkins et al. 2001: 13-14) are: the use of non-standard structures, the coexistence of multiple accents, and the introduction of new shared cultural terms. Therefore, while English is influencing other languages, it is also being shaped by them. This is inevitable in today’s European heterogenous and multilingual society, because when people with different linguistic backgrounds come in contact and decide to employ English as a medium for their interaction, their native languages will inevitably be present as well, and they will influence their speech (Jenkins 2015: 75).

#### **1.4 The influence of English on Italian: a historical overview**

After having given a general description of the presence of English in Europe, this section will focus on Italy, which is the main topic of the study. Italian, just like every other European language, has been exposed to the influence of English, especially in the last fifty years, as a result of globalisation and of the spread of the Internet and mass media. But in reality the two languages have been in contact for many centuries.

The first exchanges between English and Italian date back to the 13<sup>th</sup> century, but they were really sporadic and mainly involved merchants. This trend continued throughout the Middle Ages. During this period only a few English words entered the language, and they mainly belong to the terminology of trade and commerce, e.g. *sterlina*, from the English word *sterling* (Fanfani 2010). It was only in the 18<sup>th</sup> century that English started to influence Italian significantly. In the 18<sup>th</sup> century England was one of the most powerful countries in the world: it was the cradle of the Industrial Revolution, it

established a giant empire, and its cultural and scientific prestige was increasing steeply (Fanfani 2010). In the meantime, the USA was also emerging as a leading economic and political power. As a result, an enthusiastic admiration for English-speaking countries and the English language started to spread all over Europe. This new cultural trend, which Graf (1911) identified with the term “Anglomania”, reached Italy through the mediation of France, and “it marked an intensification of cultural exchanges between Italy and England, and saw the translation of English and American poetry and novels” (Pulcini 1997: 78). As a consequence, Italian adopted a high number of Anglicisms, which permeated every domain of the language. These were mainly calques, “Anglolatinsisms” (i.e. Latin words incorporated in the English language) or adapted loanwords that came into Italian through the mediation of French (Domokos 2001: 298).

In the 19<sup>th</sup> century the influence of English changed significantly: more and more people started showing interest in the language; English invaded entire terminologies, e.g. sports, politics, economy; and Anglicisms were adapted less frequently (Fanfani 2003: 174). In the 20<sup>th</sup> century this tendency continued, at least until the 1920s, when the fascist regime imposed a “linguistic cleansing” of the Italian language (Pulcini 1997: 78) and issued a number of laws that “forbade the use of foreign words and phrases from public street signs, ads and media” (Andronache 2014: 291). Some English words were even replaced by new Italian equivalents, e.g. as a substitute for the English word *sport* the term *giouco* or *ludo* was introduced (Megec, 2015: 5). However, this policy was unsuccessful because it is impossible to control the natural course of a language, and perhaps it was exactly this categoric refusal of the use of the English language that led to an even more open attitude towards Anglicisms, as a form of rebellion against the autocratic regime (Mamusa 2015: 11; Pulcini 1997: 78).

Since the end of the Second World War the influence of English on Italian has continued to increase, as the language reached a global status due to the supremacy of the USA. In the 1950s English took the place of French as the main lender of Italian, and as the most important foreign language in Italy (Fanfani 2010; Megec 2015: 8). According to Pulcini (1997: 77) the attractiveness and pervasiveness of the English language increased sharply in the 1950s as a result of what she identifies as “the

Americanisation of Italian culture and society”, i.e. the influence of the American lifestyle on Italian culture and society. The role of English in the Italian educational system also increased, and in 1990 it became the only foreign language taught at compulsory level (Fanfani 2010). Finally, since the end of the 20<sup>th</sup> century, due to the phenomenon of globalisation, Anglicisms have been spreading even faster. Now that people feel the need to be more connected, linguistic boundaries are a problem when it comes to international communication and to the simultaneous spread of information across countries (Mamusa 2015: 9). As a consequence many internationalisms, i.e. loanwords that occur in several languages, are now entering the Italian language (Fanfani 2010), and they are mostly English words, since English is the global lingua franca.

To sum up, Italian has been permeated by a wide range of Anglicisms throughout the centuries. This phenomenon, which is also known as “anglicizzazione” (Andronache 2014: 288) or “second Europeanization of Italian” (Pulcini 1997: 79) – the first occurred in the 18<sup>th</sup> century under the influence of French – had such a great impact on the language that Elliot (1997) coined the word “itangliano” to indicate a “highly anglicised Italian” variety (Andronache 2014: 288). Because of its extremely open approach to foreign terms, the Italian language has been defined by many scholars (Petralli 1992 in Rosati 2004; Pulcini 1997) as a “democratic language”, in contrast with more “introverted languages”, such as German, French, and Spanish. The two main reasons why Italian has such a welcoming attitude towards foreign influence are: on the one hand, the weakness of the Italian language, which was established relatively recently and with many difficulties due to the coexistence of multiple dialects, and, on the other hand, the lack of an official linguistic policy that regulates the use of the national language and the incorporation of foreign words (Mamusa 2015: 15). For instance, while in France there are four institutes that serve this role (Mamusa 2015: 16), in Italy there is only an institution, the *Accademia della Crusca*, which plays an essential role in promoting the Italian language but does not have the power to control it (Papavero 2020: 36). This open and welcoming attitude has given rise to contrasting opinions, which will be dealt with in more detail in the next section.

To conclude, the Italian language has been incorporating Anglicisms for centuries now, but the way in which it borrows words from the English language today is extremely different from the past. Until the 20<sup>th</sup> century the phenomenon of linguistic interference mainly involved specialised terminologies, Anglicisms were usually assimilated in the language as calques or adapted loanwords, they were mostly used by the elite classes, and, as a result, they were introduced from above. On the contrary, nowadays the “anglicization” of the Italian language is part of a global process, linguistic interferences are mostly oral, Anglicisms typically come into the language as non-adapted loanwords, and they mainly spread through mass media and the Internet, reaching all levels of society (Domokos 2001: 300; Szpingier 2008: 299; Fanfani 2010).

### **1.5 Attitudes towards Anglicisms in Italy**

Among Romance languages, Italian is probably the most permeable to English influence (Fanfani 2003: 151). Throughout the centuries it has incorporated a great many Anglicisms, which can now be found both in several specific domains of the language, such as politics, economics, sports, fashion, etc., and in the everyday speech of native Italian speakers. This phenomenon, which I previously referred to as “the anglicization of the Italian language”, has arisen many controversial opinions among scholars.

In the 19<sup>th</sup> century and during the first half of the 20<sup>th</sup> century, purist attitudes prevailed. Purists reject foreign borrowings because they see them as “a threat to the national identity of Italians” (Andronache 2014: 290). In addition, they promote the standard language and strive to preserve its original purity (Scarpa 2015: 239). This view became particularly relevant in the 1920s, during the fascist regime (Pulcini 1997: 80; Andronache 2014: 290), when the use of English words was forbidden, and Anglicisms were replaced by native equivalents, e.g. the word *film* was substituted by the term *pellicola*. Nonetheless, these Italian equivalents did not really catch on because they sounded very unnatural and awkward. After the fall of the fascist regime, purist attitudes became more moderate. Modern purists are more open to foreign borrowings, and instead of categorically rejecting them, they suggest using adapted forms or native

equivalents (Andronache 2014: 291). Nevertheless, some signs of the past radical view remain. In 2000 a group of Italian politicians and intellectuals, among which we remember Vincenzo Consolo and Luigi Manconi, funded a movement called “movimento di resistenza” (resistance movement) to fight against the impoverishment of the Italian language due to the influence of dialects and of English (Scarpa 2015: 239). Then, even more recently, in March 2023, a new draft legislation, which aims to protect the Italian language, was presented by the right-wing politician Fabio Rampelli. The proposed law, if approved, will forbid the use of Anglicisms in business and educational settings, with the possibility of fining people who do not respect the law. Nevertheless, the proposal received a great deal of criticism and even the Accademia della Crusca itself expressed its disagreement with it.<sup>2</sup>

Today, moderate and neutral attitudes dominate among linguists, who simply study and analyse how the Italian language is changing, without giving personal judgements (Pulcini 1997: 87; Mamusa 2015: 11). They consider linguistic change as a natural and physiological process that every language undergoes and that cannot, nor should, be controlled or stopped. They also believe that linguistic change is a fundamental step in the evolution of the Italian language, which “prevents it from becoming an extinct and dead language (Andronache 2014: 290). This approach is often referred to as “descriptivism” (Mamusa 2015: 11).

Finally, other scholars show a positive and almost enthusiastic attitude towards linguistic borrowing, which they see as a form of enrichment of the language and as a sign of creativity and vitality (Scarpa 2015: 239; Furiassi 2010: 65 in Papavero 2020: 30). Also Graf (1911: 427), when talking about the influence of English in Italy, stated that the Italian language and culture has largely benefitted from English. However, this must not result in an excessive use of Anglicisms, which is still condemned and considered as a sign of exhibitionism (Pulcini 1997: 80).

In conclusion, linguists show contrasting attitudes when it comes to the use of English and foreign words. An intermediate solution between the different approaches would be

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<sup>2</sup> Proposta FdI: multe fino a 100mila euro contro chi usa le parole inglesi nella Pa. Accademia della Crusca: ridicolo. (2023). *Il sole 24 ore*. <https://www.ilsole24ore.com/art/proposta-fdi-difesa-lingua-italiana-multe-fino-100mila-euro-AEn1YJCD>

to avoid an excessive and unnecessary use of Anglicisms, by controlling the language employed in national media (Mamusa 2015: 12). Nevertheless, if we consider general speakers, they seem to be particularly welcoming to English words (Fanfani 2003: 153), as they enable them to express themselves more efficiently thanks to their brevity and semantic clarity (Pulcini 1997: 79). Moreover, the flexibility of the English language allows speakers to coin new and creative terms by means of word-formation (Megec 2015: 10). Finally, Anglicisms are more effective in a global context (Megec 2015: 10), and they make people feel more connected to each other. This is particularly evident in social media, as it will be explained in the next section.

## **1.6 Anglicisms in the language of Italian social media**

Nowadays, social media are an integral part of our lives. They are so embedded in our lives that we can no longer distinguish between the moments in which we are online to the moments in which we are not. “We are simply online much of the time” (Dovchin 2020: 1), and we “live in the media, rather than with the media” (Carrington 2015: 168). According to the data collected by *We are Social*,<sup>3</sup> in 2022 there were 43.20 million social media users in Italy, which correspond to 71% of the total population. The pervasiveness of social media has obviously had an impact on the way we communicate and use our language. But before analysing these changes, it is important to clarify what is meant with the word “social media”.

“Social media” is an umbrella term used to refer to “Internet-based sites and services that promote social interactions between participants” (Page et al. 2014: 5), e.g. photo-sharing sites, online video platforms, discussion forums, blogs, etc. They are the results of what is referred to as “Web. 2.0”, i.e. “a shift toward the Internet as an interpersonal resource” (Zappavigna 2012: 2). Web users are now both creators and consumers of content, and this is particularly evident in social media. This last feature of social media is what distinguishes it from mass media, which conversely are “a one-to-many broadcasting mechanism” (Page et al. 2014: 5).

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<sup>3</sup> Starri, M. (2022). Digital 2022, I dati italiani. *We are social*.  
<https://wearesocial.com/it/blog/2022/02/digital-2022-i-dati-italiani/>

In other words, social media provide people with new ways of interacting with each other and expressing their identities. This new type of communication is identified as “CMC”, i.e. computer mediated communication, which is a hybrid genre that mixes speech and writing (Mamusa 2015: 17). One of the main features of CMC in Italy is the frequent use of English terms, which can be either “italianized” or adopted as non-adapted loanwords (Gheno 2019: 461). Nowadays, non-adapted Anglicisms are far more frequent than adapted ones (Pelea 2020: 17). This tendency reflects the global presence of social media, whose main aim is to connect people on a global scale (Mamusa 2015: 191; Lee 2015: 184), and to spread information simultaneously in different parts of the world (Fanfani 2010), and using English terms that everybody understands makes such connections much easier and faster.

There are multiple reasons why Anglicisms are so widely employed in social media. First of all, Anglicisms may be preferred over their Italian equivalent either because they are more effective and specific or because they take up less space. Secondly, they may be chosen for the expressive meaning they convey. Then, they might be used as a mere “linguistic divertissement” (Gheno 2019: 464): some people love playing with the language and mixing idioms for fun, so they incorporate English into their L1 in order to express their linguistic creativity (Dovnich 2020: 84; Gheno 2019: 464). In addition, English acts as a sort of “social glue” (Gheno 2019: 464), creating a sense of belonging, especially among young people, who strive to feel more connected with each other globally. Finally, many social media users employ English simply because it comes natural to them, for they have a high proficiency in the language (Dovnich 2020: 48), a phenomenon which is becoming more and more common as English is being taught across all levels of education and it is highly requested in the workplace.

In conclusion, the hegemony of the Internet has inevitably contributed to the proliferation of English words in the Italian language. This phenomenon is particularly evident in the language of social media, which employs Anglicisms to reach a global audience and connect people from opposite parts of the world. The impact of Anglicisms in Italian social media will be thoroughly analysed in the next chapters, which will focus in particular on TikTok, a new platform which is becoming increasingly popular, especially among young people.





## Chapter 2

### **Anglicisms in Italian and in English TikTok videos: Data and methods**

The present study aims to investigate the use of Anglicisms in the language of young Italians on social media, by analysing a series of Italian and English TikTok videos. This platform was chosen, first of all, because it is extremely popular among Gen Zers, the members of today's youth, and secondly, because it allows its users to express themselves freely and use the language spontaneously. Therefore, it offers a great amount of data that can be employed to analyse the language that young Italians use every day. The data, which were retrieved from 50 Italian TikTok videos, were then collected in a corpus specifically designed for this purpose, and Anglicisms were analysed from both a quantitative and qualitative perspective. A reference corpus made up of 30 transcripts of native-English TikTok videos was also created, so as to investigate whether English terms are used by Italians in the same way a native-English speaker would use them. However, before going into more details about the data gathering and the corpus compilation processes, this chapter also presents a brief overview of TikTok, highlighting its core features and pointing out the main reasons why this platform has been such a huge success.

#### **2.1 TikTok**

TikTok is a fairly new video-sharing platform that is widely spread among teenagers and Gen Zers. It gained global popularity extremely quickly, hitting many record-highs in just a few years. Just to mention some, the app has been downloaded over 3.5 billion times so far, becoming the most downloaded non-game app worldwide in September 2022,<sup>4</sup> and surpassing many social media giants such as Instagram, WhatsApp, Facebook and Snapchat. It is currently available in 154 countries, and the number of its users has skyrocketed over the past five years, reaching 755 million in 2022.<sup>5</sup> According to the experts' forecasts, its popularity will increase even more steeply in the next few

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<sup>4</sup> Geysler, W. (2023), Top 64 TikTok Stats You Need to Know in 2023. *Influencer Marketing Hub*. <https://influencermarketinghub.com/tiktok-stats/>

<sup>5</sup> Ceci, L. (2022), Number of TikTok users worldwide from 2020 to 2025. *Statista*. <https://www.statista.com/statistics/1327116/number-of-global-tiktok-users/>

years. But how has this app become so successful in such a short amount of time? In order to understand it, we need to examine its history and its unique platform features.

### **2.1.1 A brief history of TikTok**

TikTok is owned by ByteDance, a Chinese tech company that was founded in 2012 and has now become “the most valuable tech startup around the world over the past 10 years” (Wu, 2021: 11). In 2016 the company released a short-video sharing platform called Douyin, which became widely popular in the Chinese market. However, in order to reach a global audience, in 2017 ByteDance decided to launch a new app, TikTok, which is essentially the “international version” of Douyin (Schellewald 2021: 1437).

Yet, what really established TikTok globally was ByteDance’s acquisition of Musical.ly in November 2017 (Wu 2021: 28). At that time, Musical.ly was TikTok’s first competitor worldwide. It was a short-video app that allowed users to create lip-syncing videos and upload them online. After the acquisition, TikTok “inherited Musical.ly’s access to the youth market abroad” (Zeng et al. 2021: 3162), and since there were not any other strong competitors in the short-video industry, the app was able to successfully dominate the global market. It gained popularity especially among Gen Zers, who were the main targets of both Musical.ly and Douyin, and consequently of TikTok. The apps were designed with the specific purpose of engaging teenagers’ creativity, by allowing them to experiment with music, dances, and lip-syncing (Zeng et al. 2021: 3162; Wu 2021: 17).

TikTok’s viral growth peaked during the COVID-19 pandemic, when people had “more spare time and less entertainment” (Wu 2021: 37) and started to use social media platforms to “look for distraction”, to “stay in touch with their social connections” (Feldkamp 2020: 74), but also to obtain information about the pandemic, and global events more in general (Wu 2021: 37; Feldkamp, 2020: 76). TikTok provided exactly the sources of entertainment and information that people needed during that period, and as a result the platform was also able to attract older generations (Zeng et al. 2021:

3163). Nevertheless, it is important to remark that the majority of its audience remains between the ages of 18 and 24.<sup>6</sup>

Apart from this, there are also other factors that contributed to the explosive growth of TikTok. First of all, ByteDance engaged influencers and celebrities who, by using and promoting the app, increased its visibility and attractiveness (Novak 2020). Then, it made extensive use of advertising (Xu et al. 2019: 60; Wu 2021: 28) and developed different activities and tools for each local market (Wu 2021: 27; Novak 2020). The platform's innovative technological and algorithmic features also contributed to its success (Zeng et al. 2021: 3163). These will be thoroughly analysed in the next section.

To conclude, it is also worth noting that, while the app is becoming increasingly popular, it is also facing many threats of regulations and bans from various countries worldwide. TikTok is being accused by many governments of collecting users' data and sending them to the Chinese government, threatening the countries' national safety (Wu 2020: 35). As a consequence, in February 2023, Joe Biden's administration forced every federal agency to delete the app from government devices. Then, the UE commission asked its staff to uninstall the application from their smartphones, and now the Italian government is also considering banning the app from civil servants' devices (Cella 2023). In order to reassure governments and users worldwide, TikTok is increasing the transparency of its privacy policies, by publishing Community Guidelines and annual Transparency Reports, which are available to everyone (Wang 2020: 5).

### **2.1.2 Platform features**

TikTok is a mobile and web video-sharing application that allows users to create, edit, share, and watch short videos. In other words, it enables the creation and consumption of User-Generated Content (UGC), which is “media content created or produced by the general public rather than by paid professionals and primarily distributed on the Internet” (Daughtery & Bright 2010: 16). Thanks to the development and growing

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<sup>6</sup> Ceci, L. (2023), TikTok: distribution of global audiences 2023, by age and gender. *Statista*. <https://www.statista.com/statistics/1299771/tiktok-global-user-age-distribution/#statisticContainer>

popularity of video-sharing technologies and platforms, creating video and audio content is now much easier and quicker (Poch & Martin 2015: 307). As a consequence, a new sub-category of UGC has emerged, i.e. “User-Generated Videos” (UGV) (Ahlse et al. 2020: 13), which constitutes the core feature of TikTok.

TikTok is usually referred to as a short-video platform. A short video “is a kind of Internet content transmission which is generally spread within five minutes of new Internet media” (Xu et al. 2019: 59). This type of content requires very little time and effort for both its creation and consumption, which makes it a perfect match for the needs of the members of today’s society, who are constantly on the run and use social media whenever they have a minute of spare time. However, it is interesting to note that over the years TikTok has extended the maximum lengths of its videos. Whereas originally the app only allowed users to create and post 15-second-long videos, now users are able to upload videos that can be up to one, three or even ten minutes. In reality, the ten-minute extension is a novelty and is still being tested in many countries, but it certainly makes the app an even stronger competitor of YouTube (Malik 2022).

Moreover, the platform, which was created as a lip-syncing app, i.e. an app that “allows users to lip-sync to their favourite tunes and share short videos to the community” (Wu 2021: 25), has now extended to many other areas. Creators upload on the app a wide variety of content, ranging from challenges, to tutorials, vlogs, informative videos, product reviews and many others. Nevertheless, entertainment and dance are still the most popular video categories (Geysler 2022). The creation of such a broad range of content is possible because TikTok provides a large number of tools that allow users to create and edit videos with very little time and effort (Novak 2020). These include cropping, flipping and rotating functions, but also filters, sound effects and songs, which make the video even more unique. In addition, users may also record voice-overs for their pre-recorded videos and interact with each other by means of some particular features, i.e. “Stitch” and “Duet”, which enable them to attach their video to that of another user, in order to add a commentary, a reaction or an answer to a question. Finally, videos can be easily shared with friends thanks to the messaging function.

Yet, what really makes this platform so unique is its “For You” page. Whenever someone opens the app, they land in the “For You” page, a feed of videos that are

presented to the users according to their personal preferences and interests. This is made possible thanks to the platform “hyper-personalised algorithm based on artificial intelligence” (Feldkamp 2020: 78), which is able to recommend the content that best suits the users’ interests, based on three elements: users’ interactions, i.e. likes, shares, follows, whether they finish watching the video or not; video information, i.e. caption, sound, hashtags; and device and account settings, i.e. language and country (TikTok 2020). In addition, the page takes up the entire screen, offering an immersive, and almost addicting, experience. Moreover, whenever a video ends, it loops by default and users simply have to scroll up or down if they want to watch another video, as the app offers an “endless stream” of clips. (Schellewald 2021: 1438; Novak 2020). Users can also decide to follow specific content creators, whose videos will appear on the “Following” page (Feldkamp 2020: 75), which is a section positioned right next the “For You” page.

Finally, TikTok is considered to be “the largest social-media platform following an anti-social approach” (Feldkamp 2020: 78). This app is defined as anti-social, firstly, because if someone wants to watch a video on the app they do not even need to create an account: secondly, because the app does not require any followers or friends to upload a video (Novak 2020), and thirdly, because every video can potentially appear on someone’s “For You” page, or even become viral, even if the user is not famous or does not have many followers. That is because the app “has little reliance on the social graph” (Novak 2020).

To sum up, TikTok’s innovative and unique key features have played and continue to play a pivotal role in the success of the app. The platform offers a unique and personalised experience to every user, it enables them to express their creativity thanks to the many tools and functions provided and allows them to connect with other users globally. All of these features make the app a perfect fit for young people, Gen Zers in particular, who are constantly looking for new means to express their identity and imagination and for new forms of entertainment, and the next section will focus specifically on them.

### 2.1.3 Audience and purpose

As mentioned before, TikTok was created specifically with the youth in mind, and as it grew globally, it mainly spread among teenagers and preteens. Most TikTok users are aged under 30, with the vast majority being between the ages of 18 and 24.<sup>7</sup> In other words, most users are Gen Zers, i.e. people born between the mid-late 1990s and the early 2010s.

It is now worth highlighting the main features of this generation. First of all, what distinguishes Gen Zers from the members of the other generations is the fact that “from earliest youth, they have been exposed to the Internet, to social networks, and to mobile systems” (Francis & Hoefel 2018: 2). They are often referred to as “digital natives” because they have never experienced a world where the Internet and technology did not exist (Turner 2015: 103). They are used to “interact and communicate in a world that is connected at all times” (Turner 2015: 103), and for this reason they show a high proficiency in the use of technology, even at a really young age. The pervasive presence of technology and the Internet in Gen Zers’ life make them feel almost emotionally attached to online connection and to their smartphones, without which they would feel lost, since, according to them, “social life begins online” (Turner 2015: 108). Social media is so embedded in their everyday life that they do not distinguish when they are online and when they are not anymore, so much so that the line between their real and their online identity has become increasingly blurred (Ricagno 2021: 42, 43). They use social media platforms to build their personality, to form relationships and to express their creativity, and, as a consequence, they could never imagine a life without them.

One of the main needs of this generation is exactly being able to express themselves freely and to build their own identity over time. They love to experiment with every means that they have at their disposal, and they are much more inclusive than past generations (Francis & Hoefel 2018: 4, 5). In social media, Gen Zers find exactly what they need: social connections, means of creative expression and identity building, recognition and a sense of community that makes them feel part of a big group of friends. TikTok satisfies all these needs.

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<sup>7</sup> Iqbal, M. (2023). TikTok Revenue and Usage Statistics (2023). *Business of Apps*. <https://www.businessofapps.com/data/tik-tok-statistics/>

First of all, “TikTok's mission is to inspire creativity and bring joy”, and the main aim of the platform is to build “a global community where you [users] can create and share authentically, discover the world, and connect with others” (TikTok 2020). TikTok enables users to express their thoughts and imagination in many creative and unique ways thanks to its platform features, which were discussed above. Moreover, users feel that they can express themselves more freely on TikTok compared to other social media platforms, such as Instagram, because the content shared on this app is much more authentic and closer to reality (Ricagno 2021: 70). Many people choose to share ordinary moments of their everyday life on TikTok, which makes their content extremely relatable to other users, as it enables them to find familiar elements in their videos, upon which they can bond with each other. This also encourages users to post new contents, as they may have the chance to find someone who shares their same perspectives, validates their ideas and reduces their own self-doubts. This also creates a “sense of belonging” (Daugherty & Bright 2010: 18), as users feel part of a wide community of people who lead similar lives, go through the same daily struggles and share the same views. Then, another important aspect is social recognition and status. Young people are constantly trying to improve their status and reputation among peers, and sharing content online might enable them to achieve a higher level of popularity (Lee & Ma 2012: 334). TikTok’s system is perfect for this because everyone can potentially show up on someone’s “For You” page and reach a wide audience, becoming very popular, even if for a short period of time.

Finally, TikTok also offers various forms of entertainment. One of the main functions of social media is to provide enjoyment, allowing users to escape from reality and to find “emotional release and anxiety relief” (Lee & Ma 2012: 333). TikTok, with its short and light content and its endless stream of videos, offers a form of entertainment that is easily consumable and requires little to no effort from users, who do not even have to worry about searching for a new video to watch, as they just need to swipe up or down the page. This minimises stress even more and provides an innovative form of entertainment that is also specific for every user.

#### 2.1.4 The language of TikTok

As TikTok is mainly employed by young people, the language used on this platform is strongly influenced by youth language, i.e. a linguistic variety that is mainly used by young people in informal contexts (Pelea 2021: 3). This variety is often found in social media, which “facilitates different kinds of casual, interpersonal interaction” (Zappavigna 2012: 127), which is exactly what young people look for. Thus, as youth language is so frequently used in such platforms, it is also being shaped by them, because “social media requires people to fine-tune their language to fit the fellow interlocutor’s linguistic and cultural norms and expectations” (Dovchin 2020: 28). Moreover, over the last few decades, youth language has been widely permeated by the many new terms that were coined based on the new technologies and social media platforms that arose.

Social media offer informal environments where young people can bond with each other as if they were leading a casual conversation, and, as a consequence, on such platforms slang spreads naturally (Zappavigna 2012: 127). Slang, or “colloquial speech” refers to “words or phrases that are used instead of more everyday terms among younger speakers and other groups with special interests” (Yule 2010: 259). Slang is used in order to create a sense of solidarity among the members of the group and “as a way of distinguishing themselves from others” (Yule 2010: 260). Slang in youth language mainly consists of traditional slang words that are well established among younger generations; “vogue words”, i.e. words that are fashionable only for a short time, filler words; “proxy words”, i.e. “words that are used instead of quotative verbs”; small words, i.e. softeners; taboo terms and swear words; and abbreviations (Zappavigna 2012: 129; Yule 2010: 260; Pelea 2021: 15). Young people also use various words deriving from social media and specialised languages, e.g. video games, technology, fashion, and many others (Pelea 2021: 15). Humour is also often used on social media, as a way of “maintaining relationships, displaying solidarity” and bonding over “the trivial misfortunes” of daily life (Zappavigna 2012: 153). All of these features also characterise the language used on TikTok, as the next chapter will show.

It is finally worth mentioning that youth language and culture are not limited to a specific country, but are global phenomena and, through social media and the Internet,



they reach young people who live in different parts of the world and have different linguistic backgrounds (Cheshire 2019: 18). They then incorporate this “global language variety”, which is strongly influenced by English, into their first language, resulting in numerous phenomena of borrowing, code-mixing and code-switching. The extensive use of English on social media seems to be inevitable if we consider the global status of English and the increasingly higher proficiency of young people in the language, which leads to a natural incorporation of Anglicisms in their everyday language (Dovchin 2020: 48). As far as Italian is concerned, the influence of English on social media is in plain sight. TikTok in particular allows young Italians to communicate with their peers in an informal and friendly environment, where they can express themselves freely (Bellone 2022: 35) by employing slang and Anglicisms, which make them feel part of a bigger and international community and convey a sense of modernity and coolness. The pervasiveness of Anglicisms in the language of TikTok will be thoroughly examined in the next chapter, while the following sections will provide an explanation of the methodology and approach adopted to conduct the research.

## **2.2 Data gathering**

The present study aims to analyse the presence and use of Anglicisms in the language employed by young Italians in social media, with a particular focus on TikTok. TikTok was chosen as the main object of the research, first of all because it is currently the most popular social media platform worldwide. As said above, it has millions of active users who upload new content on a daily basis, and consequently it provides huge amounts of data to study. Secondly, the short-video format allowed me to investigate how young Italians use everyday language spontaneously on social media, since users do not usually prepare their speech beforehand. Thirdly, TikTok offers a variety of content that ranges from videos that belong to specialised categories, such as gaming, travel, and fashion, to videos where users share moments of their everyday life. Consequently, studying this platform has enabled me to also examine how and to what extent Anglicisms are used both in specialised contexts and in everyday language. Finally, since TikTok is a fairly recent phenomenon and little research has been done on the topic, I decided to choose it as my main field of study to fill in this gap.

In order to examine how often Anglicisms occur in Italian TikTok videos, and in which contexts they are usually employed, a corpus made up of Italian TikTok video transcripts was designed. In addition, since this study also aims to understand whether Anglicisms are used correctly or not, a corpus consisting of native-English TikTok video transcripts was also created and used as a reference corpus. In other words, the English corpus was used to analyse if English words are used by Italian speakers in the same way a native-English speaker would use them or not. Thanks to this corpus I was also able to distinguish between real Anglicisms and Pseudo-Anglicisms, i.e. words made up of English morphemes that do not exist or have a completely different meaning in English. The process of corpus compilation is carefully described in the following section.

### **2.2.1 Corpus compilation**

In order to carry out the research, two corpora were created: an Italian corpus made up of Italian TikTok video transcripts; and an English corpus, made up of native-English TikTok video transcripts, which was used as reference corpus. Before going into more detail about the compilation process, it is worth defining what a corpus is.

A corpus is “a large collection of authentic texts that have been gathered in electronic form according to a specific set of criteria” (Bowker & Pearson 2002: 9). Therefore, corpora do not contain texts that were specifically created to prove a particular point, or that were retrieved by means of questionnaires and surveys, but they consist of real examples that show how the language is used naturally (Biber et al. 2002: 3; Bowker & Pearson 2002: 9; Reppen & Simpson-Vlach 2019: 89). Furthermore, since they are stored on computers, they are easily searchable and provide a wide range of tools to investigate language, such as word and frequency lists, i.e. lists that show the number of occurrences of each word in a corpus; and concordancers, which “allow the user to see all the occurrences of a particular word in its immediate context” (Bowker & Pearson 2002: 13) and to identify lexical patterns and collocations, i.e. sets of words that often co-occur (Reppen & Simpson-Vlach 2019: 98). Nevertheless, it is important to notice that, although corpora provide much information about the language, it is the researcher

who has to interpret it, by either choosing a qualitative or a quantitative approach, or by employing them both. Using corpora is extremely beneficial in this sense, as their use has the potential to bring together the two approaches (Reppen & Simpson-Vlach 2019: 90), as will be discussed more carefully at the end of this chapter.

Social media platforms, and the Web more in general, store huge amounts of information that are easily accessible and remain online for long periods of time. As Zappavigna (2012: 5) explains, it is exactly the “persistence” and “searchability” of online content that allow researchers to use social media to study the “rapidly evolving nature of online interactions” (Zappavigna 2012: 1). More specifically, social media can be used as a “corpus shop” to “retrieve material to build a corpus that can be used to explore the general nature of web-based language” (Zappavigna 2012: 10). I decided to use social media, and TikTok more precisely, exactly in this sense, as I will now explain.

First of all, I collected fifty native-Italian TikTok videos, which I chose randomly, in order to avoid “sampling bias” (Reppen & Simpson-Vlach 2019: 93). I used both the “For You” page and the hashtag system to retrieve the material. On the one hand, I started liking and commenting on videos of the main categories I decided to investigate, e.g. gaming, travels, fashion, daily life, and others that I will describe in detail in the next section, so that they could appear in my personal feed, making the gathering process much easier. On the other hand, I used specific hashtags, such as *#TravelTok* or *#GamingWorld*, to browse each video category individually. Thanks to the hashtag system I was also able to check whether the chosen videos were actually representative of the category selected.

I then applied this same methodology to collect thirty native-English TikTok videos, which I then transcribed to design the reference corpus. The English videos were selected according to the same categories that were chosen for the Italian videos, so as to ensure that the type of language variety used in the videos was similar in both languages. For this reason, the English corpus can also be referred to as a “comparable corpus”, i.e. a corpus consisting of texts in a different language that “have been selected because they have some characteristics or features in common” with the texts of the main corpus (Bowker et al. 2002: 93).

Secondly, in order to practically compile the two corpora, which can only consist of written material, I manually transcribed every video in text files. I chose to use an orthographic transcription system “that does not attempt to capture prosodic details or phonetic variation”, or non-verbal signals (Reppen & Simpson-Vlach 2019: 94). I also decided to choose videos where there is only one speaker, so as to avoid phenomena of overlapping, interruption, and other interactive elements, which would have made the transcription process much more challenging. Finally, I included in each text file a header, i.e. a line of text containing useful information about the material, e.g. language used, file description, or the source from which it was retrieved. In particular, I decided to include in the header the URL address and the title of the video, and I enclosed the information between angle brackets (< >), so as to keep it “from being included in the analysis of the text, avoiding inflating frequency counts and counting information” (Reppen 2010: 33).

Finally, I saved each file in txt format, which is the format required by AntConc,<sup>8</sup> the software I decided to use to conduct the analysis. I then named each text file according to the nature of its content, e.g. *lifestyle*, *travel*, etc. so that I could sort out the videos in different categories and examine them individually. The specific categories I chose to analyse are described in the following section.

### **2.2.2 Video classification**

Before designing and compiling the two corpora, I had to truly understand the aim of the study, so that I could narrow down the research field and retrieve the material needed to conduct the research. First of all, the present study aims to investigate the use of Anglicisms in the language of TikTok, and more in general in the language used by young Italians in social media. Secondly it tries to understand whether Anglicisms are more frequently used in specific contexts, in youth slang or in everyday language. For this reason, I decided to collect both videos where users show their daily life and use everyday language and slang spontaneously, and specialised videos where they use a specific terminology.

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<sup>8</sup> Laurence, A. (2022). AntConc (Version 4.2.0) [Computer Software]. Tokyo: Waseda University. <https://www.laurenceanthony.net/software>

However, since analysing every video category existing on TikTok would have required an overly extensive work, I chose only some of them. I first detected the categories that mainly include videos where users actually speak – for instance, opting for the dance and entertainment section would not have allowed me to explore how language is used on TikTok, since users do not usually speak in these videos, but simply showcase their talents – and then I selected the most popular ones among them. The categories I chose are: fashion and beauty, which I combined together in a new category called “lifestyle”, travel, gaming, and daily life, which I divided into the two subcategories identified as “vlogs” and “storytimes”.

- **Lifestyle:** this category consists of videos in which content creators and influencers share their makeup routine, show their favourite beauty products and hacks,<sup>9</sup> and offer fashion inspirations and tips.<sup>10</sup> It includes makeup tutorials and challenges, where users show each step needed to create a particular makeup; unboxing videos and shopping hauls, where content creators show their followers the items they bought or the products they were gifted by various brands; #GRWM (Get Ready With Me) videos, where users create an outfit or a makeup for a specific occasion; and “Fit Check” videos where influencers simply show their outfit.
- **Travel:** this category includes a selection of videos that “help you in all phases of your trip planning - from choosing a gateway destination to finding the best deals on flights and accommodations.”<sup>11</sup> It consists of travel tips videos; destination suggestions; travel vlogs, where users show parts of their travel; and travel reviews, where content creators tell how their travel experiences went.
- **Gaming:** it is “one of the most popular and thriving communities on TikTok.”<sup>12</sup> This category includes videogame reviews; information videos, where users share information, tips, and fun facts about a particular game; and videos where gamers showcase their gaming skills.

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<sup>9</sup> TikTok Browse. *Beauty*. <https://www.tiktok.com/browse/beauty>

<sup>10</sup> TikTok Browse. *Fashion*. <https://www.tiktok.com/browse/fashion/all>

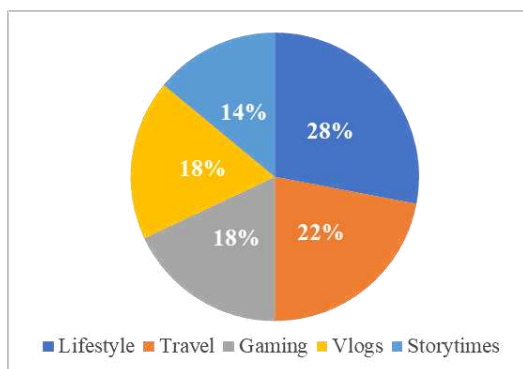
<sup>11</sup> TikTok Browse. *Travel*. <https://www.tiktok.com/browse/travel/all>

<sup>12</sup> TikTok Creator Portal. *Creating Gaming Content on TikTok*. <https://www.tiktok.com/creators/creator-portal/en-us/how-to-level-up-your-gaming-content/creating-gaming-content-on-tiktok/>

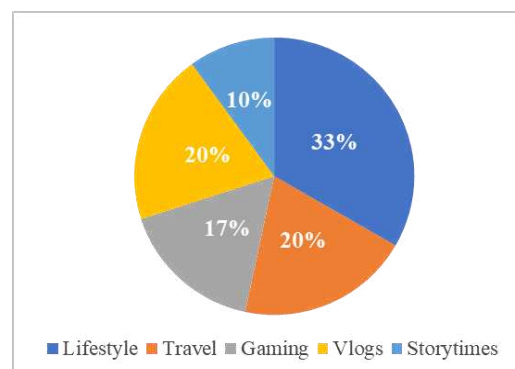
- **Vlogs:** they consist of videos showing content creators “going through their normal day”<sup>13</sup> or attending a particular event. They are dynamic videos, where users do not simply sit in front of their smartphone and talk to the audience but take their viewers along with them everywhere they go.
- **Storytimes:** they are videos where users try to entertain their audience by sharing humorous anecdotes, unusual stories, or details about their personal lives. I also included in this category long #GRWM videos where users share facts about their private life, while doing their makeup or choosing an outfit.

Figure 1 and in Figure 2 provide a full overview of the composition of the two corpora.

**FIGURE 1:** Composition of the Italian corpus



**FIGURE 2:** Composition of the English corpus



The unevenness of the composition can be explained by the length of videos, which is strongly influenced by the category or subcategory they belong to. For instance, storytimes and makeup tutorials can last up to three minutes, while travel tips, videogame reviews and “Fit Check” videos may be even less than thirty-second or one-minute long. Consequently, I chose to include fewer storytime videos, because they tend to be longer and to include much more material than short videos. For these latter ones I therefore had to collect more samples, in order to obtain a representative picture of the category. Furthermore, the lifestyle category includes a large number of subcategories. In order to represent them all, I had to collect several videos belonging to this category, which explains why it is the largest category in both corpora.

<sup>13</sup> TikTok Browse. *Daily life*. <https://www.tiktok.com/browse/daily-life>

Finally, it is important to remark that the videos also vary in the degree of popularity. Some have just a few thousands views, while others even top the million views. Thanks to this heterogeneity, I was able to provide a broader picture of the language used on TikTok, not just focusing on influencers and TikTok stars. For the same reason, I also decided not to focus on just a few content creators and chose videos uploaded by 32 different users for the Italian corpus, and by 25 for the English corpus. One feature that all videos have in common is that the majority of their creators are under 30, which confirms the fact that TikTok is mainly used by Gen Zers.

### **2.3 Quantitative and qualitative methodologies and research questions**

It is the researcher's responsibility "to decide what information is worth searching for, to extract the information from the corpus and to interpret the findings" (Reppen & Simpson-Vlach 2019: 90). Researchers can decide whether to analyse data from a quantitative or a qualitative perspective, or to combine them. Quantitative analyses provide an objective and general overview of the data, while qualitative analyses expand and interpret quantitative data, providing the "complementary micro-level perspective" (Reppen & Simpson-Vlach 2019: 90) and offering a more detailed insight on the results. Yet, quantitative data can also be used to implement qualitative analyses and to give "an appearance of a greater objectivity" to the research (Page et al. 2014: 53). As far as the present study is concerned, I decided to opt for a mixed methodology, analysing the data both quantitatively and qualitatively, so as to provide a more thorough and exhaustive answer to the research questions, which are presented at the end of this section. In order to carry out the quantitative and qualitative analyses I employed the various tools offered by the concordancing software AntConc. These include: word lists, which provide the number of occurrences of each token and type, ranking them in alphabetical order, or from the most to the least frequent; keyword lists, which offer a list of all "the words that occur with an unusually high frequency in one corpus" compared to a reference corpus (Bowker & Pearson 2002: 115); word clusters and N-Grams, which show lexical bundles and other multi-word units, which can be ranked alphabetically or by frequency; and a concordancer, which allows users to investigate how words are used in the corpus and with which terms they collocate.

Following the mixed methodology, I first detected manually all the Anglicisms used in the Italian TikTok videos. I then analysed the data quantitatively, to get a “view of the macro-level characteristics” (Reppen & Simpson-Vlach 2019: 90) of the corpus. More specifically, I used word and frequency lists to retrieve the most common Anglicisms found in the Italian corpus. Throughout the analysis I considered word tokens, i.e. each occurrence of every English word. I then interpreted the findings qualitatively, using the concordancer to explore how Anglicisms are used and in which contexts they appear. I finally employed the reference corpus to compare how Anglicisms are used by Italians, compared to native-English speakers.

To conclude, it is essential to remark that the corpus compilation and the data analysis processes strongly depend on what the study aims to investigate. As concerns the current study, it revolves around the following research questions:

- To what extent are Anglicisms employed in Italian TikTok videos, and in youth language more in general?
- Are Anglicisms more frequently used in everyday language, in specialised domains or in youth slang?
- To what extent do young Italians integrate Anglicisms in their language? Are adapted Anglicisms more frequent than non-adapted ones, or vice versa?
- Are Anglicisms employed by young Italians in the same way a native-English speaker would use them? Do they employ any Pseudo-Anglicisms?

These questions will be answered in the following chapter, which will present the results of the research and the interpretation of the findings.



## Chapter 3

### Corpus analysis

The aim of the study is to explore the pervasiveness and use of English terms in the language of the Italian youth on social media. In order to carry out the research two corpora made up of Italian and English TikTok videos were designed, as explained in the previous chapter. The data were then analysed by adopting a mixed methodology.

The present chapter illustrates the results of the quantitative and qualitative analyses carried out on the two corpora. Firstly, it presents the readers with some general statistics on the distribution of Anglicisms in the Italian corpus, highlighting the different frequencies of non-adapted, adapted and pseudo Anglicisms. Then, it offers a more in-depth analysis, focusing first on non-adapted Anglicisms, then on adapted loanwords, and finally on Pseudo-Anglicisms. These sections also refer to the English corpus, as they examine how English words are used by Italians compared to native-English speakers. Finally, the chapter concludes by summarising the findings and giving a final interpretation of the results.

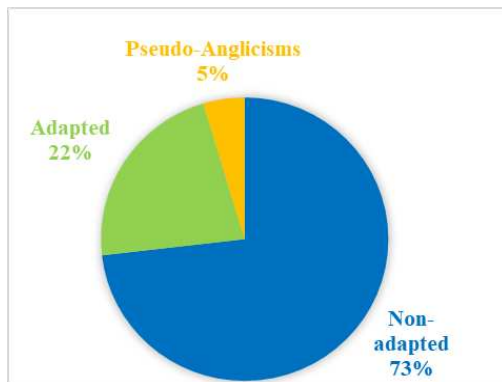
#### 3.1 General statistics

After detecting manually all the Anglicisms that occur in the Italian TikTok videos, I divided them into the three main categories of Anglicisms, which were thoroughly described in the first chapter, i.e. non-adapted, adapted and pseudo Anglicisms. Yet, it is important to highlight that proper nouns were excluded from the analysis. I decided not to consider them because they are not the result of a speaker's linguistic choice, but speakers inevitably have to use them if they want to refer to a particular individual, thing, or place. Moreover, since they are only used to denote specific entities, they cannot really be considered part of the language lexis.

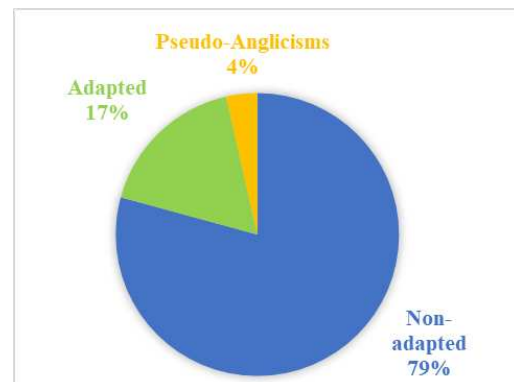
Nevertheless, “proper nouns can [also] function like common nouns” (Biber et al. 2002: 60), becoming full-fledged lexical elements. In the corpus, there are some instances of this phenomenon, and since speakers can choose whether to use these nouns or employ a synonym, as they are treated just like any other common noun, they were included in the analysis. Figures 3 and 4 show the frequency of the three categories of Anglicisms

in the corpus, highlighting the different outcome that results depending on whether proper nouns were considered or not.

**FIGURE 3:** Classification of Anglicisms, proper nouns excluded



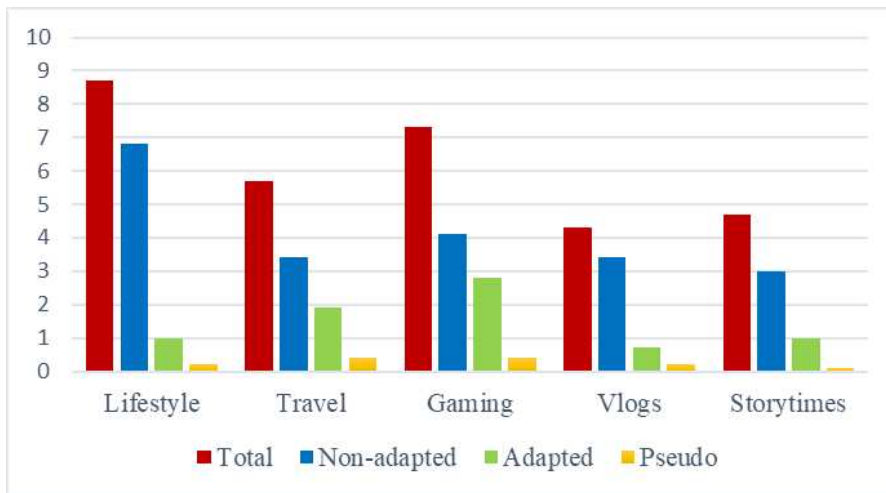
**FIGURE 4:** Classification of Anglicisms, proper nouns included



It is evident that, though to a small extent, the inclusion of proper nouns in the analysis may inflate the total number of Anglicisms detected in the corpus, providing an inaccurate representation of the influence of English on the Italian language. Another important consideration is that non-adapted Anglicisms are far more widespread than adapted Anglicisms, let alone Pseudo-Anglicisms. This confirms the general tendency of the Italian language, which tends to incorporate mainly non-adapted loanwords (Szpingier 2008: 299, Fanfani 2010), especially when it comes to the language used on social media, as employing words that everyone understands allows users to connect with people worldwide and reach a global audience. On the other hand, Pseudo-Anglicisms are very uncommon. One explanation for this low score could be the high proficiency of young Italians in the English language. In Italy, students across all levels of education study English, and, as a consequence, they have a great command of the language and tend to employ English terms as a native-English speaker would use them. Therefore, Pseudo-Anglicisms are less likely to occur.

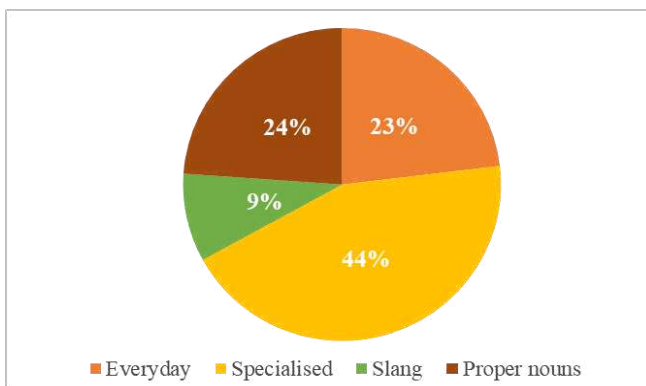
Subsequently, I examined the distribution of Anglicisms in the corpus, by investigating how frequently they occur in each of the video categories selected. Firstly, I calculated the percentages of Anglicisms found in each video and then I averaged the results for each category. Figure 5 shows the outcome of the analysis.

**FIGURE 5:** Distribution of Anglicisms in the corpus



The category that shows the highest rate of Anglicisms is the “Lifestyle” category, followed by “Gaming” and “Travel”. This may be explained by the fact that most Anglicisms, both non-adapted and adapted, are used in specialised language, as Figure 6 shows. These categories are the ones that contain most specialised terms, as they deal with topics such as fashion, beauty, tourism, technology and social media, which belong to the fields that have been influenced the most by the English language throughout the centuries (Rosati 2004: 15; Pulcini 2002 in Papavero 2020: 25; Fanfani 2010). Yet, while the specialised terminology specific of given domains is undoubtedly widely influenced by the English language, English also has an impact on everyday Italian, though to a smaller extent, and Italians use a consistent number of Anglicisms also in their daily lives, as the analysis revealed (see Figure 6).

**FIGURE 6:** Composition of Anglicisms



Then, youth slang also includes a small percentage of Anglicisms. Finally, a large portion of non-adapted Anglicisms is constituted by proper nouns, which as explained above, were excluded from the analysis. However, this is an interesting result, as it proves that, nowadays, most products, brands, video games and films have English names or titles, which project them into an international dimension and makes them more appealing to a global audience.

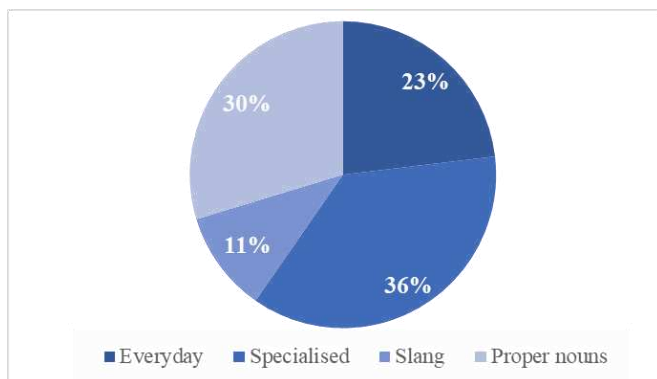
The classification and use of both non-adapted and adapted Anglicisms, as well as Pseudo-Anglicisms, will be presented in more detail in the next sections.

### **3.2 Non-adapted Anglicisms**

Non-adapted Anglicisms constitute the vast majority of Anglicisms in the corpus as Figures 3 and 4 show. A non-adapted Anglicism, or loanword, is “a word or multi-word unit borrowed from the English language without or with minor formal and semantic integration, so that it remains recognizably English in the RL” (Furiassi et al. 2012: 6). In other words, they are English terms that enter the Italian language in their original form. Yet, Italian speakers may make some small adjustments to fit these foreign words into their language. Nevertheless, these are very tiny changes that usually only affect the word on a phonetic level. Such changes are almost inevitable, as the phonetic systems of the two languages are very different (Domokos 2001: 301).

Following the general trend of Anglicisms, non-adapted Anglicisms are also mainly found in specialised language. However, everyday language also includes a good percentage of non-adapted loanwords, as Figure 7 shows.

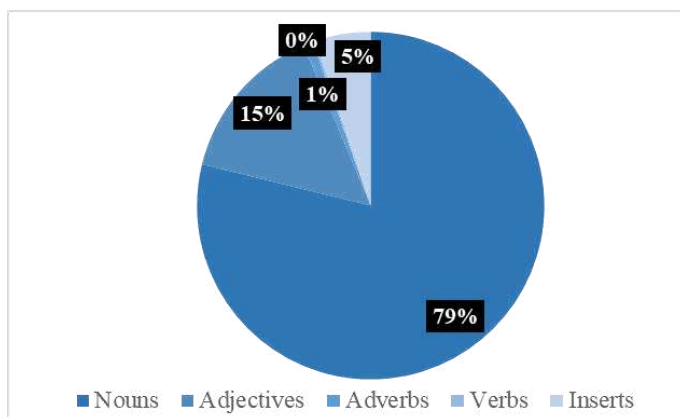
**FIGURE 7:** Composition of non-adapted Anglicisms



As said above, a large number of non-adapted Anglicisms consists of proper nouns, which are mainly brand or product names and videogame titles. These will not be considered in the analysis.

As regards the parts of speech Anglicisms belong to, the vast majority of non-adapted Anglicisms are common nouns (Figure 8).

**FIGURE 8:** Classification of non-adapted Anglicisms according to parts of speech (word classes)



Although common nouns incorporated as non-adapted loanwords maintain their original form, they still follow the rules of the Italian language when it comes to number and gender. First of all, every Anglicism is assigned a gender, which is indicated by the article preceding it (1), (2). The default gender is the masculine one, but the feminine gender may also be selected. The choice depends on the meaning and form of the word, on “the natural gender of the referent”, or on the gender of the Italian equivalent or hypernym (Papavero 2020: 53; Fanfani 2010; Domokos 2001: 302). Then, as regards

the plural inflection of foreign words, the general rule states that foreign nouns are invariable. In other words, Italian does not generally add any ending to English nouns, but simply place the plural article before them (3) (Mihelić 2018: 20; Papavero 2020: 55; Fanfani 2010; Domokos 2001: 302). Yet, in the corpus there are some instances of English words presenting an -s ending (4), which may derive from young Italians' high proficiency in the English language, which leads to a more correct and native-like use of Anglicisms.

- (1) La **community** si riunì compatta e affrontò la sfida. [3 /IT-VI]
- (2) E poi magari vi faccio un **tutorial**. [7 /IT-ST]
- (3) Ho incominciato rispondendo alle **mail**. [8 /IT-VL]
- (4) Facendo i profili di coppia per avere più **followers**. [3 /IT-ST]

It is also important to remark that in the noun category I also included proper nouns used as common nouns. The only example of this phenomenon in the corpus is the word *TikTok*, whose main function is to denote the name of the app (5), but sometimes it is also used to refer to the videos created and uploaded on the platform (6).

- (5) Non so da quando tempo voi mi seguite qui su **TikTok**. [1 /IT-ST]
- (6) E guarda sempre i miei **TikTok**. [7 /IT-ST]

The category of nouns is then followed by the adjective class, which includes both simple (7) and compound adjectives (8).

- (7) Durante il viaggio, oltre alle bibite **standard** che servono in tutte le classi, [5 /IT-TR]
- (8) e ho visto che c'era un dress code **total black**. [2 /IT-LI]

Inserts also constitute a small part of non-adapted Anglicisms. Inserts are words that “are found mainly in spoken language”, that “do not form an integral part of a syntactic structure” and “generally carry emotional and discoursal meanings” (Biber et al. 2002: 16). As Biber (2002: 449) states:

“We distinguish eight major classes of inserts: interjections (e.g. oh), greetings/farewells (e.g. hi), discourse markers (e.g. well), attention-getters (e.g. hey), response-getters (e.g. okay?), response forms (e.g. right), polite formulas

(e.g. thank you), and expletives (e.g. damn - these are usually taboo words that can easily cause offence).”

Most of the English inserts found in the corpus belong to the category of interjections (9), but there are also some instances of greetings (10).

- (9) che ho letteralmente adorato in questi ultimi giorni... **wow!** [13 /IT-LI]  
(10) **Hello!** Eh già... nuovo video unboxing. [10 /IT-LI]  
(10b) **Hello, everyone!** Today is the second day [9 /EN-LI]

*Hello* is often used as a greeting formula at the beginning of TikTok videos, and it is employed by native-English speakers as well, as it is evident from the reference corpus (10b).

Finally, non-adapted adverbs are very rare, and there is only one instance of non-adapted verbs (11).

- (11) eravamo in un club che ha la musica hip-hop, così per **vibing**. [2 /IT-ST]

To sum up, this section has offered a general overview of non-adapted Anglicisms. The next sections will now analyse in more detail how English words are used in specialised and everyday language, as well as youth slang.

### 3.2.1 Specialised language

The term “specialised language” refers to the “micro-language of special disciplines” (Pulcini 1997: 79), such as fashion, beauty, business, technology, social media and others, which are listed in Figure 9. Numerous English specialised terms, especially those concerning social media and technology, tend to be incorporated into the receptor language as non-adapted loanwords, often reaching the status of internationalisms, as they are used worldwide to refer to new specific entities and concepts (Mamusa 2015: 191).

**FIGURE 9:** Distribution of specialised non-adapted Anglicisms

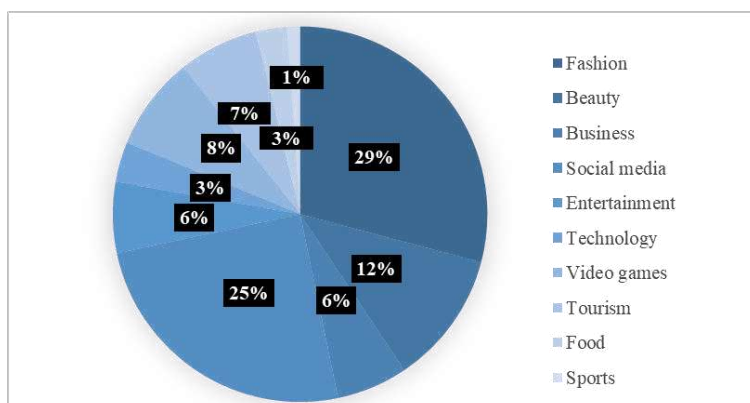


Figure 9 presents the list of all the specialised categories I identified while conducting the analysis. By classifying every specialised Anglicism found in the Italian corpus according to these categories, I discovered that fashion and social media are the fields that contain most Anglicisms, followed by beauty and video games.

Among the most frequent fashion terms are some nouns, e.g. *look* (1), *outfit* (2), *fit* (3), *fashion week* (4), and *blazer*, *cardigan*, *(crop) top* (5), *leggings*, which refer to items of clothing; and a few adjectives, e.g. *oversize* (6), *total black* (7), *wide leg* (8) and *skinny* (9).

- (1) E niente questo è il mio **look**, adesso vado ad asciugarmi i capelli [7 /IT-LI]  
(1b) **This is the look!** What do we think? [8 /EN-LI]
- (2) Mi piace tantissimo questo **outfit** [12 /IT-LI]  
(2b) **I'm in love with my outfit**, it's different from what I would, like, normally wear. [2 /EN-LI]
- (3) Voglio mettere questo jeans che ha un **fit** stupendo [1 /IT-LI]  
(3b) Let's try with my laptop to see if I can **fit** that in. [5 /EN-LI]
- (4) Era la mia prima **fashion week** a cui partecipavo [8 /IT-LI]
- (5) **Crop top**, maglietta, è di Zara [5 /IT-LI]
- (6) Indosso questa giacca, questo montone **oversize** [2 /IT-LI]  
(6b) The show began and included giant bows, big, **oversized** bags, [3 /EN-VL]
- (7) e metto il secondo outfit della giornata: **total black**. [3 /IT-VL]
- (8) Jeans **wide leg** con la gamba extra lunga. [9 /IT-LI]



(8b) *Also, these jeans are called “low rise, **wide leg**” from Cotton On, [7 /EN-LI]*

(9) *chi ha mai detto che i jeans **skinny** are out of style. [13 /IT-LI]*

It is interesting to notice that the terms *look*, *outfit* and *wide leg* co-occur with the same English equivalents in the reference corpus, i.e. it. *questo è il mio look* (Eng. *this is the look*) (1b), it. *mi piace tantissimo questo outfit* (Eng. *I'm in love with my outfit*) (2b), it. *wide leg jeans* (Eng. *wide leg jeans*) (8b). On the contrary the word *fit*, which means that something is the right size or shape, is used in the Italian corpus in the expression “to have a fit”, while in English, a native speaker would say that “something is a good fit”,<sup>14</sup> or they would use the word as a verb, i.e. “to fit something in something else” (3b). Finally, the word *oversize*, which means that something is bigger or larger than it should be, do exist in English,<sup>15</sup> but is far more commonly used in its variant with the -ed ending, i.e. *oversized* (6b).

Moving on to the terminology of social media, the most frequent English nouns are: *storytime*, *haul* (10), *unboxing* (11), *fit check* (12), and *vlog*, which refer to the respective video categories and are also found in the English corpus (see 10b, 11b and 12b); *TikTok*, used as a common noun; *social*, short for social media networks, which is usually used in its plural form in English; *follower(s)*, which refers to the people that follow a person's profile on a social media platform; *follow* (13), which in the reference corpus is used both as a noun (13b) and as a verb, i.e. *to follow* (13c); and *content creator*, i.e. someone who creates content online for a specific audience. As far as the terminology of social media is concerned, there are no instances of English adjectives, but there is a full clause that is used frequently, i.e. *get ready with me* (14), which is also found in the reference corpus (14b).

(10) *Oggi **haul** dei miei ultimi acquisti. [9 /IT-LI]*

*(10b) Let's do a summer **haul**! [3 /EN-LI]*

(11) *Oggi super **unboxing**. [8 /IT-LI]*

*(11b) so let's do an **unboxing**! [10 /EN-LI]*

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<sup>14</sup> Cambridge Dictionary. *Fit*, noun: *These shoes are a perfect/terrible fit.*  
<https://dictionary.cambridge.org/dictionary/english/fit>

<sup>15</sup> Cambridge Dictionary. *Oversize*, adjective: *My daughter loves to wear oversize clothes.*  
<https://dictionary.cambridge.org/dictionary/english/oversize>

- (12) **Fit check** festa di stasera. [2 /IT-LI]  
 (12b) *Another day, another **fit check**.* [7 /EN-LI]
- (13) Lasciate un **follow** al canale e scrivetemi nei commenti [1 /IT-VI]  
 (13b) *Drop a **follow** if you're new around here* [3 /EN-VI]  
 (13c) *comment down below if you like it and **follow** for more!* [1 /EN-VI]
- (14) **Get ready with me** per pranzo della domenica fuori [5 /IT-LI]  
 (14b) ***Get ready with me** for a work meeting.* [6 /EN-LI]

It is relevant to point out that *follow* occurs with the same expression in both corpora, i.e. it. *lasciate un follow* (Eng. *to drop a follow*) (see 13 and 13b). The Italian expression may be treated as a phraseological calque, i.e. a fixed, idiomatic, or recurring phrase which is translated word by word (Furiassi et al. 2012: 13), as *lasciare* means “to leave something”, “to drop something”. To be more accurate, this is a partial phraseological calque, or a hybrid loan, because not every linguistic item is translated, and native and English elements co-occur (Furiassi et al. 2012: 7; Papavero 2020: 107).

Moreover, it is interesting to highlight that the expression *get ready with me*, is not simply used as a label to refer to the #GRWM video category, but is fully incorporated in the structure of the sentence. Also, it is followed by the same preposition in both corpora, i.e. it. *per* (Eng. *for*) (see 14 and 14b). Therefore, it may be treated as an example of code-switching, which is the action of switching from one language to another, occurring above the word level but within the same sentence (Berruto 2009: 3).

Then, the lexicon of beauty also includes many Anglicisms. The most recurring ones are terms that identify makeup products, such as *blush* (15), *eyeliner*, *mascara*, *palette* (16), *setting spray*, and *contouring* (17), which does exist in English.<sup>16</sup> Yet, its variant without the -ing ending, i.e. *contour*, is much more frequent, so much so that in the reference corpus we only find instances of the latter version (17b). Other examples are concepts related to self-care, such as *skincare* (18), which also occurs in the reference corpus (18b) and which collocates with the same verb both in Italian and in English, i.e. *fare skincare* (Eng. *to do (my) skincare*).

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<sup>16</sup> Cambridge Dictionary. *Contouring*, noun: *I find this product very good for highlighting and contouring.* <https://dictionary.cambridge.org/dictionary/english/contouring>

- (15) Sono totalmente in fissa con i **blush** in crema [11 /IT-LI]
- (16) Faccio un mix di questi due di questa **palette** di Nars [11 /IT-LI]
- (17) Avevo già il **contouring** in faccia [3 /IT-VL]  
*(17b) Aside from the nose **contour**, just not working on my face shape [...] [1 /EN-LI]*
- (18) Allora, ho già fatto la **skincare**, faccio il trucco [2 /IT-ST]  
*(18b) made the bed, did my **skincare** and then I made some tea. [6 /EN-VL]*

Finally, the videogame field also contains a large number of Anglicisms, which are mainly used as “community markers” enabling the members of the community to “recognize each other (in a computer-mediated interaction) thanks to the language used” (Gheno 2019: 467). The most common Anglicisms within this category are: *Easter egg(s)* (19), which is “an extra feature, as a message or video, hidden in a software program, computer game, DVD”;<sup>17</sup> *gameplay* (20), which is “the way that it [the game] is designed and the skills that you need in order to play it”;<sup>18</sup> *gaming*, which is the activity of playing video games; *boss*, which in video games is “an important enemy who is usually hard to defeat”;<sup>19</sup> *multiplayer* (21), which is an adjective used to describe video games that can be played by multiple users simultaneously. Another one is the multi-word unit *hunting game* (22), which could be considered either as a compound noun, or as a phrase, i.e. a ready-made linguistic unit (Furiassi et al. 2010: 13). While I decided to treat it as an example of phraseological borrowing, this proves that sometimes it may be difficult to trace the line between linguistic categories.

- (19) **Easter eggs** assolutamente senza senso nei videogiochi. [5 /IT-VI]  
*(19b) Best video game **Easter eggs** part 5. [3 /EN-VI]*
- (20) il **gameplay** invece sfrutta meccaniche molto semplici [6 /IT-VI]
- (21) è un titolo **multiplayer** dove due squadre da quattro giocatori [...] [8 /IT-VI]  
*(21b) It's a 6v6 **multiplayer**, kind of competitive, first-person shooter [1 /EN-VI]*
- (22) un nuovo gioco di caccia ai mostri, un **hunting game** [2 /IT-VI]

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<sup>17</sup> Dictionary.com (2023). *The Other Meaning Of “Easter Eggs”: Coded Messages And Hidden Treats*. <https://www.dictionary.com/e/easter-egg-1/>

<sup>18</sup> Collins Dictionary. *Gameplay*, noun. <https://www.collinsdictionary.com/dictionary/english/gameplay>

<sup>19</sup> Cambridge Dictionary. *Boss*, noun. <https://dictionary.cambridge.org/dictionary/english/boss>

To conclude, it is important to mention a few more specialised Anglicisms that occasionally occur in the corpus: *brand* (23), in the language of business and marketing; *trailer* (24), for cinema and entertainment; *screenshot* (25), *nickname*, and *PC*, for technology; and *reception* (26), for travel and tourism.

- (23) Pantaloni in pelle non so di che **brand** [5 /IT-LI]
- (24) Nel **trailer** non è stata mostrata alcuna data di uscita [7 /IT-VI]
- (25) Faceva uno **screenshot** e aggiornava l'immagine [3 /IT-VI]
- (26) Ci hanno chiamate dalla **reception** e noi avevamo un sacco paura [14 /LI-IT]

To sum up, specialised Anglicisms may be found in various domains of the language. This proves that English has permeated all levels of the Italian language, including everyday language, which is explored in the next section.

### 3.2.2 Everyday language

While until the 20<sup>th</sup> century Anglicisms were almost exclusively found in specialised terminologies and often introduced from above, nowadays they are employed by all levels of society and they also occur in everyday Italian, that is the language used by Italians in their daily lives (Domokos 2001: 300; Szpingier 2008: 299; Fanfani 2010).

In the corpus, the most common Anglicisms found in everyday language are mainly nouns, e.g. *jeans*, *video*, *make-up*, *film*, *bar*, *ex*, *mail*, *shopping*, *hotel*, *location*, and *mix*. Yet, there are also some instances of adjectives: *super*, which occurs with an extremely high frequency (23 registered occurrences), *basic*, *mini*, *soft*. Finally, two very common inserts were also detected: *wow*, and *okay*. All of these terms are also frequently used in everyday English, as the reference corpus reveals.

In the analysis of such words, which I conducted by comparing the target corpus to the reference corpus, I noticed that the term *jeans*, which in English is always plural (1), is sometimes treated in Italian as a singular noun (2) and sometimes as a plural noun (3).

- (1) *All I know for sure is I'm wearing these **jeans*** [7 /EN-LI]

(2) Allora, l'outfit si compone di questo **jeans** loro classico, con l'elastico dietro [12 /IT-LI]

(3) Allora, ho indossato i miei **jeans** preferiti del momento [3 /IT-LI]

Then, while *makeup* in Italian is always used as the head (4), i.e. “the principal, obligatory word”, of the phrase (Biber et al. 2002: 41), in the English corpus it is also employed as a pre-modifier, i.e. an element which “describes or classifies whatever the head refers to” and occurs before the head (Biber et al. 2002: 41), as shown by example 4b.

(4) Comunque, realizzo un **make-up** molto basic [1 /LI-IT]

(4b) *your **makeup** routine has girlies in a chokehold* [1 /LI-EN]

Furthermore, the words *film* (5), *shopping* (6) and *mix* (7), which in Italian are only used as nouns, in English are also commonly employed as verbs (see 5b, 6b and 7b).

(5) Mi piace tanto viaggiare e guardare **film** [7 /IT-ST]

(5b) *And then I had my classes, which I didn't **film*** [5 /EN-VL]

(6) Vi porto con me nella mia giornata di **shopping** [6 /IT-VL]

(6b) *I'm **shopping** in the mall with my two guy best friends* [2 /EN-ST]

(7) Ombretto, applico un **mix** di questi due di questa palette [11 /IT-LI]

(7b) *I don't know if you're supposed to **mix** these together* [4 /EN-LI]

Then, the word *soft* (8) is not usually used in Italian to refer to something that is “smooth when touched”, which is how it is employed in the English corpus (8b), but to something that is “not strong, not easily noticed”.<sup>20</sup>

(8) Metto un filo di eyeliner, stra easy, cioè tutto stra **soft**, sfumato. [6 /IT-ST]

(8b) *The leather feels very **soft** and nice.* [5 /EN-LI]

Finally, the insert *okay* is used sometimes as an interjection (9), often followed by a longer pause (which I represented with the three dots), and sometimes as a discourse-marker (10), both in Italian and in English.

(9) Al passo con i tempi, forse i miei temi però **okay**... [13 /IT-LI]

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<sup>20</sup> Cambridge Dictionary. *Soft*, adjective. <https://dictionary.cambridge.org/dictionary/english/soft>

- (9b) *And I was like: “Okay... Maybe she’s just tired, [3/ST-EN]*
- (10) **Okay**, sfumiamo, e vi dirò, vi dirò, non malissimo... [11 /IT-LI]
- (10b) **Okay**, so the first thing is this adorable little bikini [10 /EN-LI]

To sum up, while everyday Italian does not show as many Anglicisms as specialised terminologies, it still underwent the influence of the English language. Moreover, Italians use most of these terms extremely frequently during their daily lives.

### 3.2.3 Youth slang

This section explores the Anglicisms used by Gen Zers in youth slang. They differ from everyday Anglicisms because they are not usually used by adults or members of older generations, and therefore, they only belong to a specific group, that of Gen Zers. English words are often used by young people on social media to communicate with each other, to express themselves more freely and creatively, to create an informal environment in which they can bond with each other, and as a means of aggregation, to show that they belong to the same international group (Bellone 2022: 26).

In the corpus, we find various instances of nouns, e.g. *(first) date* (1), *mood* (2), *vibes*, *skills* (3), *hangover*, *tips* (4); some adjectives, e.g. *cute* (5), *easy* (6), *excited* (7), *cringe*, *proud*; and two inserts: *hello*, which is used as greeting formula in some videos and can be found in both corpora, and *top* (8), which is used as an interjection, but only in Italian – there are no instances of *top* as an interjection in the reference corpus. All of these words, apart from *cringe* and *top* (as an interjection), are commonly used in everyday English, where they are not considered slang words, contrary to Italian.

- (1) Dico com’è andata la **date**, tipo nel video che faccio dopo, [6 /IT-ST]  
*(1b) Take yourself on a date, go out for food by yourself, [6 /EN-TR]*
- (2) Però questa qui, cioè il **mood** lo riprende benissimo. [12 /IT-LI]
- (3) Vi giuro ragazzi che ho scoperto delle **skills** da attrice... [3 /IT-VL]
- (4) una guida super dettagliata da regalarti con **tips**, spostamenti. [4 /IT-TR]  
*(4b) Good luck and follow for more travel tips! [6 /EN-TR]*
- (5) Sono le scarpe più **cute** del mondo [3 /IT-VL]

- (5b) *I think this is so **cute!*** [8 /EN-LI]
- (6) È una seratina stra **easy**, mi ero già messa il correttore [6 /IT-ST]
- (7) Non avete idea di quando sia **excited** di aprire questa scatola. [10 /IT-LI]
- (7b) *so I'm so **excited** about this!* [10 /EN-LI]
- (8) ma posso dire che è venuto meglio di molti altri miei make-up? **Top!** [11 /IT-LI]

I also detected several instances of phrases, e.g. *gossip time*, *super happy* (9), *too much* (10), *are out of style* (11); and some non-adapted clauses and one-clause sentences, e.g. *are you safe?*, *Let me show you* (12), *let's try* (13), *let's add a beautiful silk scarf* (14), *we love silver* (15). These result in many episodes of code-mixing (see examples 9, 10, 11 and 15), and code-switching (see examples 12, 13 and 14), i.e. the action of switching between two or more languages, which occurs above the sentence-level but within the same discourse (Papavero 2020: 102).

- (9) Raga, sinceramente sono **super happy** di questo look, [12 /IT-LI]
- (10) Forse un po' **too much?** [14 /IT-LI]
- (10b) *That was way **too much!*** [4 /EN-LI]
- (11) chi ha mai detto che i jeans skinny **are out of style**. [13 /IT-LI]
- (12) **Let me show you**. Lasciate che io vi dimostri come [13 /IT-LI]
- (13) **Let's try!** Okay, sono un po' in forse. [14 /LI-IT]
- (13b) ***Let's try** with my laptop to see if I can fit that in.* [5 /EN-LI]
- (14) **Let's add a beautiful silk scarf!** L'ho piegata in questo modo, [13 /IT-LI]
- (15) **We love silver**, basta, [12 /LI-IT]

Notice that in example 13, the expression *let's try* is used by the speaker to say that she is about to change into the clothes she has just shown, while in English (13b) the verb *to try* means “to attempt to do something”. A more correct use of the expression would imply opting for the verb *to try on*, which means “to put on a piece of clothing”.<sup>21</sup>

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<sup>21</sup> Cambridge Dictionary. *To try (something) on*, phrasal verb.  
<https://dictionary.cambridge.org/it/dizionario/inglese/try-on>

### 3.3 Adapted Anglicisms

While the previous section focused on non-adapted Anglicisms, the present section shows how English words were adapted in Italian, in which contexts they occur, and how they can be classified.

Drawing on Furiassi et al. (2012) analysis, I chose to divide adapted Anglicisms into four categories: adapted loanwords, i.e. foreign words that are integrated into the structures of the RL, e.g. *mixare* (Eng. *to mix*) (1); hybrid loans, i.e. words that blend foreign and native elements together, e.g. *profilo fake* (Eng. *fake profile*) (2); calques, i.e. words or multi-word units that reproduce the structure of the foreign language with native elements, and which are further divided into loan translations, which translate every foreign item, e.g. *immagine profilo* (Eng. *profile picture*) (3), loan renditions, which provide a loose translation equivalent, e.g. *ragazzo immagine* (Eng. *cover boy*) (4), and loan creations, “which freely render the [foreign] model word”; and semantic loans, i.e. native words that acquire a new meaning that derives from a foreign word, e.g. *sito* (Eng. *(web)site*) (5) (Furiassi et al. 2012: 7,8).

- (1) Io riesco a **mixarle** nel mio stile anche in maniera un pochino [8 /IT-LI]
- (2) ha fatto un **profilo fake**, con una mail falsa [1 /IT-ST]
- (3) nell'**immagine profilo** del suo account Twitter [3 /IT-VI]
- (4) lo steward è una specie di **ragazzo immagine** [4 /IT-ST]
- (5) Cioè se voi andate sul **sito** e leggete la descrizione di questo jeans [9 /IT-LI]

Figure 10 shows the classification of adapted Anglicisms and how they are distributed across the four different categories.



**FIGURE 10:** Classification of adapted Anglicisms

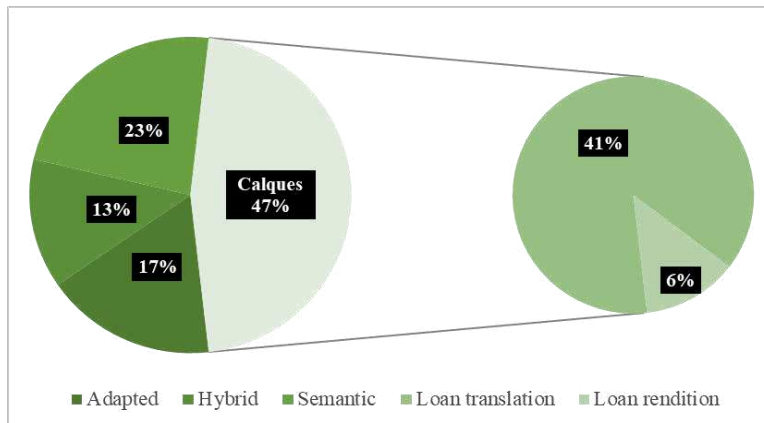


Figure 10 reveals that most adapted Anglicisms are incorporated into the language as calques (see the pie-chart on the left), the majority of which are loan translations (see the pie-chart on the right). Then, semantic loans also represent a great percentage of adapted Anglicisms, while hybrids and adapted loanwords are less common. Calques and semantic loans were very frequent until the 20th century, when the general tendency was to adapt foreign words to the structures of the language as much as possible, and, since calques and semantic loans are made of native lexical element and just attempt to reproduce the structure or meaning of the foreign word without modifying the structures of the RL, they can be considered as fully incorporated into the language (Morsy Tawfik 2019: 77). On the contrary, adapted loanwords and hybrids tend to maintain, to a greater or lesser extent, SL elements and structures.

Furthermore, the analysis revealed that, as was the case for non-adapted Anglicisms, adapted Anglicisms are also most commonly found in specialised domains, which confirms the hypothesis that Anglicisms mainly enter the language to denote new specific entities and concepts, most of which were born in an English-speaking country. Figure 11 provides a representation of the general composition of adapted Anglicisms.

**FIGURE 11:** Composition of adapted Anglicisms

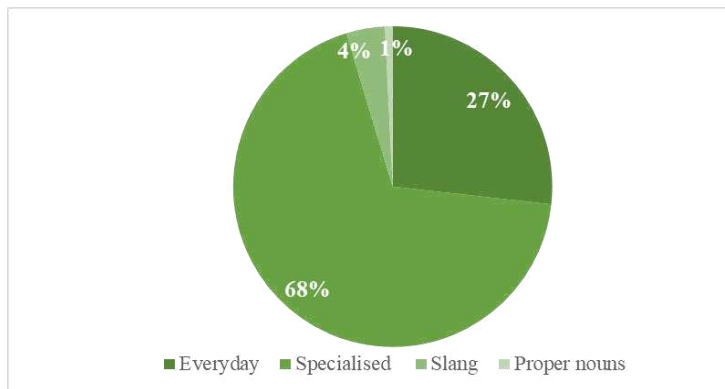
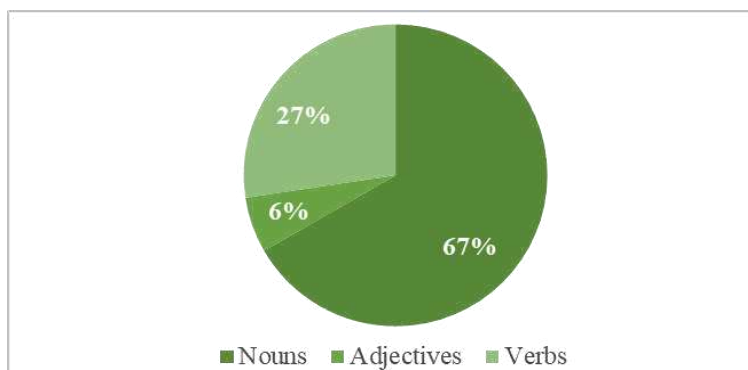


Figure 11 also reveals that some adapted Anglicisms may also be found in everyday language, while youth slang mainly employs non-adapted Anglicisms. In the corpus there are also two instances of adapted proper nouns: *Coca-Zero* (Eng. *Coke-Zero*); and *H&M*, which is pronounced as if it was an Italian proper nouns, i.e. /akkaeemme/, whereas the right pronunciation should be /eɪtʃændəm/.

Finally, by dividing adapted Anglicisms according to the parts of speech they belong to, I discovered that, as for non-adapted loanwords, most adapted Anglicisms are common nouns, which confirms Furiassi and colleagues' (2012: 9) claim that Anglicisms are mainly nouns. Yet, contrary to non-adapted Anglicisms, in the corpus there are also numerous instances of adapted, English-derived verbs. Finally, there are no examples of adapted adverbs and inserts, and only few adapted adjectives (Figure 12).

**FIGURE 12:** Classification of adapted Anglicisms according to parts of speech (word classes)



Just like non-adapted nouns, adapted nouns are also assigned a gender and number. However, since they are fully incorporated into the RL structures, their gender and number inflectional markers depend on the rules of the RL. For instance, the *-a* ending

usually signals a feminine noun (6), while the *-o* ending, a masculine noun (7). Then, *-i* and *-e* are the regular plural endings for masculine and feminine nouns, respectively (8). Yet, naturally, there are some exceptions both for singular and plural endings, e.g. the noun *canale* is masculine and singular, although it ends with *-e* (9).

- (6) E di nuovo a scattare la **campagna** natalizia, [3 /IT-VL]
- (7) E stasera sono troppo felice perchè ho ripreso il mio **profilo** Instagram. [6 /IT-ST]
- (8) quali sono secondo voi le sfide più difficili di sempre nei **videogiochi**. [1 /IT-VI]
- (9) anche lui ha un **canale** su YouTube e [3 /IT-ST]

Then, English-derived verbs usually enter the Italian language by acquiring the *-are* ending (10), which is the common infinitive-ending of the verbs of the first conjugation (Megec 2015: 16). Consequently, the verb is to be inflected according to the rules of this conjugation when used in a sentence (11).

- (10) certe volte per me è molto difficile **postare** sui social [5 /IT-VL]
- (11) Se non le sapevi, **tagga** un amico e seguimi per saperne altre. [2 /IT-TR]

Finally, adjectives usually take the suffixes *-ato* (for masculine adjectives) or *-ata* (for feminine adjectives), if the English adjective ends with *-ed*, e.g. *scioccato* (Eng. *shocked*) (12), *croppata* (Eng. *cropped*) (13). However, adapted adjectives can also take other suffixes, such as *-oso*, e.g. *pixelloso* (14).

- (12) Però forse mi trucco stra glam, così tipo è **scioccato**. [6 /IT-ST]
- (13) e mi sono provato appunto questa, tipo, magliettina/felipa **croppata**. [6 /IT-VL]
- (14) Il titolo offre uno stile visivo **pixelloso** e croccante, [6 /IT-VI]

Notice that the adjective *pixelloso* actually derives from the English noun *pixel*, so by taking the suffix *-oso* the term changes its word class. Such shifts in word classes are very frequent in the corpus, as the analysis revealed. Other instances of this phenomenon include the noun *boicottaggio* (15) from the English verb *to boycott*, and the verbs *stalkerare* (16) and *brandizzare* (17), from the English nouns *stalker* and *brand*, respectively.

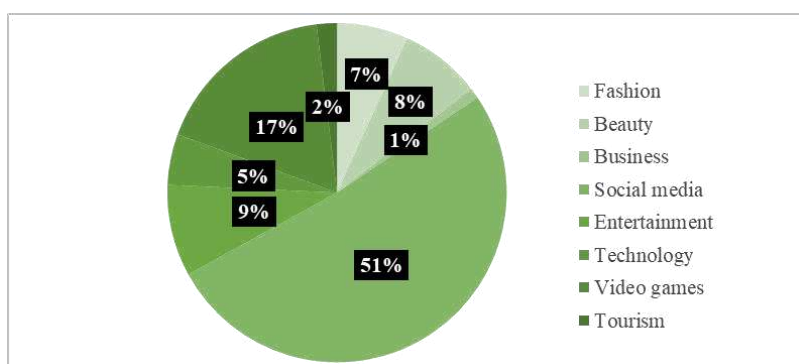
- (15) Riuscendo anche a superare un **boicottaggio** di un collettivo chiamato “Team Rocket”, [3 /IT-VI]
- (16) Lasciamo perdere perchè ancora mi **stalkera**, [1 /IT-ST]
- (17) coccolandoci sin dall’arrivo e **brandizzando** veramente qualsiasi cosa. [7 /IT-TR]

To sum up, the present section has explained how Anglicisms are adapted into Italian and how they follow the rules and structures of the language. The next sections will now go into more detail, by analysing how adapted Anglicisms are used in specialised and everyday language and in youth slang.

### 3.3.1 Specialised language

Although most specialised Anglicisms are non-adapted, a number of adapted specialised Anglicisms were also registered in the corpus. Figure 13 shows the distribution of specialised, adapted Anglicisms across the same categories considered for non-adapted Anglicisms, except for “Food” and “Sports”, which were not included because no adapted Anglicisms were registered within these categories.

FIGURE 13: Distribution of specialised adapted Anglicisms



As for non-adapted Anglicisms, the category that includes most specialised English-derived terms is that of social media. The most frequent nouns include: *commento/i* (1), i.e. something that is written under someone’s post or video; *contenuti*, i.e. information, images, or videos uploaded online or created to be uploaded online; *canale*, i.e. someone’s profile on a social media platform; *descrizione* (2), i.e. a text under a post or

a video that gives information about its content; *profilo* (3), i.e. a user's personal page on a social media platform. These are all semantic calques, as these words already existed in Italian, but acquired a new meaning, that of the formally-similar English term, i.e. *comment*, *content*, *channel*, *description*, and *profile*, respectively, in order to denote the new concepts derived from social media and technology. Some semantic calques of English verbs were also found across the terminology of social media, such as *seguire* (Eng. *to follow*), in the sense of following someone on a social media platform, and *commentare* (Eng. *to comment*), with the meaning of leaving a comment under someone's post; together with many adapted verbs, e.g. *clicare* (4), *postare*, *scammare* (5), *taggare*, which were formed by adding the -are ending to the English verbs *to click*, *to post*, *to scam*, *to tag*, respectively. Finally, I also found some instances of phraseological calques, such as *immagine profilo* (Eng. *profile picture*); *seguimi per altre* (Eng. *follow for more*) (6); and one partially-adapted clause: *lasciate un follow* (Eng. *to drop a follow*) (7), which is a formulaic expression that is often found at the end of a video.

- (1) Fatemelo sapere nei **commenti**. [2 /IT-VL]  
(1b) *He posted an Insta picture, and I looked at the **comments***, [1 /EN-ST]
- (2) Vi scrivo il nome del brand nei commenti, cioè nella **descrizione**, perchè [3 /IT-LI]
- (3) E stasera sono troppo felice perché ho ripreso il mio **profilo** Instagram. [6 /IT-ST]
- (4) Per risparmi sugli alloggi seguimi e **clicca** nel link in bio. [10 /IT-TR]
- (5) voglio farvi uno storytime di come sono quasi stata **scammata** da un ragazzo [2 /IT-ST]
- (6) Guarda la mia bio e **seguimi per altre** avventure [1 /IT-TR]  
(6b) *Good luck and **follow for more** travel tips!* [6 /EN-TR]
- (7) **Lasciate un follow** al canale e scrivetemi nei commenti [1 /IT-VI]  
(7b) ***Drop a follow** if you're new around here!* [3 /EN-VI]

The videogame category also presents numerous adapted Anglicisms, including the calque, or loan translation, of the English word *minigames* (it. *minigiochi*) (8); the adapted verb *skippare* (Eng. *to skip*) (9); the partial phraseological calques *giochi*

*mobile* (Eng. *mobile (video) games*) (10), and *titoli mobile* (Eng. *mobile titles*); and the full phraseological calque, or loan translation, *gioco di caccia* (Eng. *hunting (video) game*) (11).

- (8) correlati da semplici puzzle e numerosi **minigiochi**. [6 /IT-VI]  
 (9) è possibile **skippare** l'animazione [4 /IT-VI]  
 (10) Non sono un grande fan dei **giochi mobile**. [6 /IT-VI]  
     (10b) check the **mobile game** “*Animal Crossing Pocket Camp*”, [2 /EN-VI]  
 (11) un nuovo **gioco di caccia** ai mostri, un *hunting game*, [2 /IT-VI]

It is interesting to note that, when incorporating noun compounds and noun phrases, the Italian language reverses the order of the constituents. The sequence modifier + head, which is typical of the English language, is adapted to the structures of the Italian language, i.e. head + modifier (10). Finally, notice that in example (11), it is the speaker himself who provides both the English version of the term, i.e. *hunting game*, and its translation, or calque, in Italian, i.e. *gioco di caccia*.

The other specialised categories include roughly the same amount of Anglicisms. Among the most frequent ones: the noun *campagna* (12), a semantic calque from the English word *campaign*, which indicates a series of activities that involves taking photos or videos to promote a product, and the hybrid loan *pantaloni cargo* (13) (Eng. *cargo pants*) (in the references corpus we only found instances of *cargo skirt* (13b), but the concept is the same) for fashion; the adapted loanword *fondotinta* (Eng. *foundation*) (14), and the semantic calque *fissare* (Eng. *to fix*) (15), with the meaning of “fastening something in position so it does not move”<sup>22</sup>, for beauty; the calque *miniserie* (Eng. *miniseries*) (16) for entertainment; and the semantic calques *sito*, *emulatore* and *animazione* (17) (Eng. *(web)site*, *emulator*, *animation*, respectively) for technology.

- (12) Che bello ieri ho scattato la nuova campagna di Nabla. [7 /IT-LI]  
 (13) **Pantaloni cargo** di Zara, ve li consiglio perché hanno una vestibilità pazzesca, [4 /IT-LI]  
     (13b) I've been wanting a **cargo skirt** so bad. [3 /EN-IT]  
 (14) ce lo ripasso sopra, non mi metto manco il **fondotinta**, [6 /IT-ST]

<sup>22</sup> Cambridge Dictionary. *To fix*, verb. <https://dictionary.cambridge.org/dictionary/english/fix>

- (14b) *Now we're blending out our **foundation** with a brush.* [1 /EN-LI]
- (15) **Fisso** con un po' di "Hoola" di Benefit. [7 /IT-LI]
- (16) Ero a letto in pigiama perché stiamo registrando una **miniserie** [3 /IT-VL]
- (17) Tutte tranne una, perché l'**animazione** di Mario che entra nel tubo [4 /IT-VI]

To conclude, the analysis revealed that most specialised adapted Anglicisms are calques and semantic loans, as it was anticipated in the previous section. In addition, once the English-derived term enters the language as an adapted Anglicism, it is treated just like any other Italian terms, and it follows the rules of the language.

### 3.3.2 Everyday language

In our everyday life we make consistent use of English-derived terms without even noticing. Some of these words are so much embedded in our language that we would never think that they actually derive from English. As a matter of fact, sometimes it is difficult to identify the English provenance of a word. Yet, in the corpus I was able to detect some.

Among the most common English-derived nouns are the adapted loanword *foto*, the shorted version of *fotografia* < fr. *photography* (Eng. *photography*) (1), which entered the Italian language as an indirect borrowing, through the mediation of French; the adapted loanword *fotografa*, which follows the same logic of *foto*, as it derives from the French word *photographe*, which in turn comes from the English term *photographer*; the calque, or loan translation, *videogiochi* (Eng. *video games*) (2); and the adapted loanword *boicottaggio* (Eng. to *boycott*), which is also an example of functional shift between word classes, as mentioned in section 3.3.

- (1) Non vedo l'ora che vediate le **foto!** [7 /IT-LI]  
*(1b) He asks me for a **photo**, I pose for the **photo**,* [2 /EN-ST]
- (2) Una sfida, secondo lo streamer, tra le più difficili di sempre nei **videogiochi**. [1 /IT-VI]

As regards verbs, I identified the adapted loanwords *mixare* (Eng. to *mix*) (3), *stalkerare* (Eng. *stalker*), which is another example of functional shift, and *contattare* (Eng. to

*contact*) (4). Finally the verb *ricontattare* (5) < it. *contattare* (Eng. *to contact*), proves that, once a foreign word is adapted and fully incorporated into the RL, “it becomes free to develop independently according to the structures of the RL” (Furiassi et al. 2012: 9). As a matter of fact, the verb, which derives from the English word *to contact*, is preceded by the Italian prefix *ri-*, which is often added to Italian verbs to indicate a reiterated action.

- (3) ad esempio, io riesco a **mixarle** nel mio stile [8 /IT-LI]  
 (3b) **Mix** these little two for my highlight. [4 /EN-LI]
- (4) quali erano i motivi per cui mi stava **contattando**, [1 /IT-ST]
- (5) Quindi io ho detto: “senti, mi **ricontatti** un'altra volta e io chiamo l'avvocato”,  
 [1 /IT-ST]

Then, I also found one adapted everyday adjective, i.e. *scioccato* (Eng. *shocked*); two phraseological calques, i.e. *oh mio dio* (Eng. *oh my god*) (6), which is a loan translation, and *ragazzo immagine* (Eng. *cover boy*), which is a loan rendition; and an adapted sentence, i.e. *vendere il sogno* (Eng. *to sell the dream*) (7), which derives from marketing theories on persuasive selling skills.

- (6) E me lo toglie, cioè proprio classica scena **oh mio dio** [2/IT-LI]  
 (6b) Look at this dress... **Oh my god!** [3 /EN-LI]
- (7) Guardate che fit meraviglioso, oversize, **vende** proprio **il sogno**. [2/IT-LI]

Finally, the influence of English on Italian does not stop at a lexical and morphological level, but even reaches deeper levels of the language. Through the analysis, I detected a syntactic calque of the English structure *be going to* + infinitive, which is rendered in Italian through the sequence *andare a* + infinitive (8). Just like in English, this structure is employed in Italian to indicate a near future event that is about to happen. Moreover, also the noun phrase *antropologica ricerca* (9), which reproduces the English “adjective + noun” structure, unusual in Italian, may be considered as an example of how English is influencing the basic grammatical structures of the Italian language.

- (8) e adesso **andiamo a fare** una treccia con tutti i capelli, [1 /IT-LI]
- (9) ed è stata veramente un'esperienza, cioè un'**antropologica ricerca**. [6 /IT-ST]



### 3.3.3 Youth slang

Young people mainly use non-adapted Anglicisms when communicating on social media, because, as explained previously, these Anglicisms enable them to reach a wider audience and feel part of a global community. This may account for the low number of adapted Anglicisms found in youth slang, while analysing the corpus.

In the corpus I detected only two partial phraseological calques, or hybrid loans, used in youth slang. These are *totale flop* (Eng. *total flop*) (1), and *il top del top* (Eng. *the top of the top*) (2).

(1) Avevo altissime aspettative, ma è stato un **totale flop**. [1 /IT-VL]

(2) hanno la reputazione di non essere proprio **il top del top**, [2 /IT-ST]

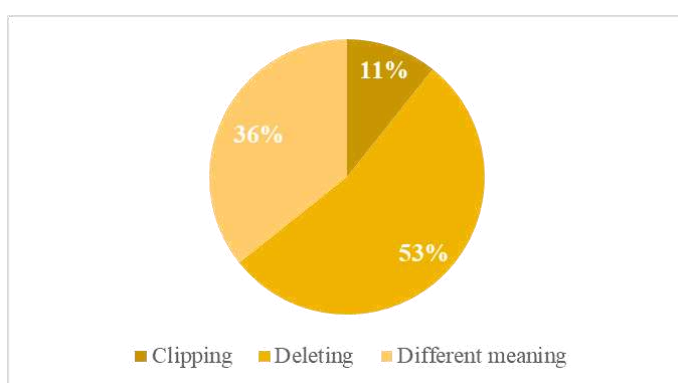
Notice that the phrase *totale flop* maintains the English order “modifier + head”, and does not reverse it, as Italian usually does when adapting English noun phrases and compounds, which confirms that the influence of English has also reached the deepest structures of the language.

### 3.4 Pseudo-Anglicisms

Pseudo-Anglicisms are not very frequent in the corpus, which may indicate that, since nowadays numerous Italians, especially younger Italians, have a high proficiency in the language, they tend to use English words as a native-English speaker would use them. Nevertheless, it is important to remark that the coinage of Pseudo-Anglicisms does not simply imply a wrong usage of the English language, but is also a creative process, through which non-native English speakers “resort to material from a foreign language to expand the lexical and semantic inventory of their own language, thus reshaping vocabulary in a creative way” (Furiassi & Gottlieb 2015: 6). Pseudo-Anglicisms are not mere borrowings, but they are “autonomous creations of people who do not have English as their first language” and decide to retrieve lexical material from English because of the prestige and versatility of the language (MacKenzie 2012: 34).

Pseudo-Anglicisms are “English-inspired, yet not truly English lexical items” (Furiassi & Gottlieb 2015:3). They are words consisting of English elements that do not exist or have an entirely different meaning in English. Drawing on Gorlach’s analysis, I decided to divide Pseudo-Anglicisms into four categories according to the process through which they were formed. Pseudo-Anglicisms can be created through compounding, by deleting part of a compound, by clipping an English word or by using an English word with a completely different meaning. Figure 14 shows the classification of Pseudo-Anglicisms.

**FIGURE 14:** Classification of Pseudo-Anglicisms



As it is apparent from Figure 14, in the corpus there are no instances of Pseudo-Anglicisms created through compounding and most of them are formed by deleting part of a compound. It is often the head of the English compound that is deleted, because, since in Italian the head is commonly found in the left position, Italian tends to keep the left element, which is actually the modifier in English, and delete the right one, which is usually the head in English compounds. Some examples found in the corpus include *pickup* (Eng. *pickup truck*) (1), *trench* (Eng. *trench coat*) (2), *bomber* (Eng. *bomber jacket*) (3), *French* (Eng. *French manicure/tips*) (4), *old gen* (Eng. *old-gen console*) and *current gen* (Eng. *current-gen console*) (5), *premium* (Eng. *premium class*) and *business* (Eng. *business class*) (6), *over* (Eng. *oversized*) (7). There are only two instances of Pseudo-Anglicisms which were created by deleting the left element, the modifier, instead of the head, which are: *gloss* (Eng. *lip gloss*) (8) and *creators* (Eng. *content creators*) (9).

- (1) non è strano viaggiare nel cassone di un **pick-up**. [2 /IT-TR]
- (2) **trench** di pelle preso da Antonioli. [3 /IT-LI]

- (3) **bomber** di Sheena con questa tasca laterale bellissima, [4 /LI-IT]
- (4) e ho scelto questo **french** super colorato. [7 /IT-VL]
- (5) l'uscita è prevista per il 2023 sia sull'**old gen**, che **current gen**. [8 /IT-VI]
- (6) sono riuscito a spendere i punti per avere un upgrade in classe executive, che vi ricordo essere quella dopo la **premium** e la **business**. [5 /IT-TR]
- (7) mi sembrava comunque troppo piccola la M o la S, cioè troppo poco **over** insomma. [9 /IT-LI]
- (8) Un po' di **gloss** del mio brand... [5 /IT-ST]
- (9) Farvi scoprire Israele insieme ai migliori **creators** d'Europa. [7 /IT-TR]

Notice that, when the head is deleted, the meaning of the English word may change completely. For instance the noun *trench* in English means a “narrow channel dug into the ground”,<sup>23</sup> while in Italian, where it is used instead of the compound *trench coat*, it means “a long, loose coat with a belt, usually made of waterproof material”.<sup>24</sup> Then, *bomber* is “a person who makes or explodes bombs”,<sup>25</sup> while a *bomber jacket* is a type of short jacket. Finally, the noun *French* refers to the language spoken in France, or to the people who live in France, while *French manicure*, or *French tips*, indicates a manicure style that consists of colouring only the tips of the nails with a white polish.

Then, a conspicuous number of Pseudo-Anglicisms is also represented by English words used in Italian with a completely different meaning than in English. For example, the noun *shooting* (10) does not refer to “the act of firing a gun or other weapon”,<sup>26</sup> but it means “photoshoot”, which is the term that is used in the reference corpus (10b). The word *shooting* actually occurs in the reference corpus (10c), but it is only used as a verb, since the verb *to shoot* has, indeed, the meaning of using a camera “to record a video or take a photograph”.<sup>27</sup>

- (10) Siamo qui per fare uno **shooting** per la campagna invernale. [3 /IT-VL]  
*(10b) I probably did eight photoshoots in two hours.* [1 /EN-VL]

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<sup>23</sup> Cambridge Dictionary. *Trench*, noun. <https://dictionary.cambridge.org/dictionary/english/trench>

<sup>24</sup> Cambridge Dictionary. *Trench coat*, noun. <https://dictionary.cambridge.org/dictionary/english/trench-coat>

<sup>25</sup> Cambridge Dictionary. *Bomber*, noun. <https://dictionary.cambridge.org/dictionary/english/bomber>

<sup>26</sup> Cambridge Dictionary. *Shooting*, noun. <https://dictionary.cambridge.org/dictionary/english/shooting>

<sup>27</sup> Cambridge Dictionary. *To shoot*, verb. <https://dictionary.cambridge.org/dictionary/english/shoot>

(10c) *We got all the camera gear ready because we are **shooting** underwater this morning.* [1 /EN-VL]

Other instances include the noun *fitting*, which is used with the meaning of “outfit” (11), and with the meaning of “fit” (12), while in English it refers to “an occasion when you try on clothing being made or adjusted”,<sup>28</sup> which is how it is used in the reference corpus (12b). Then, there is the phrase *super power* (13), which does not indicate a special ability, but is used to describe an item of clothing, or an accessory, that makes a person feel empowered; and the phrase *video date* (14), which does not indicate a type of virtual dating, but refers to a video in which the person tells how their date went.

(11) perché mi hanno dato il **fitting**, e io ho il loro outfit da indossare. [12 /IT-LI]

(12) Questi jeans sono stupendi, mi piace un sacco il **fitting**. [6 /IT-VL]

(12b) *This is the Louis Vuitton outfit that I picked out from the **fitting** a few days before.* [3 /EN-VL]

(13) e poi avevo questo occhiale **super power**. [3 /IT-VL]

(14) ogni volta che faccio un **video date**, first date, dico com'è andata la date, [6 /ST-IT]

Finally, I also detected three instances of Pseudo-Anglicisms formed by clipping an English word, i.e. *shock* (Eng. *shocked*) (15) and *crop* (Eng. *cropped*) (16), which occurs two times.

(15) Sono **shock**. Quanto bella è? [8 /IT-LI]

(16) ho preso questa camicia **crop** con le due taschine qua. [9 /IT-LI]

Notice that, contrary to the previous categories where most Pseudo-Anglicisms were nouns or noun phrases and compounds, this category only includes adjectives, which are formed by deleting the *-ed* ending of the English word.

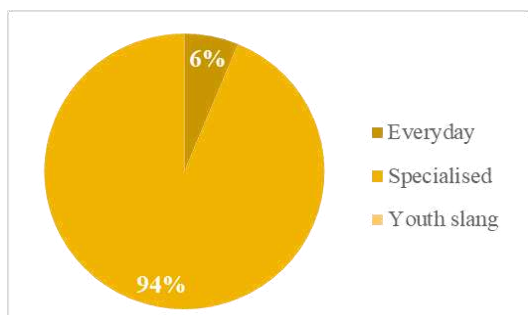
To conclude, the analysis also revealed that Pseudo-Anglicisms are mainly found in specialised language, just like the other categories of Anglicisms, with only a few occurring in everyday language, and none in youth slang (Figure 15). Moreover, most

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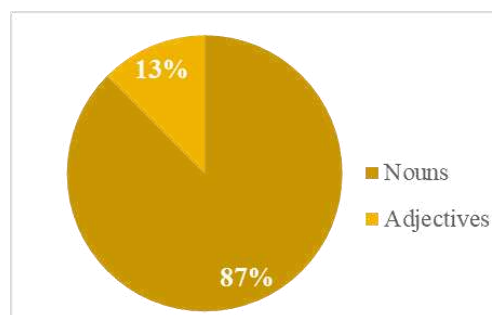
<sup>28</sup> Cambridge Dictionary. *Fitting*, noun. <https://dictionary.cambridge.org/dictionary/english/fitting>

Pseudo-Anglicisms are nouns, there are only some instances of adjectives and none of verbs, adverbs, or inserts (Figure 16).

**FIGURE 15:** Composition of Pseudo-Anglicisms



**FIGURE 16:** Classification of Pseudo-Anglicisms according to parts of speech (word classes)



### 3.5 Final observations

In conclusion to the present chapter, which has offered a detailed analysis of the findings, this section summarises the results and provides the answers to the research questions presented at the end of the previous chapter.

In answer to the first research questions – “To what extent are Anglicisms employed in Italian TikTok videos, and in youth language more in general?” – the analysis revealed that while Anglicisms can be found in every video, to a greater or lesser extent, their use remains rather limited compared to the total number of words. The average percentage of Anglicisms used in the videos hovers around 6.1%, which might reassure all of those who fear that English may overcome Italian. Nevertheless, the influence of the English language on Italian is undeniable and should not be overlooked. English has reached all levels of the Italian language, from everyday language to specialised domains, to youth slang. Yet, it is important to highlight that, contrary to expectations, most Anglicisms are not actually found in youth slang, which only contain 9% of the total Anglicisms that occur in the corpus, but are more extensively used in specialised domains and everyday language. This proves that it is not just Gen Zers and teenagers who use English terms to sound cool or to prove that they belong to an international group, but

Anglicisms are also employed by adults and older generations, even in their everyday life.

As a way of answering to the second research question – “Are Anglicisms more frequently used in everyday language, in specialised domains or youth slang?” – the analysis revealed that most Anglicisms occur in specialised terminologies. This proves that Anglicisms commonly enter the language to denote new and specific entities or concepts, most of which were born in an English-speaking country, as, over the centuries, the UK and the USA have come to dominate every domain of life, from economy, to fashion, to technology and culture, which is exactly what determined the prestige of English and established it as a global lingua franca. Moreover, nowadays, as information spreads extremely fast and new terms are constantly being coined to denote the new technological advances that arise, languages simply do not have the time to find a translation equivalent for the new terms, and they just incorporate them as foreign words. The results also highlight that the domains that have been permeated the most by the English language are fashion, social media, video games, where they are mainly used by the members of the community to prove that they belong to the group, and technology. Nevertheless, the presence of Anglicisms in everyday language should not be underestimated, as some of the words that we use most frequently in our daily life derive from English. Just to mention some: *jeans*, *foto*, *film*, *hotel*, *computer*, *makeup*, *video* and many others. In addition, the analysis also showed that the influence of English on Italian does not stop at a lexical level, but even reaches the deepest structures of the language, e.g. the syntactic calque *andare a* + infinitive (Eng. *be going to* + infinitive).

As for the last two research questions, the study has revealed that most Anglicisms are non-adapted, which indicates that Italians tend to incorporate English terms in their original form, without making any major changes. This, once again, may be explained by the fast spread of news and information, by the prestige of the English language and by the fact that, in a global society, using English words that everybody can understand, is much more efficient than using adapted loanwords, especially on social media that have an inherent international nature. A discrete number of adapted Anglicisms were also detected in the corpus, mainly in the form of calques and semantic loans, yet they

do not get even nearly close to the number of non-adapted ones. Finally, Pseudo-Anglicisms seem to be very uncommon in the corpus, which proves that, today, Italians are more likely to employ English words correctly, as a native-English speaker would use them. An explanation for this low score may be Italians and, more precisely, young Italians' high proficiency in the English language, which is taught across all levels of education. Moreover, on social media Gen Zers often tend to imitate English speakers because they are fascinated by the prestige and versatility of the language and by the many creative possibilities that it offers.

To conclude, the results seem in line with previous research (Domokos 2001; Szpingier 2008; Fanfani 2010), according to which nowadays Anglicisms typically enter the Italian language as non-adapted loanwords through mass media and the Internet, and they reach all levels of society, as opposed to the past, when the borrowing process had an elitist nature. Therefore, the study seems to confirm that, as today's society becomes increasingly interconnected, and more people use English as a lingua franca for international communication, English will inevitably continue to influence other languages, including Italian. Yet, language change and foreign borrowings should not be regarded as a deterioration of the language, but as a natural phenomenon that keeps the language alive, making it more in line with current time and trends, which is incredibly important for young people who are constantly trying to keep up with times and to fit in the global youth culture. This may explain why Anglicisms are so commonly used on social media platforms, which is where Gen Zers build their identities and establish and strengthen relationships with each other.





## Conclusion

The aim of this dissertation was to investigate the extent to which Anglicisms are used and how they are used by young Italians in social media, with a particular focus on TikTok. In order to conduct the research two corpora were designed: a target corpus made up of 50 Italian TikTok videos and a reference corpus consisting of 30 English TikTok videos, both covering a wide range of topics. The results of the analysis revealed that while Anglicisms are frequently found in Italian TikTok videos, regardless of their content, their presence is still somehow limited compared to the total number of words used in each video. The influence of English on Italian has been however attested: English is not only shaping our language from a lexical point of view, but it is also influencing syntactic structures, and sometimes it even results in episodes of code-switching and code-mixing. As a matter of fact, as Gorfach (in Furiassi et al. 2012: 5) states, the term “Anglicism” does not only refer to a word or an idiom that derives from English, but also to any sign of interference with the English language.

Contrary to popular belief, it is not only youth language that is permeated with Anglicisms, but so are everyday language and specialised terminology, that is the two categories that contain most of the Anglicisms found in the Italian corpus. This confirms the claims of previous studies (Domokos 2001: 300; Szpingier 2008: 299; Fanfani 2010), according to which nowadays the “anglicization” of the Italian language affects every level of language and society. In addition, the analysis presented in Chapter 3 also revealed that the borrowing process mainly occurs through the adoption of non-adapted loanwords, whereas Pseudo-Anglicisms are increasingly less common. This may be explained by the fact that, as the prestige of the English language and culture continues to increase, especially in the fields of social media and entertainment, speakers of different languages will try to imitate native-English speakers in the best way they can. Furthermore, since English is taught across all levels of education, and it is widely requested in the working environment, people are progressively increasing their proficiency in the language, which results in a more accurate and native-like use of English terms and structures. This is true especially for young people, who often use Anglicisms on social media to prove that they know how to master the language, to feel

more connected to their international peers, to sound as cool as English speakers do and to attract a wider audience.

Social media and the Internet are now the main channels of communication. They are used to spread information globally, to entertain and to build and maintain relationships worldwide. They were created with the concept of a global society in mind, and, for this reason, they have an inherent international nature. They were born exactly with the aim of overcoming the boundaries between languages, countries and people. Therefore, it is not surprising that nowadays Anglicisms, especially non-adapted ones, mainly spread through these channels, since using words that everybody understands makes global communication much easier and quicker. Moreover, due to the fast spread of news and information, languages often do not even have the time to find a translation equivalent for a given term before it starts being used by the speakers of the language, and so they just incorporate it as it is, in its original form. This widely applies to specialised terminology because when new concepts and inventions come to life, they simply enter the languages with the name they were given originally. Such names are often English ones, as over the centuries the UK and USA have come to dominate every domain of life, from technology, to fashion, to business and many others. This explains the large number of specialised Anglicisms found in the Italian corpus, most of which belong to the fields of technology and social media, which are developing extremely quickly, with new platforms and products being released every year.

However, it is important to remark that the “anglicization” of the Italian language is not a new phenomenon, but it has actually been happening for centuries now. However, it is only in the last century, and more specifically, since the end of the Second World War, that the influence of the English language has become so pervasive, particularly after what Pulcini (1997: 77) refers to as “the Americanisation of Italian culture and society”, which still continues today, especially through social media. Moreover, the adoption of Anglicisms by the Italian language is not an isolated phenomenon. Rather, it is part of a global process that is affecting almost every language. As a matter of fact, numerous English terms have now reached the status of internationalisms, especially those used on social media, which are employed by speakers of different languages to connect with each other globally.

Finally, how does TikTok fit into this picture? TikTok is a fairly new video-sharing platform, whose main purpose is to entertain and provide innovative and creative ways to produce and share contents online. Its main audience is made up of Gen Zers, who in this platform find new forms of entertainment, new means of establishing relationships worldwide and a safe space where they can express themselves freely, build their identities and find recognition and acceptance. They usually do so by employing Anglicisms, which give them a sense of coolness and offer them new means of self-expression, as English words are often more effective, concise and emotionally-charged than their Italian equivalents. In addition, as TikTok increases in popularity and is used more and more frequently as a channel of communication, it will undoubtedly continue to shape the language of its users, who sometimes even employ it outside the platform, in their everyday conversations. This is why the language used in social media should be more thoroughly investigated, as it is not an isolated phenomenon that remains constrained within the digital boundaries of the platform, but also affects the language as a whole, reaching not only slang, but also everyday language and specialised terminology.

What I can conclude from the research is that thanks to their versatility, conciseness and prestige, Anglicisms are often preferred to native terms in many domains, not only TikTok and social media. Yet, social media platforms and the Internet are nowadays the main channels through which Anglicisms spread, and this tendency is expected to intensify in the future. For this reason, given the present relevance of the topic, and the impact this process is having on many languages worldwide, I believe that the language used on social media, and the topic of social media more in general, should be studied more carefully.

Further research is still needed to gain a better picture of the current situation of Anglicisms in Italy. Yet, although the present study only sampled a limited number of TikTok videos, it nonetheless managed to provide a theoretical and practical basis to understand how the Italian language, in particular that of young Italians, is changing due to the influence of English and to the spread of new social media platforms, such as TikTok.



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## APPENDICES

### Appendix 1: Italian TikTok video transcripts

**Transcript:** [1 /IT-LI]

**Title:** *Primo pranzetto post fine sessione con l'altra Carly*

**Creator:** Carlotta Fiasella (@carlottafiasella)

**Date:** 06 March 2023

**URL:** [https://www.tiktok.com/@carlottafiasella/video/7200737454293306630?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@carlottafiasella/video/7200737454293306630?is_from_webapp=1&sender_device=pc)

Finalmente dopo due mesi di studio matto e disperatissimo torno ad avere una vita sociale. Andrò a pranzo in un posto **super** carino con Carlotta Ferlito e poi stasera tornerò al Gattopardo. Dovete sapere che quando sono arrivata a Milano non vedevo l'ora di provare ad andare in quella discoteca, visto che l'ho vista tipo ovunque su **TikTok**. Alla fine, ci sono andata, mi è piaciuto molto, ma non ci sono mai più tornata.

Comunque, realizzo un **make-up** molto molto **basic**, perché quello più strutturato lo rifarò da capo stasera. Non perché il **make-up** non possa durare eh, ma semplicemente perché mi diverto tantissimo a truccarmi, soprattutto se parliamo di **make-up** un pochino più strutturati e magari con dei brillantini. Ormai avete capito che questi sono la mia passione.

Passiamo adesso ai capelli. Come potete ben vedere non li posso lasciare sciolti, quindi raccogliamoli. Come prima cosa riga in mezzo e raccogliamo i capelli sopra in una fantastica mezza coda, e adesso andiamo a fare una treccia con tutti i capelli, sia con quelli nella mezza coda, sia con quelli rimasti fuori. Un po' di **gel** salva vita, questo qui tra l'altro quello fortissimo, infatti guardate come tira tutto. Anche la pettinatura è pronta.

Ora passiamo all'**outfit**: voglio mettere questo **jeans** che ha un **fit** stupendo e anche il doppio bottone, e questo maglioncino che è uno dei miei preferiti in assoluto. Ho aggiunto anche il cappotto nero e le Prada. Direi che sono prontissima per uscire, io vi aspetto assolutamente su **IG**.

Total words: 253

Total Anglicisms: 12 (+ 2 **proper nouns**): 4.8%

**Non-adapted Anglicisms:** super, make-up (x3), basic, gel, outfit, jeans, fit, (TikTok, IG): 3.6%

Adapted Anglicisms: andiamo a fare: 1.2%

**Transcript:** [2 /IT-LI]

**Title:** *La tutina di Skims con il fit perfetto*

**Creator:** Veronica Ferraro (@veronica\_ferraro)

**Date:** 04 February 2023

**URL:** [https://www.tiktok.com/@veronica\\_ferraro/video/7196398026305342726?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@veronica_ferraro/video/7196398026305342726?is_from_webapp=1&sender_device=pc)

**Fit check** festa di stasera. Stavo per uscire, ero vestita di rosa, ho controllato l'indirizzo dell'evento e ho visto che c'era un **dress code total black** e quindi sono corsa a cambiarmi.

Ho indossato questa tutina di **Skims** che mi è arrivata qualche giorno fa, che non avevo ancora provato, ma devo dire **super** approvata. Ho acquistato tanti capi di **Skims** ultimamente, nessuno mi ha venduto il sogno del **fit** perfetto. Questa tutina direi che ci siamo, mi piace molto. L'ho indossata con calze e scarpe di Saint Laurent, che vi avevo già fatto vedere in un **video**, e, se riesco a sollevarla perché pesa 78 mila kg, indosso questa giacca, questo montone **oversize** di De Mannei, non so se conoscete il **brand**, è molto bello. Anche chiuso tra l'altro fa la sua sporca figura. Eccolo. Guardate che **fit** meraviglioso, **oversize**, vende proprio il sogno. E aggiungo come tocco finale questa borsa di Louis Vuitton, bellissima, oro, ma per questo diciamo che non verrò buttata fuori dalla festa solo perché ho un accessorio oro.

Total words: 175

Total Anglicisms: 20 Anglicisms (+ 2 **proper nouns**): 11.4%

**Non-adapted Anglicisms:** fit check, dress code, total black, super, fit (x2), video, oversize (x2), brand, (Skims (x2)): 7.4%

Adapted Anglicisms: ha venduto il sogno, vende (proprio), il sogno: 4.0%



**Transcript:** [3 /IT-LI]

**Title:** *Fit check*

**Creator:** Veronica Ferraro (@veronica\_ferraro)

**Date:** 04 February 2023

**URL:** [https://www.tiktok.com/@veronica\\_ferraro/video/7196346841233886470?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@veronica_ferraro/video/7196346841233886470?is_from_webapp=1&sender_device=pc)

**Look** che ho indossato oggi pomeriggio per andare a fare un giro in centro alla ricerca di regali di Natale... di Natale in un'altra epoca... di compleanno, perché stasera ho non una, ma ben due feste di compleanno.

Allora ho indossato i miei **jeans** preferiti del momento di **Alexanderwang**. Hanno un **fit** perfetto, a vita bassa, bellissimi, e hanno questa mutanda integrata che si può decidere se nascondere o tenere dentro a seconda del **look** del momento. Io la sera di solito la tengo fuori con un **crop top**, di giorno è bella nascosta dentro.

Stivaletti scamosciati di **Paris Texas**, comodissimi, **super** consigliati. **T-shirt basic** di **Subdued**, borsa **Jackie** di Gucci, **trench** di pelle preso da Antonioli, dopo vi scrivo il nome del **brand** nei commenti, ciò nella descrizione, perché non me lo ricordo. Occhiali Saint Laurent e basta.

Dietro una **location** romantica innovativa con dei quadri di Rivoluzione Romantica con delle frasi **super** belle, che lette al contrario sembreranno delle preghiere sataniche. E basta. Pronta! Ciao.

Total words: 167

Total Anglicisms: 15 (+ 5 **proper nouns**): 9.0%

**Non-adapted Anglicisms:** look (x2), jeans, fit, crop top, super (x2), T-shirt, basic, brand, location, (Alexanderwang, Paris Texas, Subdued, Jackie): 7.2%

Adapted Anglicisms: commenti, descrizione: 1.2%

**Pseudo-Anglicisms:** trench: 0.6%

**Transcript:** [4 / IT-LI]

**Title:** -

**Creator:** Veronica Ferraro (@veronica\_ferraro)

**Date:** 23 November 2022

**URL:** [https://www.tiktok.com/@veronica\\_ferraro/video/7169243459151301893?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@veronica_ferraro/video/7169243459151301893?is_from_webapp=1&sender_device=pc)

Cambio di **look**! Se avete già visto su **Instagram** ho scurito i capelli e ho fatto la frangia. A capire quanto durerò perché cambio idea ogni mezzo secondo.

Comunque, **look** di oggi per andare a fare un giro in centro: **bomber** di **Sheena** con questa tasca laterale bellissima, borsa Dior, **pantaloni cargo** di Zara, ve li consiglio perché hanno una vestibilità pazzesca, li amo, dopo vi lascio il codice. Stivali Balenciaga, occhiali, mi vergogno da quanto sono sporchi – devo pulirli – di Fendi, e orecchini presi a un mercatino sui navigli **vintage**, che c'è ogni ultima domenica del mese. Sono troppo carini. Pronta!

Datemi anche **feedback** sui capelli nuovi.

Total words: 108

Total Anglicisms: 7 (+ 2 **proper nouns**): 6.5%

**Non-adapted Anglicisms:** look (x2), vintage, feedback (Instagram, Sheena): 3.7%

**Adapted Anglicisms:** pantaloni cargo: 1.9%

**Pseudo-Anglicisms:** bomber: 0.9%

**Transcript:** [5 /IT-LI]

**Title:** *Look pranzo della domenica*

**Creator:** Chiara Ferragni (@chiaraferragni)

**Date:** 08 January 2023

**URL:** [https://www.tiktok.com/@chiaraferragni/video/7186246774833630469?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@chiaraferragni/video/7186246774833630469?is_from_webapp=1&sender_device=pc)

**Get ready with me** per pranzo della domenica fuori – in realtà sono già un po' vestita. **Crop top**, maglietta, è di Zara, questo è di Miu Miu, i pantaloni sono pantaloni di

pelle non so di che **brand**, ma hanno il **fit** più bello del mondo. Stivaletti sono **Wang** che sembrano un po' dei mocassini. Mettiamo questa giacca classica di Saint Laurent.

Adoro, adoro questo **look** un po' **preppy**. E ultimo dettaglio: borsa Gucci bellissima, **mini** "**Bamboo**" e guardate la catena, cioè è stupenda. Oggi mi rifaccio le unghie, non giudicate, che le ho lunghissime. Buona domenica!

Total words: 97

Total Anglicisms: 11 (+ 2 **proper nouns**): 11.3%

**Non-adapted Anglicisms:** get ready with me, crop top, brand, fit, look, preppy, fit, (Wang, Bamboo): 11.3%

**Transcript:** [6 /IT-LI]

**Title:** *Fit check vado dai parenti*

**Creator:** Eleonora Carisi (@eleonoracarisiofficial)

**Date:** 27 December 2022

**URL:** [https://www.tiktok.com/@eleonoracarisiofficial/video/7181818180749266181?is\\_from\\_w-ebapp=1&sender\\_device=pc](https://www.tiktok.com/@eleonoracarisiofficial/video/7181818180749266181?is_from_w-ebapp=1&sender_device=pc)

**Fit check** vacanze di Natale, sto andando dalla mia famiglia a Torino. **Look**, molto semplice. Canottiera di Kos a costine, giacca Eleonora Carrisi x **Pinko**. Questa è una delle collezioni dell'anno scorso che ho disegnato con il **brand Pinko**. **Leggings** di lana **super** caldi e molto alti di Alessandro Vigilante e **boots, rain boots** di Bottega Veneta. Stavo pensando adesso a che borsa insieme possiamo abbinarci.

Total words: 66: 13.6%

Total Anglicisms: 9 (+ 2 **proper nouns**)

**Non-adapted Anglicisms:** fit check, look, brand, leggings, super, boots, rain boots, (Pinko (x2)): 13.6%

**Transcript:** [7 /IT-LI]

**Title:** -

**Creator:** Valentina Cabassi (@valentinacabassi1)

**Date:** 03 February 2023

**URL:** [https://www.tiktok.com/@valentinacabassi1/video/7195956786212506886?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@valentinacabassi1/video/7195956786212506886?is_from_webapp=1&sender_device=pc)

**Get ready with me, make-up** velocissimo perché sono in ritardo e devo asciugarmi ancora i capelli, quindi bisogna correre... Sopracciglia “**Lift and fix**” di **Nabla**. Corettore: faccio un **mix** di questi due: questo è di **Nars**, questo è di **Huda Beauty**. **Contouring**, il mio solito di **Charlotte Tilbury**. Che bello ieri ho scattato la nuova campagna di **Nabla**. Non vedo l’ora che esca il nuovo prodotto, perché è una bomba. Fisso con un po’ di “**Hoola**” di **Benefit**. Tra l’altro i due **look** che abbiamo scattato in campagna erano uno più bello dell’altro. Il **makeup artist** era **Mr. Daniel** ovviamente e... stupendi, forse tra i miei preferiti di sempre. Non vedo l’ora che vediate le foto!

**Blush** questo è di **Nabla**, “**Two Reasons**”. Poi stamattina mi è arrivata una proposta per uno **shooting**, sempre **beauty**, in Perù. O Perù o Colombia in realtà sono in opzione. Ho mandato stamattina il **casting**, i contenuti materiali che mi avevano richiesto, e mi faranno sapere, ovviamente vi terrò aggiornati. Quando mi arrivano queste proposte di lavoro sono sempre un po’ in ansia, perché da un lato, sono **super** contenta, perché dico cavolo, dal Perù, dal Sud America hanno chiesto di me, dall’altro è veramente faticoso, perché si tratta di uno **shooting** di veramente due giorni e poi c’è tutto il viaggio di mezzo, e arrivare in Perù è lunga. Tra l’altro io ho la fobia dell’aereo, non so se l’ho mai detto qua. A me volare spaventa tantissimo e quindi farlo da sola per così tante ore, per stare due giorni lì e poi tornare, diciamo che non è la mia cosa preferita. Però l’ho sempre fatto, ho sempre viaggiato da sola per lavoro. Poi è anche una sfida per me, mi piace fare cose che mi spaventano, mi piace tantissimo, perché dopo che sono riuscita a farle mi sento una strafiga, perché secondo me uscire dalla **comfort zone** aiuta tantissimo anche a livello di autostima, cioè io mi sento veramente meglio quando faccio qualcosa che mi spaventa e capisco che sono in grado di farlo. Comunque, appunto, non c’è ancora niente di confermato, in caso vi farò sapere.

Matita metto **Kylie**, nella **shade** “**Kylie**”. Al centro della labbra un po’ di questo di **Nyx**... bello! Bellissimo! E niente questo è il mio **look**, adesso vado ad asciugarmi i capelli, e poi esco.

Total words: 390

Total Anglicisms: 25 (+ 20 **proper nouns**): 6.4%

**Non-adapted Anglicisms:** get ready with me, make-up, mix, contouring, look (x2), makeup artist, blush, beauty, casting, super, comfort zone, shade, (Lift and fix, Nabla (x3), Nars, Huda Beauty, Charlotte Tilbury, Hoola, Benefit, Mr. Daniel, Two Reasons, Kyle (x2), Nyx): 4.6%

Adapted Anglicisms: fisso, campagna (x2), foto, contenuti: 1.3%

**Pseudo-Anglicisms:** shooting (x2): 0.5%

**Transcript:** [8 /IT-LI]

**Title:** -

**Creator:** Giorgia Radaelli (@giorgiaradaellii)

**Date:** 10 February 2023

**URL:** [https://www.tiktok.com/@giorgiaradaellii/video/7198509976237788421?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@giorgiaradaellii/video/7198509976237788421?is_from_webapp=1&sender_device=pc)

Oggi **super unboxing**. Allora, questo pacco mi arriva da Amato Daniele, è un **brand** che fa borse artigianali, **made in Italy**, pazzesche, di una qualità mwah!

Questo pacco è praticamente l'invito alla **fashion week**. Quindi, oltre ad un gioiello magnifico, all'interno c'è anche l'invito. Ma ci tengo a farvi vedere come sia riuscito a sorprendermi anche le due **fashion weeks** scorse. Questo è il gioiellino che mi ha mandato con l'invito dell'anno scorso, esattamente un anno fa, a febbraio. Era la mia prima **fashion week** a cui partecipavo, e lui ha deciso di stupirmi così. È una micro, il modello si chiama proprio micro, in velluto nero. Mentre a settembre ha deciso di stupirmi con lei: magnifica, magnifica! Raga, queste secondo me sono due borsette altamente di classe, però, ad esempio, io riesco a mixarle nel mio stile anche in maniera un pochino meno classica, diciamo, perché questa borsa, è sì una borsa che può essere portata a tracolla, ma può essere anche legata in vita, all'interno dei passanti dei pantaloni e lasciarla proprio così, come se fosse una cintura, e quindi diciamo che la potete sdrammatizzare molto. Comunque, andiamo al dunque. Ci tenevo a dirvi che il

rapporto con Daniele è proprio un rapporto di stima reciproca, umano, cioè lui veramente è stata una delle prime persone che ha creduto in me, ancora all'inizio. Cioè gli era comparso uno dei miei primi **video** e da lì è stato amore. Comunque, questo è mio quindi lo lasciamo. Questo, anche questo è mio, ma è l'invito, volevo farvi vedere l'attenzione ai dettagli. Questo è un pennello, sopra c'è scritto 115, perché il 24 febbraio festeggeranno 115 anni di attività... cioè, ma quanti sono!

Ora andiamo veramente al dunque. Io ovviamente l'ho aperta, perché non si può stare ad aspettare di aprire una borsa... cioè, come fai? Stavolta mi ha stupito così: io non ci potevo credere quando l'ho aperto e ho detto "no, cioè, no, non l'hai fatto davvero, non mi hai mandato davvero questa borsa!" Sono **shock**. Quanto bella è? Mi piace un sacco perché può sembrare una borsa classica, ma in realtà con questi dettagli, sul mio stile, il mio gusto, questa borsa ci azzecca tantissimo. Quanto è figa! La amo, raga, la amo. Inutile dirvelo, che questa da oggi sarà nelle mie **top** borse. Pazzesca, pazzesca.

Ciao! Fatemi sapere se vi piace.

Total words: 394

Total Anglicisms: 16: 4.1%

**Non-adapted Anglicisms:** super, unboxing, brand, made in Italy, fashion week(s) (x 3), video, top: 3.7%

Adapted Anglicisms: mixerle (mixare): 0.2%

**Pseudo-Anglicisms:** shock: 0.2%

**Transcript:** [9 /IT-LI]

**Title:** *#haul*

**Creator:** Giorgia Radaelli (@giorgiaradaellii)

**Date:** 06 February 2023

**URL:** [https://www.tiktok.com/@giorgiaradaellii/video/7197139523443232005?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@giorgiaradaellii/video/7197139523443232005?is_from_webapp=1&sender_device=pc)

Oggi **haul** dei miei ultimi acquisti e iniziamo con Zara. Inizio dalla cosa più particolare, perché le altre due sono estremamente **basic**. Ho comprato queste scarpine qua, che mi

piacciono un sacco. Sono un po' difficili da mettere adesso, parliamoci chiaro, perché fa ancora freddo, e comunque secondo me queste non stanno bene con la calza, però vi devo dire che le scarpe con la punta mi fanno letteralmente impazzire e questo mi sembrava un buon acquisto in vista della primavera.

Poi sempre da Zara ho preso questa camicia **crop** con le due taschine qua. Secondo me è molto carina, e ho preso una M, non lo so perché, forse non c'era la S, però l'ho provata e mi va lo stesso bene. Acquisto da Zara che ovviamente ho già indossato perché questi sono i miei **jeans** preferiti. **Jeans wide leg** con la gamba extra lunga. Cioè se voi andate sul sito e leggete la descrizione di questo jeans c'è scritto gamba extra lunga e io aspettavo solo questo momento. Sono senza strappi sulle ginocchia, quindi perfetto, unica cosa hanno il taglio vivo, ma fa niente. Sono a vita, sì sono a vita alta e nulla, li amo! Cioè hanno un **fit** che secondo me, cioè per me è perfetto, è il tipo di **jeans** che io amo.

Ho preso due cosine da H&M. Allora la prima. Ho preso questa magliettina molto semplice, a righe, così, mi piaceva, un po' particolare. E ultimo pezzo, secondo me fortissimo, io non ho mai avuto una camicia così. Ho comprato questa camicia rosa, con le righe sottili bianche e il taschino qua. Io ho preso di proposito una taglia L perché non lo so, mi sembrava comunque troppo piccola la M o la S, cioè troppo poco **over** insomma. Comunque nel caso non mi piacesse, la taglio, la taglio un attimo. E basta è bellissima, non vedo l'ora di indossarla. Ma quanto è bello questo rosa?

E niente, questo è un **recap** dei miei ultimi acquisti. Niente di che, però dai sono abbastanza soddisfatta.

Total words: 341

Total Anglicisms: 12 (+ 1 **proper noun**): 3.5%

**Non-adapted Anglicisms**: haul, basic, jeans (x3), wide leg, fit, recap: 2.6%

Adapted Anglicisms: sito, (H&M): 0.3%

**Pseudo-Anglicisms**: crop, over: 0.6%

**Transcript:** [10 /IT-LI]

**Title:** -

**Creator:** Elisa Maino (@majno)

**Date:** 01 January 2023

**URL:** [https://www.tiktok.com/@majno/video/7183641772273241349?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@majno/video/7183641772273241349?is_from_webapp=1&sender_device=pc)

**Hello!** Eh già... Nuovo **video unboxing**. Ma in questo caso è un regalo da parte di Luisa Via Roma. Non avete idea di quanto sia **excited** di aprire questa scatola. Pesa un sacco. Vediamo... ah! Prima cosa che vedo: maglia Balenciaga della collaborazione assieme ad **Adidas**. Adoro! **Wow**. Ovviamente poi ci creiamo un **look**.

Altre cosine: **jeans** Mugler. Sono stupendi! Cappellino troppo carino di Moncler. Che **cute!** Pam, pam, pam! Andiamo avanti. Vedo una scatola di **Off White**... vediamo. Stivaletti pazzeschi. C'è un'ultima cosina ancora di Balenciaga. Ragazzi, che dire? Che dire? Stupenda. Riflette un sacco. Una bambina nuova.

Ovviamente andiamo a crearci subito un **look** con tutti questi regalini. Tadaaa! Impazzisco. **Super baggy**, comodissimo. Ora non lo tolgo più. Ringrazio ancora tantissimo Luisa Via Roma. Fatemi sapere cosa pensate. Un bacio!

Total words: 132

Total Anglicisms: 11 (+ 3 **proper nouns**): 8.3%

**Non-adapted Anglicisms:** hello, video, unboxing, excited, wow, look (x2), cute, jeans, super, baggy,(Adidas, Off White): 8.3%

**Transcript:** [11 /IT-LI]

**Title:** *Nuova challenge!!*

**Creator:** Elisa Maino (@majno)

**Date:** 13 February 2023

**URL:** [https://www.tiktok.com/@majno/video/7199617410918403333?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@majno/video/7199617410918403333?is_from_webapp=1&sender_device=pc)

**Hello!** Nuova **challenge** di oggi: mi trucco utilizzando i prodotti in ordine alfabetico.



Come vedete ho stilato qua una lista, che sicuramente sarà sbagliata, sicuro ho dimenticato qualcosa, ma vabbè. Primo prodotto: **blush**. Vado a prendere questo qua in crema di Dolce & Gabbana, perché sapete che sono totalmente in fissa con i **blush** in crema, e in generale con i prodotti in crema, anche se sinceramente non sarebbe minimamente un prodotto con cui inizierei un **make-up**. **Okay**, sembra che mi sono semplicemente ustionata la faccia. Cipria, non so cosa ci possa essere da incipriare, ma okay... **Contouring**, anche in questo caso utilizzo – no scherzo, non è in crema, ho sbagliato – utilizzo questo qua di **Fenty**. Ah, finalmente... correttore. Comunque, molto **mood** tecnica “**Mary Philips**” questo **video**. **Okay**, sfumiamo, e vi dirò, vi dirò, non malissimo... carino. Adesso **eyeliner**, quindi momento difficile. Uno... e due. Mi fa sempre molto ridere che mi dite che faccio l'**eyeliner** molto semplicemente e velocemente, ma vi assicuro che non sempre esce così bene.

**Okay**, fondotinta un po' alla “**Mary Philips**”, vado a spennellarlo un po' così con un pennello grande, e devo andare anche un po' più veloce perché il **video** sta durando troppo, cioè non ci sto. **Okay**, illuminante, quindi una parte che ci piace molto. Momento prefe, ovvero **mascara** – faccio **off camera** sennò ci metto mille anni. Ma io mi posso anche spostare? Uh... oh... Ah! Matita labbra, questa qua di **Kylie**, stupenda, è la 808 e mi sembra che si chiami proprio “**Kylie**”. Matita occhi che sinceramente non c'ho molta voglia di mettere, ma vabbè, metto questa qua di **Mac**. Ombretto, applico un **mix** di questi due di questa **palette** di **Nars**, qui sopra, e li sfumo anche un pochino qua sotto. Rossetto, applico questo qua di **Nars**. **Setting spray**. “?” sopracciglia. E voilà, terminato! Manca un po' di **blush** perché l'abbiamo messo all'inizio, ma posso dire che è venuto meglio di molti altri miei **make-up**? **Top!** Vado.

Total words: 327

Total Anglicisms: 35 (+ 10 **proper nouns**): 10,7%

**Non-adapted Anglicisms**: hello, challenge, blush (x3), make-up (x2), okay (x4), contouring, mood, video (x2), eyeliner (x2), mascara, off camera, mix, palette, setting spray, top, (Fenty, Mary Philips (x2), Kyle (x2), Nars (x2), Mac): 7.6%

Adapted Anglicisms: vado a prendere, fondotinta, vado a spennellarlo, illuminante, matita labbra: 3.1%

**Transcript:** [12 /IT-LI]

**Title:** *Prepariamoci insieme per la presentazione di Pence*

**Creator:** Giulia Bernardi (@ggiuliabernardi)

**Date:** 22 February 2023

**URL:** [https://www.tiktok.com/@ggiuliabernardi/video/7202999888374811910?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@ggiuliabernardi/video/7202999888374811910?is_from_webapp=1&sender_device=pc)

Prepariamoci insieme per la presentazione di **Pence**. Allora, qui non si pone tanto una questione di **outfit**, perché mi hanno dato il **fitting**, e io ho il loro **outfit** da indossare, ma si pone più una questione di **styling**, perché devo decidere borsa, scarpe, giacca, eccetera eccetera.

Allora, l'**outfit** si compone di questo **jeans** loro classico con l'elastico dietro, **super** comodo, e la camicia **crop** in **denim** uguale. Adoro. No raga, vi giuro, cioè io sono...

Comunque, ci sono dei dettagli, gli **hardware**, tipo qua le borchiette, in argento; quindi, manterrei anche orecchini e collane varie in argento, e aggiungo anche questa qua. Sì, troppo carini questi gioiellini.

Siccome è un evento che durerà, cioè da qui poi mi devo spostare ad un altro evento che durerà poi fino alle 21, che è un **cocktail party**, vado di tacco, così. Siamo sempre sull'argento. **We love silver**, basta, **silver season**. E lo abbinerei così, vediamo.

Raga, dovete sapere che mi sposto con il motorino. Uno, perché in **fashion week** è impossibile fare altrimenti, cioè se volete prendere taxi o robe del genere, buona fortuna, perché zero, e quindi credo che dovrò mettere, ehm, sicuramente mi porterò un cambio scarpe, cioè mi metterò tipo degli **UGG**, e poi mi porterò queste da mettere, ci stanno, carine.

Questa sarebbe invece la borsetta, e, ma vi posso dire che mi piace un sacco? Cioè, veramente **proud**. Mi piace tantissimo questo **outfit**, un po' **casual**, però sempre comunque elegante, fa la sua porca figura. Vi posso dire? Fa la sua porca figura, o no?

Raga, come giacca ho trovato questa qui di pelle, che è vero che fa freddo, infatti sotto metterò una felpa, oppure sopra metto un'altra giacca che poi lascio in motorino, però

questa qui, cioè il **mood** lo riprende benissimo. È un po' **aggressive**, sono un po' aggressiva con questa giacca. E boh, boh mi piace un botto, vi posso dire? Che ne pensate? Questo è quanto, guardate come brilla la borsetta. Non vedo l'ora. Raga, sinceramente sono **super happy** di questo **look**, proprio mi piace. Vi mando un bacino e vi aspetto su **Instagram**.

Total words: 353

Total Anglicisms: 27 (+ 3 **proper nouns**): 7.6%

**Non-adapted Anglicisms:** outfit (x3), styling, jeans, super, denim, hardware, cocktail party, we love silver, silver season, fashion week, proud, casual, aggressive, mood, aggressive, super happy, look (Pence, UGG, Instagram): 7.1%

**Pseudo-Anglicisms:** fitting, crop: 0.5%

**Transcript:** [13 /IT-LI]

**Title:** *GRWM #274*

**Creator:** Martina Fuser (@fuser.martina)

**Date:** 13 February 2023

**URL:** [https://www.tiktok.com/@fuser.martina/video/7199616833391987973?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@fuser.martina/video/7199616833391987973?is_from_webapp=1&sender_device=pc)

Esigo un'ammissione di colpa: chi ha mai detto che i **jeans skinny are out of style**. **Let me show you**. Lasciate che io vi dimostri come possono essere non solo **super** eleganti e raffinati ma anche al passo con i tempi, forse i miei tempi però **okay**...

Ho già infilato la mia maglia termica perché sarò fuori più o meno tutto il giorno quindi meglio stare caldi, e sopra aggiungo questo dolcevita bianco in **cashmere super** morbido. E ora il pezzo forte, ma perché gli strati non sono mai abbastanza, andremo ad aggiungere questa giacca meravigliosa che avete visto nell'ultimo **haul** che ho fatto perché l'ho presa **super** recentemente ed è in 100% **cashmere**. Non vi dico quanto è calda!

**Let's add a beautiful silk scarf!** L'ho piegata in questo modo, in modo tale da creare come vedete un rettangolo, se così si può dire, poi lo piego a metà in questo modo e lo

metto al collo. Poi prendo uno dei due lembi e lo inserisco all'interno, faccio un nodino qui e poi ne faccio un altro sotto. E voilà! Come orecchini metto ancora questi di P di Paola che ho letteralmente adorato in questi ultimi giorni... **wow!**

**As for the shoes...** Tra l'altro mi fa un sacco ridere, ma mi avete accusato di non voler dire dove appunto ho preso questi stivali. La realtà è che io l'ho detto: li ho presi in una bancarella del mercato di Como, in una bancarella artigianale, non c'è neanche mezzo **brand** qua quindi non saprei dirvelo!

Arriviamo alla giacca e sarà questo cappottino. **Okay**, ho dovuto togliere la giacca in **cashmere** sotto perché è un pochino, è letteralmente della mia taglia giustissima questo cappottino, quindi non ci stava. Spero di non pagarne le conseguenze. Sta arrivando la primavera e io celebro con lui: "La vie est belle", buonissimo! E questo è il risultato finale fatemi sapere che ne pensate.

Total words: 318

Total Anglicisms: 31: 9.7%

**Non-adapted Anglicisms:** jeans, skinny, are out of style, let me show you, okay (x2), cashmere (x3), haul, super (x3), let's add a beautiful silk scarf, wow, as for the shoes, brand: 9.7%

**Transcript:** [14 /IT-LI]

**Title:** *Prima serata a Zanzibar*

**Creator:** Carlotta Fiasella (@carlottafiasella)

**Date:** 06 March 2023

**URL:** [https://www.tiktok.com/@carlottafiasella/video/7207499240564690181?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@carlottafiasella/video/7207499240564690181?is_from_webapp=1&sender_device=pc)

Da questa **location** un po' **wild** ci prepariamo insieme per la prima sera qui a Zanzibar. Nel frattempo, faccio i ricci con questo metodo qua, con la spazzola. Tra l'altro, penso che possiate tranquillamente sentirlo, ma ci sono una quantità davvero incredibile di uccelli. Direi boccolini terminati, e nel frattempo vi dico che abbiamo un'ottima notizia! Infatti, ci hanno chiamate dalla **reception** e noi avevamo un sacco paura perché noi

effettivamente non sapevamo perché ci avessero convocate, e comunque non è una cosa molto normale essere convocati in **reception**. Quindi siamo andate e ci hanno detto una cosa bellissima, ovvero appunto che si sono sbagliati a darci la camera, che è quella lì, ma che appunto stasera ci sposteranno in un'altra camera, una delle più belle del **resort**, di fronte alla spiaggia! Cioè, adoro! Quindi mi raccomando se volete vedere il **room tour**, seguiteci su [Instagram](#).

Adesso passiamo all'**outfit** per la prima serata: vi dico già che non è per niente sobrio. Infatti, contavo di mettere un completo anni 2000 composto da questa gonnellina **super** carina e sopra questa maglietta coordinata che, come vedete, riprende la trama ed è un po' trasparente, infatti sotto ci metterò la bralette. Ed infine, concludiamo con un bel tacco: metto questi qui che sono **super** alti, ma anche molto molto comodi di Pollini. **Let's try! Okay**, sono un po' in forse. Non è decisamente sobrio. Comunque, sopra ho messo una bralette. Aggiungo anche la micro di Dani, penso in vita. Queste sono le scarpe. Fatemi sapere cosa ne pensate. Forse un po' **too much**? Beh, mi direte, sono al mare.... Forse... boh. Fatemi sapere. Io vi aspetto assolutamente su **IG**. Andate!

Total words: 277

Total Anglicisms: 17 (+ 2 **proper nouns**): 6.1%

**Non-adapted Anglicisms**: location, wild, reception (x2), resort, room tour, outfit, super (x2), let's try, okay, too much, (Instagram, IG): 5.4%

Adapted Anglicisms: seguiteci su: 0.7%

**Transcript**: [1 /IT-TR]

**Title**: *Trekking alle Hawaii*

**Creator**: Nicolò Ballini (@humansafari)

**Date**: 04 October 2022

**URL**: [https://www.tiktok.com/@humansafari/video/7150601314525842694?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@humansafari/video/7150601314525842694?is_from_webapp=1&sender_device=pc)

Ma cosa vai a fare alle **Hawaii** tutto il giorno in spiaggia? Eh, non è proprio così... Le **Hawaii** sono delle isole incredibili e ricche di storia e di cultura, perfette anche per chi non ama starsene in spiaggia a friggere tutto il giorno, perché sono un vero e proprio

paradiso del **trekking**. Sentieri mozzafiato e natura maestosa, veramente imperdibile! Per non parlare degli animali, come le tartarughe marine che ti vengono a trovare in spiaggia, o le mante giganti con le quali puoi nuotare. Il cibo non manca, i tramonti nemmeno, cascate, lava, galline, vulcani pazzeschi e i **tour** in elicottero più belli che potrai mai fare. Altro che vacanza al mare. Sogni di andarci? Guarda la mia **bio** e seguimi per altre avventure

Total words: 125

Total Anglicisms: 6 (+ 2 **proper nouns**): 4.8%

**Non-adapted Anglicisms**: trekking, tour, bio (Hawaii (x2)): 2.4%

Adapted Anglicisms: seguimi per altre: 2.4%

**Transcript**: [2 /IT-TR]

**Title**: *Guatemala*

**Creator**: Nicolò Ballini (@humansafari)

**Date**: 25 June 2022

**URL**: [https://www.tiktok.com/@humansafari/video/7113229089456016645?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@humansafari/video/7113229089456016645?is_from_webapp=1&sender_device=pc)

Cose strane che forse non sapevi sul Guatemala: non si può buttare la carta igienica nel **WC**, altrimenti si intasa tutto; in giro si possono trovare persone armate e negozi di armi, non è strano viaggiare nel cassone di un **pick-up**; senza zanzariera sul letto non si può dormire; a colazione si mangiano anche i fagioli e la salsa piccante; si beve l'acqua in busta; in farmacia vendono anche le **Pringles**, e se vuoi l'acqua calda c'è la doccia elettrica.

Se non le sapevi, tagga un amico e seguimi per saperne altre.

Total words: 92

Total Anglicisms: 5 (+ 1 **proper noun**): 5.4%

**Non-adapted Anglicisms**: WC: 1.1%

Adapted Anglicisms: tagga, seguimi per: 3.2%

**Pseudo-Anglicisms**: pick-up: 1.1%

**Transcript:** [3 /IT-TR]

**Title:** *Ecco perché dovresti visitare Cefalonia*

**Creator:** Vincent & Claudia (@littletravelsbiglove)

**Date:** 19 January 2023

**URL:** [https://www.tiktok.com/@littletravelsbiglove/video/7190426082330316037?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@littletravelsbiglove/video/7190426082330316037?is_from_webapp=1&sender_device=pc)

Ecco perché dovresti fare un viaggio a Cefalonia. È ancora poco conosciuta, è un'ottima alternativa a Zante e molto meno affollata. Tutti i posti da visitare e le spiagge sono gratis, o quasi, e anche i parcheggi sono sempre gratuiti. Il cibo locale è buonissimo e **super** economico e gli alloggi partono da quaranta euro a notte. Infine, è vicinissima all'Italia e raggiungibile con voli **low-cost**. Tagga una persona che dovrebbe conoscere questa meta.

Total words: 75

Total Anglicisms: 3: 4.0%

**Non-adapted Anglicisms:** super, low-cost: 2.7%

Adapted Anglicisms: tagga: 1.3%

**Transcript:** [4 /IT-TR]

**Title:** *La meta più lussuosa del mondo*

**Creator:** Marti & Ema (@martieema)

**Date:** 18 January 2023

**URL:** [https://www.tiktok.com/@martieema/video/7189969296674671877?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@martieema/video/7189969296674671877?is_from_webapp=1&sender_device=pc)

La meta più lussuosa del mondo. E se la rendessimo **low-cost**? Adesso ti raccontiamo tre trucchetti per visitare Dubai risparmiando un sacco. Se anche tu cerchi sempre modi per visitare mete **low-cost**, se ti va seguici. Se ci conosci sai già che è possibile raggiungere Dubai con meno di cinquanta euro, approfittando di alcune tratte di WIZZAIR che portano ad Abu Dhabi. È risaputo che i taxi a Dubai sono convenienti

rispetto a molte altre città, ma c'è un mezzo che abbiamo adorato: la metro di Dubai, pulitissima, efficientissima e incredibilmente puntuale – ogni riferimento a cose o Trenitalia è puramente casuale. Ci siamo spostati ovunque con la metro, risparmiando davvero tanto, e grazie a questa abbiamo risparmiato anche sugli **hotel**. Scegliendo **hotel** nelle zone storiche di Dubai risparmierai minimo cinquanta euro a notte.

Abbiamo preparato una guida **super** dettagliata da regalarti con **tips**, spostamenti, **card** utili, **hotel** e l'itinerario per visitare Dubai. Scopri qua sotto come riceverla gratis e tagga qualcuno che ora non potrà più dirti: “eh ma Dubai costa troppo!”

Total words: 172

Total Anglicisms: 10: 5.8%

**Non-adapted Anglicisms:** low-cost (x2), hotel (x3), super, tips, card: 4.6%

Adapted Anglicisms: seguici, tagga: 1.2%

**Transcript:** [5 /IT-TR]

**Title:** *Com'è viaggiare in prima classe su TRENITALIA?*

**Creator:** Giovanni Arena (@giovanniarena\_)

**Date:** 18 February 2023

**URL:** [https://www.tiktok.com/@giovanniarena\\_/video/7201581663225203973?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@giovanniarena_/video/7201581663225203973?is_from_webapp=1&sender_device=pc)

Ecco com'è viaggiare in prima classe con Trenitalia. Dopo aver viaggiato in lungo e in largo per l'Italia in treno sono riuscito a spendere i punti per avere un **upgrade** in classe executive, che vi ricordo essere quella dopo la **premium** e la **business**. Raga mi sono impegnato un sacco per collezionarli.

Comunque sia, ho fatto la tratta Milano – Reggio Calabria. All'interno della carrozza ci sono sia le poltrone reclinabili, **top** per chi usa il Voltaren per la schiena come me, sia le tendine del finestrino che si abbassano automaticamente.

Durante il viaggio, oltre alle bibite **standard** che servono in tutte le classi, mi hanno servito una **box** dove all'interno non solo c'erano delle patatine San Carlo e dei



**crackers** per i nostri amici celiaci, ma anche dei prodotti firmati “Carlo Cracco”. Uno dei prodotti firmati “Carlo Cracco” era un **club sandwich**. Allora **toast** promosso. E invece l’altro prodotto era un dolce alla cannella, e se l’avessi saputo prima, non l’avrei acquistato perché la cannella è mia nemica.

Total words: 168

Total Anglicisms: 12: 7.1%

**Non-adapted Anglicisms:** upgrade, top, standard, box, crackers, club sandwich, toast: 4.7%

Adapted Anglicisms: classe executive: 1.2%

**Pseudo-Anglicisms:** premium, business: 1.2%

**Transcript:** [6 /IT-TR]

**Title:** *7 motivi per visitare Tel Aviv*

**Creator:** Jessica Barbieri (@cheviaggitifai)

**Date:** 10 February 2023

**URL:** [https://www.tiktok.com/@cheviaggitifai/video/7198568837124492550?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@cheviaggitifai/video/7198568837124492550?is_from_webapp=1&sender_device=pc)

**Trippers**, Tel Aviv è la destinazione per voi se: vi affascinano i mercatini di artigianato locale, la perfetta fusione di cucina est-europea e medio-orientale, la movida, la tecnologia e l’innovazione, i locali particolari, e il contrasto tra moderno e antico, con un tocco di **vibes** mediterranee. Ah, e anche i gatti. Tagga una persona con cui andare a Tel Aviv.

Total words: 60

Total Anglicisms: 3: 5.0%

**Non-adapted Anglicisms:** tripper, vibes: 3.3%

Adapted Anglicisms: tagga: 1.7%

**Transcript:** [7 /IT-TR]

**Title:** -

**Creator:** Jessica Barbieri (@cheviaggitifai)

**Date:** Video currently unavailable

**URL:** <https://vm.tiktok.com/ZMYyoPn7y/>

**Trippers**, sono stata mandata in spedizione insieme a Gio, Gingi e Zof, da parte di **TikTok** in persona. L'obiettivo? Farvi scoprire Israele insieme ai migliori **creators** d'Europa. Il signor **TikTok** ha pensato davvero in grande coccolandoci sin dall'arrivo e brandizzando veramente qualsiasi cosa. Un pacco di benvenuto con berretta, porta passaporto, scaldacollo e l'occorrente per fare aperitivo con tanto di **shaker**. Ombrelli, bottigliette d'acqua, abat-jour, i bastoncini per i **cocktail**, le scale, e persino il **bus**. Ma ciò che mi ha davvero lasciato a bocca aperta: le mie iniziali sul cuscino. Se ne vedranno delle belle **trippers!** Seguitemi anche nelle **stories**. Io intanto mangio il mio benvenuto!

Total words: 107

Total Anglicisms: 9 (+ 2 **proper nouns**): 8.4%

**Non-adapted Anglicisms:** trippers (x2), shaker, cocktail, bus, stories, (TikTok (x2)): 5.6%

Adapted Anglicisms: brandizzando, seguitemi: 1.9%

**Pseudo-Anglicisms:** creators: 0.9%

**Transcript:** [8 /IT-TR]

**Title:** *Day 3 coast-to-coast USA*

**Creator:** Jessica Barbieri (@cheviaggitifai)

**Date:** 12 February 2022

**URL:** [https://www.tiktok.com/@cheviaggitifai/video/7063747408689171718?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@cheviaggitifai/video/7063747408689171718?is_from_webapp=1&sender_device=pc)

**Trippers!** Il giorno 3 del nostro **coast to coast** ha decisamente alzato l'asticella. Siamo nello **Utah**, uno degli stati più belli d'America, e la prima tappa è **Mill Creek Waterfall** a Moab, dove ci inoltriamo lungo un sentiero suggerito da un austista **Uber**. L'acqua non era per niente calda, infatti il mio ginocchio è ben felice di non entrarci.

Ma i consigli dei **local** vanno sempre seguiti perché potresti trovare tesori nascosti come questa cascata, senza alcun turista.

Guardare il torrente ci ha messo fame. Pranzo da 5 dollari con vista 5 stelle nel parco nazionale **Canyonlands**, molto meno frequentato del **Grand Canyon** perché meno conosciuto e, per questo, ancora più bello!

Di nuovo in marcia verso l'ultima tappa di oggi: The **Arches National Park**, dove oltre 2000 archi naturali regnano su formazioni rocciose rosse e arancioni. E per vedere l'arco più lungo del Nord America, ben 93m, cercate "**Landscape Arch**". **Okay**, paesaggi incredibili e natura sorprendente. Ma sono l'unica a fare tutta sta scena quando ascolta musica in macchina?

Total words: 170

Total Anglicisms: 6 (+ 13 **proper nouns**): 3.5%

**Non-adapted Anglicisms:** trippers, coast to coast, local, okay (Utah, Mill Creek Waterfall, Uber, Canyonlands, Grand Canyon, Arches National Park, Landscape Arch): 3.5%

**Transcript:** [9 /IT-TR]

**Title:** *Com'è la prima classe di ITALO?*

**Creator:** Giovanni Arena (@giovanniarena\_)

**Date:** 22 February 2023

**URL:** [https://www.tiktok.com/@giovanniarena\\_/video/7202972536664100101?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@giovanniarena_/video/7202972536664100101?is_from_webapp=1&sender_device=pc)

Ecco com'è viaggiare in prima classe con Italo. Ho acquistato un biglietto in **club executive** al costo di 39 euro, solo 17 euro di differenza rispetto all'**economy**, e con questo tipo di biglietto è possibile accedere alla **lounge**, dove c'è un buffet totalmente gratuito e ci sono anche prodotti senza glutine. Grazie a questo buffet io ho fatto la mia seconda, o terza, colazione, non mi ricordo. E poi ci sono anche delle poltrone comode per poter lavorare mentre si aspetta il treno.

E ora vi faccio vedere come sono gli interni della prima classe, che tra l'altro si chiama “**Executive**” come quella di Trenitalia, e ci ho fatto pure un **video** che è quello prima di questo, se lo vuoi vedere. La differenza con la classe economy, chiamata “**Smart**”, è sicuramente la poltrona più spaziosa e confortevole. E chi vuole spendere il doppio dei soldi può affittare anche questo salottino, non è il mio caso.

Ti danno subito il benvenuto al bordo con **snack** e bevande e c'è anche una zona **self-service**. Ma parlando appunto di cibo, il pranzo purtroppo non è incluso nella mia tratta, perché il **catering** viene servito in base alla fascia oraria, e a me hanno detto che l'avrebbero servito dopo la stazione di Verona. E indovinate dove sono sceso io? Quindi aspettatevi un **video** su cosa mangiare a Verona, perché sto morendo di fame raga!

Total words: 231

Total Anglicisms: 11 (+ 2 **proper nouns**): 4.8%

**Non-adapted Anglicisms**: lounge, video (x2), snack, self-service, catering, (Executive, Smart): 2.6%

Adapted Anglicisms: classe executive: 0.9%

**Pseudo-Anglicisms**: club executive, economy: 1.3%

**Transcript**: [10 /IT-TR]

**Title**: *Come organizzare una vacanza con 270€*

**Creator**: Francesco Petrelli (@travelfra\_)

**Date**: 02 February 2023

**URL**: [https://www.tiktok.com/@travelfra\\_/video/7195600289880231173?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@travelfra_/video/7195600289880231173?is_from_webapp=1&sender_device=pc)

Come organizzare una vacanza con 270 euro di **budget**? Te lo spiego passo passo. Digita su **Google** “Trova Tariffe **Ryanair**”. Imposta da dove parti, destinazione ovunque e il **budget**. Per esempio, possiamo andare a Parigi con 23,91 € e tornare con 19,99 €.

Per l'**hotel** risparmiamo veramente tanto: otto giorni a Parigi, due adulti, 45% di risparmio, 225 € a testa. Calcola che su **Booking** stesse date, la stessa struttura: il doppio del prezzo.

Per risparmi sugli alloggi seguimi e clicca nel **link** in **bio**.

Total words: 85

Total Anglicisms: 7 (+ 3 **proper nouns**): 8.2%

**Non-adapted Anglicisms:** budget (x2), hotel, link, bio (Google, Ryanair, Booking): 5.9%

Adapted Anglicisms: seguimi, clicca: 2.3%

**Transcript:** [11 /IT-TR]

**Title:** *Esperienza pazzesca a Praga*

**Creator:** Matilde (@travel.mati)

**Date:** 14 May 2023

**URL:** [https://www.tiktok.com/@travel.mati/video/7232964904515374362?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@travel.mati/video/7232964904515374362?is_from_webapp=1&sender_device=pc)

Ecco un'esperienza pazzesca da fare a Praga. Oggi la vostra amica **Travel-Mati** vi porta a scoprire un nuovo incredibile percorso dedicato a tutti gli amanti della birra.

Si tratta della **Pilsner Urquell Experience**, un'esposizione **super** tecnologica che racconta la storia della più antica e amata birra ceca. Oltre al percorso con animazioni, degustazioni ed esperienze sensoriali, potrete prenotare anche voi una lezione alla **Tapster Academy** e imparare a spillare da veri professionisti. Tagga la persona che ti ci deve assolutamente portare e seguimi per altri consigli.

Total words: 86

Total Anglicisms: 5 (+ 6 **proper nouns**): 5.8%

**Non-adapted Anglicisms:** super (Travel-Mati, Pilsner Urquell Experience, Tapster Academy): 1.2%

Adapted Anglicisms: tagga, seguimi per altri: 4.6%

**Transcript:** [1 /IT-VI]

**Title:** *La sfida più difficile di sempre nei videogiochi?*

**Creator:** Gorilla game (@gorilla.game)

**Date:** 22 August 2022

**URL:** [https://www.tiktok.com/@gorilla.game/video/7134774003922717957?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@gorilla.game/video/7134774003922717957?is_from_webapp=1&sender_device=pc)

La sfida da 20,000 \$ su **Halo** 2 è stata vinta! Per chi non avesse seguito la vicenda, lo **streamer Cr1tikal** qualche tempo fa ha lanciato una sfida al mondo. Chiunque fosse in grado di finire **Halo** 2 senza mai morire e alla difficoltà massima leggendaria, con i 13 teschi attivi che vanno a penalizzare ulteriormente le **performance** del giocatore, avrebbe vinto 20,000 \$. Una sfida, secondo lo **streamer**, tra le più difficili di sempre nei videogiochi. Quelli che mangiano pane e “**Covenant**” a colazione non si sono fatti attendere e la sfida si è conclusa solo dopo un paio di settimane.

Lo **streamer JerValiN** ha compiuto l’impresa in sole sei ore e mezza! Io a quella difficoltà e senza teschi attivi riesco a fare soltanto il primo **stage**. Onore a questo **Spartan!**

Lasciate un follow al canale e scrivetemi nei commenti quali sono secondo voi le sfide più difficili di sempre nei videogiochi.

Total words: 153

Total Anglicisms: 13 (+ 5 **proper nouns**): 8.5%

**Non-adapted Anglicisms:** streamer (x3), performance, stage, Spartan (Cr1tikal, Halo (x2), Covenant, JerValiN): 3.9%

Adapted Anglicisms: lasciate un follow, canale, commenti, videogiochi (x2): 4.6%

**Transcript:** [2 /IT-VI]

**Title:** *Wild Hearts*

**Creator:** Kurolily (@kurolilylive)

**Date:** 10 October 2022

URL: [https://www.tiktok.com/@kurolilylive/video/7152945024744000773?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@kurolilylive/video/7152945024744000773?is_from_webapp=1&sender_device=pc)

L'Internet è esploso dopo l'annuncio di “**Wild Hearts**”, un nuovo gioco di caccia ai mostri, un **hunting game**, molto molto simile a “**Monster Hunter**”, però sviluppato da EA. I primi **trailer** di gioco di “**Wild Hearts**” hanno colpito tantissimo per la grafica. I mostri sembrano infatti molto realistici, con animazioni molto curate e un aspetto davvero dettagliato. Per questo gioco di caccia tripla A, **EA Originals** sta collaborando con **Omega Force**, lo studio giapponese che ha creato “**Dynasty Warriors**” e “**Samurai Warriors**”. Molto particolare l'utilizzo e la varietà delle armi d'assedio per abbattere i giganteschi mostri. Che cosa ne pensate? Vi ispira?

Total words: 102

Total Anglicisms: 14 (+ 15 **proper nouns**): 13.7%

**Non-adapted Anglicisms**: Internet, hunting game, trailer (Wild Hearts (x2), Monster Hunter, EA, EA Originals, Omega Force, Dynasty Warriors, Samurai Warriors): 3.9%

Adapted Anglicisms: gioco di caccia ai mostri, gioco di caccia, tripla A: 9.8%

**Transcript**: [3 /IT-VI]

**Title**: *I fatti più assurdi nel mondo del gaming. Parte 5*

**Creator**: Save a Gamer (@saveagamer)

**Date**: 18 February 2023

URL: [https://www.tiktok.com/@saveagamer/video/7201499385220320518?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@saveagamer/video/7201499385220320518?is_from_webapp=1&sender_device=pc)

I fatti più assurdi nel mondo del **gaming**.

Ah... I giochi dei Pokémon! Una saga che ha attraversato i decenni, nascendo su **Game Boy**, passando per il **DS**, e arrivando fino a **Twitter**. Sì, **Twitter**! Infatti, nel 2021 **Kozas in Letard** ha permesso a tutti di giocare a Pokémon rosso nell'immagine profilo del suo **account Twitter**.

Ma come ha fatto? Prima ha creato un **tweet** con uno **screenshot** del gioco, e poi ha invitato gli utenti a commentare con il comando che volevano dare al personaggio, e a

questo punto ogni 15 secondo il comando veniva preso da uno **script**, che lo effettuava in un emulatore, faceva uno **screenshot** e aggiornava l'immagine dell'**avatar** mostrando il risultato. La **community** si riunì compatta e affrontò la sfida, riuscendo anche a superare un boicottaggio di un collettivo chiamato “**Team Rocket**”, che liberò i migliori Pokémon catturati. Ma dopo 40 giorni e 90 mila commenti, Pokémon rosso venne terminato.

Total words: 155

Total Anglicisms: 15 (+ 11 **proper nouns**): 9.6%

**Non-adapted Anglicisms**: gaming, tweet, account, screenshot (x2), script, avatar, community (Game Boy, DS, Twitter (x3), Kozas in Letard, Team Rocket): 5.1%

Adapted Anglicisms: immagine profilo, utenti, commentare, emulatore, boicottaggio, commenti: 4.5%

**Transcript**: [4 /IT-VI]

**Title**: *Quelle volte che un gamer ha reso possibile l'impossibile. Parte 19*

**Creator**: Save a Gamer (@saveagamer)

**Date**: 03 February 2023

**URL**: [https://www.tiktok.com/@saveagamer/video/7195931107945090309?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@saveagamer/video/7195931107945090309?is_from_webapp=1&sender_device=pc)

Tutte quelle volte che un **gamer** ha reso possibile l'impossibile.

Ah... **Super Mario**! La quinta essenza del **platform**. La serie principale è composta esclusivamente da capolavori... - oddio, tu forse no - in cui salteremo, elimineremo “**Boomba**” e raccoglieremo stelle e soprattutto monete. Ecco questa a **Sis Gaming** non interessava, infatti ha deciso di terminare “**Super Mario Bros You**” senza raccogliere neanche una moneta. Vabbè, non dovrebbe essere difficile. Invece è un fott\*to delirio! Perché ovviamente il gioco è pensato per farti raccogliere più monete possibile.

I suoi **video** sono incredibili. Utilizza le forme di Mario in modo creativo per superare alcune aree di gioco altrimenti impossibili, ed evita le monete con una precisione chirurgica. Tutte tranne una, perché l'animazione di Mario che entra nel tubo ti obbliga



a prenderla. Ma **Sis** non si arrese e utilizzando una tecnica tipica degli **speedrunner**, arrivando al tubo da lato e non da sotto, è possibile skippare l'animazione e finalmente: zero monete!

Total words: 158

Total Anglicisms: 7 (+ 10 **proper nouns**): 4.4%

**Non-adapted Anglicisms:** gamer, platform, video, speedrunner (Super Mario, Sis Gaming, Boomba, Super Mario Bros You, Sis): 2.5%

Adapted Anglicisms: animazione (x2), skippare: 1.9%

**Transcript:** [5 /IT-VI]

**Title:** *Easter eggs senza senso nei videogiochi parte 2*

**Creator:** Save a Gamer (@saveagamer)

**Date:** 21 December 2022

**URL:** [https://www.tiktok.com/@saveagamer/video/7179601837748653317?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@saveagamer/video/7179601837748653317?is_from_webapp=1&sender_device=pc)

**Easter eggs** assolutamente senza senso nei videogiochi.

C'è una tipologia di **easter egg** che adoro, ovvero quelli che puoi trovare solo trovare in un determinato giorno dell'anno. E il re di questo tipo di **easter egg** è a mani bassi "**For Honor**". Infatti, è dal 2018 che il gioco ogni 1° aprile ci regala meraviglie, come nel 2018, quando decidendo di utilizzare un possente guardiano, questo si sarebbe presentato come una mucca. Nel 2019 poi il mondo di "**For Honor**" venne invaso da terribili armate di "**Rabbids**". Nel 2020 invece tutti gli eroi sono diventati minuscoli, ma le armi no. Mentre nel 2021, il mio preferito: imponenti armate di guerrieri giocattolo invasero il mondo di gioco, ma non solo, anche la colonna sonora e tutti gli effetti vennero modificati e il sangue si trasformò in coriandoli.

Total words: 136

Total Anglicisms: 9 (+ 5 **proper nouns**): 6.6%

**Non-adapted Anglicisms:** Easter egg(s) (x3), (For Honor (x2), Rabbids): 4.4%

Adapted Anglicisms: videogiochi, colonna sonora: 2.2%

**Transcript:** [6 /IT-VI]

**Title:** *3 giochi mobile consigliati!*

**Creator:** Gorilla game (@gorilla.game)

**Date:** 20 December 2022

**URL:** [https://www.tiktok.com/@gorilla.game/video/7134774003922717957?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@gorilla.game/video/7134774003922717957?is_from_webapp=1&sender_device=pc)

Tre titoli mobile consigliati.

“**Badland**”. Non sono un grande **fan** dei giochi mobile. Gli unici che riesco a supportare sono gli **arcade** a livelli, come questo gioco. La verità però è che me ne sono innamorato principalmente per la direzione artistica incredibile. I fondali e il sonoro coinvolgono il giocatore nell’esplorazione di una giungla misteriosa e sono le stesse ombre e il silenzio interrotto da suoni sinistri ambientali, infatti, che contribuiscono ad accrescere questo senso di ambiguità che caratterizza il gioco. Il **gameplay**, invece, sfrutta meccaniche molto semplici che vengono però ampliate di livello in livello a favore di varietà e divertimento. Vedere la creatura protagonista sdoppiarsi in centinaia di pupazzini è una soddisfazione non da poco. Poi comunque, ragazzi, stiamo parlando del vincitore di premi non da poco, fra cui un “**GOTY Apple**”. Provatelo!

“**Dead Ahead**”. Amate gli **zombie**, le armi da fuoco e le moto? Questo **runner game** sviluppato da **Mobirate** fa per voi. Il titolo offre uno stile visivo **pixeloso** e croccante, simpatico e curato nei dettagli. L’atmosfera è quella post apocalittica ma con un pizzico di **humour**, e anche il comparto **audio** è curato come si deve. Dagli **zombie** normali lenti e imbranati alle veloci “Banshee” che vi corrono addosso urlando, fino ai grossi **boss** dalle movenze poco aggraziate, il parco nemici non annoia mai, e in aggiunta ogni livello ha ostacoli, salti e sbarramenti, che potete superare con alcune acrobazie, lasciandovi alle spalle qualche **zombie** schiacciato. Provatelo!

Il titolo che personalmente vi consiglio è “**Florence**”, disponibile sia per **Android**, che per **PC** e **Switch**, e che si discosta particolarmente dai titoli mobile più canonici. Il gioco ci permette di vivere nei panni di **Florence**, appunto la protagonista, mentre svolge le sue attività quotidiane, che noi osserveremo all’interno di brevi capitoli, correlati da semplici **puzzle** e numerosi minigiochi. Ciò che è veramente interessante di

**Florence** è il suo comparto artistico e l'utilizzo di colori molto delicati, molto pastello, che però vanno a sottolineare tutte le peculiarità e le differenze, le uscite dalla **routine**, ciò che non ci aspettavamo accadesse. Io non vorrei parlare a lungo del titolo, perché penso che un **gameplay** si aggiri attorno ai 30-35 minuti; quindi, vorrei evitare **spoiler** di ogni sorta. Ma se siete alla ricerca di qualcosa di fresco, di diverso, di rilassante, beh allora siete serviti.

Total words: 386

Total Anglicisms: 24 (+ 11 **proper nouns**): 6.2%

**Non-adapted Anglicisms**: fan, gameplay (x2), zombie (x3), runner game, audio, humour, boss, PC, puzzle, routine, spoiler, (Badland, GOTY Apple, Dead Ahead, Mobirate, Florence (x3), Android, Switch): 3.9%

Adapted Anglicisms: titoli mobile (x2), giochi mobile, pixeloso, minigiochi: 2.1%

**Pseudo-Anglicisms**: arcade: 0.2%

**Transcript**: [7 /IT-VI]

**Title**: -

**Creator**: Frankie (@leavventuredifrankie)

**Date**: 20 December 2022

**URL**: [https://www.tiktok.com/@leavventuredifrankie/video/7179241665935314181?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@leavventuredifrankie/video/7179241665935314181?is_from_webapp=1&sender_device=pc)

“**Death Stranding 2**” esiste ed è stato anche mostrato durante i “**The Game Awards 2022**”. Il primo **reveal trailer** del **sequel** di “**Death Stranding**” ad opera di Hideo Kojima ha fatto sorprendere ed emozionare molti spettatori. Fin da subito però è chiara una cosa: che il gioco è ambientato molti anni dopo le vicende del primo capitolo. Seppur enormemente enigmatico, sappiamo che il titolo arriverà per il momento solo su **Playstation 5**. Nel **trailer** non è stata mostrata alcuna data di uscita, neanche l'anno, ma diversi **rumour** parlano di una pubblicazione proprio nel 2023. Che sia l'anno giusto per mettere le mani al **sequel** dell'opera di Hideo Kojima?

Total words: 108

Total Anglicisms: 6 (+ 8 **proper nouns**): 5.6%

**Non-adapted Anglicisms:** reveal trailer, sequel (x2), trailer, rumour, (Death Stranding (x2), The Game Awards, Playstation): 5.6%

**Transcript:** [8 /IT-VI]

**Title:** -

**Creator:** Frankie (@leavventuredifrankie)

**Date:** 19 December 2022

**URL:** [https://www.tiktok.com/@leavventuredifrankie/video/7178853944070786310?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@leavventuredifrankie/video/7178853944070786310?is_from_webapp=1&sender_device=pc)

“**Crash Bandicoot**” **multiplayer**? Ebbene sì, è tutto vero! Durante i “**The Game Awards**” è stato mostrato “**Crash team Rumble**”, questo nuovo gioco che era conosciuto in rete con il **nickname** di “**Wumpa League**”, è un titolo **multiplayer** dove due squadre da quattro giocatori dovranno sfidarsi per raccogliere quanti più “**Wumpa**” possibili. Da quel poco che si è visto nel **trailer** le partite sembrano avere una mescolanza di sezioni **platform** e puro combattimento. Ancora non è chiaro come tutto si andrà a mescolare, ma una cosa è certa: l’uscita è prevista per il 2023 sia sull’**Old Gen**, che **Current Gen**. E tu lo proverai questo nuovo capitolo **multiplayer** di “**Crash Bandicoot**”?

Total words: 110

Total Anglicisms: 10 (+ 13 **proper nouns**): 9.1%

**Non-adapted Anglicisms:** multiplayer (x3), nickname, trailer, platform (Crash Bandicoot (x2), The Game Awards, Crash team Rumble, Wumpa League, Wumpa): 5.4%

**Pseudo-Anglicisms:** Old Gen, Current Gen: 3.6%

**Transcript:** [9 /IT-VI]

**Title:** -

**Creator:** Frankie (@leavventuredifrankie)

**Date:** 12 December 2022

URL: [https://www.tiktok.com/@leavventuredifrankie/video/7176169799154748677?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@leavventuredifrankie/video/7176169799154748677?is_from_webapp=1&sender_device=pc)

“**The Callisto Protocol**” è un gioco che ha subito catturato l’attenzione di moltissime persone. Vuoi perché si sa che dietro questo titolo c’è il creatore di un **franchise** molto noto, ovvero “**Dead Space**”, e vuoi perché proprio questo titolo cerca in qualche modo di inseguire quell’atmosfera, quelle **vibes**. Ma ne siamo sicuri? Un gioco che, come la luna di Callisto, ha le sue parti illuminate, ma anche le sue parti più oscure. Però, insomma, una bella esperienza molto lineare che però non stravolge il genere. Insomma, alla fine della fiera per me “**The Callisto Protocol**” è un titolo veramente bello, pulito, ma che però non ti fa dire “**wow**”. Ed è per questo motivo che a “**The Callisto Protocol**” gli do un bel 7.8.

Total words: 124

Total Anglicisms: 3 (+ 11 **proper nouns**): 2.4%

**Non-adapted Anglicisms:** franchise, vibes, wow, (The Callisto Protocol (x3), Dead Space): 2.4%

**Transcript:** [1 /IT-VL]

**Title:** *Il mio autoregalo per San Valentino*

**Creator:** Martina Strazzer (@martinastrazzer\_)

**Date:** 08 February 2023

URL: [https://www.tiktok.com/@martinastrazzer\\_/video/7197710163686591750?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@martinastrazzer_/video/7197710163686591750?is_from_webapp=1&sender_device=pc)

Sta arrivando San Valentino e quale miglior occasione per farmi un autoregalo. Aiuto sempre voi a ricevere quello che desiderate, questa volta tocca a me. Queste **pumps** di Valentino erano nella mia **wishlist** letteralmente da mesi. Sono venuta in boutique perché ero troppo indecisa sul colore e volevo vederle di persona. Mentre aspettavo ho anche avuto un colpo di fulmine per questa felpa. Eccole arrivate. Ero anche indecisa se provarle o meno, per fortuna l’ho fatto, perché la prima opzione mi stava davvero grande. Quindi ho aspettato un po’, ed ecco qua un numero più piccolo. Indossate, e questa volta invece erano perfette. Dato che mi aspettava ancora una lunga giornata e

sarei tornata a casa in treno me le sono fatta spedire, quindi sono uscita a mani vuote. Mentre camminavo però sono casualmente inciampata all'interno del negozio di “**And Other Stories**”, negozio nel quale letteralmente ogni capo urla il mio nome, e mi sono provata alcune cosine. La prima era questa tuta. Avevo altissime aspettative, ma è stato un totale flop. Poi c'è stata questa magliettina che però non mi ha convinta al 100%, e questo **top** invece che è stato un grande sì. Ho preso anche il **cardigan** azzurro di paillettes e con questo la mia mattinata di **shopping** è finita.

Total words: 213

Total Anglicisms: 7 (+ 3 **proper nouns**): 3.2%

**Non-adapted Anglicisms**: pumps, wishlist, top, cardigan, shopping, (And Other Stories): 2.3%

Adapted Anglicisms: totale flop: 0.9%

**Transcript**: [2 /IT-VL]

**Title**: *Cibo italiano in Albania*

**Creator**: Aleksandro Surma (@aleksandrourma)

**Date**: 16 January 2023

**URL**: [https://www.tiktok.com/@surmacchio/video/7189242856987446534?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@surmacchio/video/7189242856987446534?is_from_webapp=1&sender_device=pc)

Sto andando a Tirana in Albania per mangiare solo cibo italiano. Oh... sa di caffè! Il posto è veramente una mina, è veramente figo! Ah, rega, voi come ve lo bevete il cappuccino? A goccia perché andate di fretta, oppure ve lo gustate e dovete stare due ore al bar? Fatemelo sapere nei commenti.

A noi c'è che interessa è questa sezione qui. La Marinara a parer mio è la miglior pizza, peccato che non è stata stesa nel migliore dei modi. La senti la croccantezza?

Breve **house tour**: soggiorno, cucina... Direi di andare a fare un po' ape in centro. Il tagliere è una cosa veramente, veramente abbondante in questo caso: crema di frutti di bosco, pomodorino, salame, Milano, e ci metto pure la ventricina sopra per fare contrasto così. Guarda questo **food porn** italiano. E ho ordinato le pappardelle al

cinghiale. Scrivetemi intanto nei commenti il paese dove dovrei andare a mangiare italiano al prossimo **video**.

Total words: 158

Total Anglicisms: 7: 4.4%

**Non-adapted Anglicisms:** house tour, food porn, video: 3.2%

Adapted Anglicisms: commenti (x2): 1.2%

**Transcript:** [3 /IT-VL]

**Title:** *Vlog di una content creator x Bandito Stores*

**Creator:** Martina Tinarelli (@martinatinarelli)

**Date:** 24 November 2022

**URL:** [https://www.tiktok.com/@martinatinarelli/video/7169533887306009861?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@martinatinarelli/video/7169533887306009861?is_from_webapp=1&sender_device=pc)

Benvenuti nel **vlog** di una **content creator** in viaggio con un **brand**! Mi ero dimenticata di fare le riprese e avevo già il **contouring** in faccia, vabbè, saltiamo questo passaggio. Sono in montagna con “**Bandito Stores**” e stamattina nevica di brutto. Siamo qui per fare uno **shooting** per la campagna invernale. E queste siamo io e Carlotta, che è la mia compagna di stanza, nonché altra modella, che ci prepariamo in fretta e in furia perché alle 9.00 dovevamo essere sotto ed erano già le 8.45. Calzamaglia fondamentale, questa tra l’altro mi stava pure piccola, mai una gioia ovviamente. Mi infilo una tuta al volo per andare a fare colazione. È bellissimo perché alloggiamo tutti nello stesso chalet, quindi facciamo colazione, pranzo e cena tutti assieme.

Vi faccio anche un po’ un tour di questo posto stupendo, perché vi giuro io sono rimasta a bocca aperta quando sono entrata. Io devo ammettere che sono più una tipa da mare che da montagna, però non lo so, la neve, il legno, il camino, quest’atmosfera mi ha conquistata, punto. Mi emoziono.

Come vedete il cibo non manca, abbiamo la tavola piena di schifezze. Rientro in camera brevemente per lavarmi i denti e darmi l’ultima sistemata prima di scendere e scattare.

Questo era il mio primo **outfit**, che sembrava sobrio finché non ho messo sopra questo piumino da “Ferrero Rocher”, e via a scattare sotto la bufera di neve, perché vi giuro ragazzi che ad un certo punto ha iniziato a nevicare proprio di brutto. **Fit check** mio e di Carlotta, ovviamente. Breve **clip** di me che corro libera a mangiare la neve... ho sempre sognato farlo, non potevo trattenermi, scusate. **Focus Moon Boot** perché sono le scarpe più **cute** del mondo e poi corro a cambiarmi e metto il secondo **outfit** della giornata: **total black**. E poi avevo questo occhiale **super power** che in tantissimi mi avete chiesto dove avessi preso, ma la verità è che l’ha portato una delle ragazze dello **shooting** e tra l’altro l’ha salvato dalla spazzatura, perché il fidanzato lo voleva buttare via... Pazzo!

Qui stava veramente iniziando a nevicare fortissimo, non c’era proprio calzamaglia o maglia termica che reggesse al freddo.

Carlotta: “Cos’è per te la neve?”

Martina: “Non si può dire perché è volgare.”

Carlotta: “Cosa provi in questo momento?”

Martina: “Neanche quello si può dire!”

Com’è finita? Con i capelli super bagnati come se mi fossi appena fatta la doccia. Momento pranzo, ovviamente pasta, me ne sono mangiata tre piatti. Servono energie, che qui si scatta giorno e notte! Caffè, sempre per lo stesso discorso. E qui magari stessi facendo un pisolino, no no. Era a letto in pigiama perché stiamo registrando una miniserie e questo in teoria doveva essere il mio risveglio. Vi giuro ragazzi che ho scoperto delle **skills** da attrice... ci dovrei fare un pensierino.

Altro cambio **outfit**, qui vi giuro ho perso proprio il conto. E di nuovo a scattare la campagna natalizia, e a fare le riprese per la miniserie.

Martina: “Benvenuti in: fatto in casa da Carlotta”

Comunque ci siamo divertiti tantissimo. Qualsiasi cosa facessimo, anche tipo la cena, era parte della miniserie; quindi, in realtà noi stavamo registrando 24h, è stata veramente un’esperienza magnifica, e lo so, lo dico ad ogni **vlog**, però sono veramente grata per tutto questo. E con il mio ultimo **look** vi auguro buonanotte!



Total words: 560

Total Anglicisms: 27 (+ 4 **proper nouns**): 4.8%

**Non-adapted Anglicisms:** vlog (x2), content creator, brand, contouring, outfit (x3), fit check, clip, focus, cute, total black, skills, vlog, (Bandito Stores, Moon Boot): 3.2%

Adapted Anglicisms: campagna (x2), miniserie (x3): 0.9%

**Pseudo-Anglicisms:** shooting (x2), super power: 0.7%

**Transcript:** [4 /IT-VL]

**Title:** *Vi porto nella mia giornata a Rotterdam*

**Creator:** Emma Sartini (@\_emmaaasss)

**Date:** 18 January 2023

**URL:** [https://www.tiktok.com/@\\_emmaaasss/video/7189942373567319302?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@_emmaaasss/video/7189942373567319302?is_from_webapp=1&sender_device=pc)

Vi porto in un'altra giornata con me, qui a Rotterdam. Sveglia molto presto intorno alle 7, con ciabattine super fighe da panterona. Ho fatto colazione mentre ripetevo macroeconomia, perché oggi ho l'esame. Poi alle 9 mi sono preparata per andare alla lezione di statistica e avevo dei capelli allucinanti. Cosa positiva era il maglione che ho utilizzato, che secondo me era molto in **palette summer soft**. Poi mi sono imbacuccata perché vivere in Olanda significa anche questo: un freddo cane e un vento della miseria.

Ho preso il mio bolide rosso e mi sono diretta in università, che dista circa dieci minuti da casa mia. Ho fatto lezione in un **building** che a me non piace per niente, si chiama "Vandergut", e niente, avevo un **tutorial** in cui abbiamo fatto degli esercizi di statistica, che poi dovevamo consegnare. Che pa\*\*e le statistiche alle 9 di mattina!

Allora, sono appena tornata a casa da "Stats" e devo portare qua sotto dal calzolaio ad aggiustare le mie scarpe perché le ho rotte. Guardate quanto sono belle... le volevo portare a Parigi, parto dopodomani. E niente, ho sbagliato **location**, pensavo fosse sotto casa mia e invece è un po' lontano. Dato che non ho tempo da perdere perché ho l'esame di micro... di macro, torniamo a casa.

Poi sono passata da “Albertine” e ho comprato questo: buonissimo. Poi sono tornata a casa a studiare. Buonissimo! Se mia mamma mi vedesse fare una cosa del genere credo che mi darebbe una bella sberla, ma vabbè buonissimo!

Dopo pranzo mi sono addormentata un po’ – ci son cascata di nuovo! Vado a fare l’esame, sono prontissima, ho la Bibbia con me, ce la posso fare!

Questa è la sala enorme dove abbiamo fatto l’esame di macro, è durato circa un’ora. Quando sono tornata a casa ci sono rimasta un po’ male perché pensavo sarebbe andato molto meglio, soprattutto se sapete un po’ il mio **background** con l’università.

Però dai poi mi sono preparata perché avevo una serata. Con l’associazione degli italiani qua in università, in collaborazione con l’associazione dei greci, abbiamo fatto un mega evento in un **bar**/discoteca qua a Rotterdam, che si chiama “**The Birds**”. Questo era il mio **look** ed io ero la fotografa principale della serata e devo dire che ci siamo superati, perché veramente è stato un evento fantastico, e queste sono tutte le foto. E se volete l’associazione si chiama “**Erasmus Italian Society**”. Qua un po’ di **sneak peek**. Poi sono tornata a casa molto tardi e sono andata a dormire.

Qua c’è un piccolo più e seguimi per non perderti nulla! Ciao, ciao!

Total words: 433

Total Anglicisms: 14 (+ 5 **proper nouns**): 3.2%

**Non-adapted Anglicisms:** palette, summer soft, tutorial, building, location, background, bar, look, sneak peek, (The Birds, Erasmus Italian Society): 2.5%

Adapted Anglicisms: fotografa, foto, seguimi: 0.7%

**Transcript:** [5 /IT-VL]

**Title:** *Una giornata da studentessa a Rotterdam*

**Creator:** Emma Sartini (@\_emmaaasss)

**Date:** 28 January 2023

**URL:** [https://www.tiktok.com/@\\_emmaaasss/video/7193646575904656645?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@_emmaaasss/video/7193646575904656645?is_from_webapp=1&sender_device=pc)

A grandissimi richiesta vi faccio vedere la mia giornata, e vi faccio anche capire perché certe volte è difficile per me conciliare studio e **social**. Mi sveglio alle 8 e faccio colazione, e poi mi sono messa subito a studiare che dovevo recuperare delle cose di macroeconomia. Ho studiato circa fino all'ora di pranzo. Nel mentre pausa teino, e qua mi sono bruciata la lingua. Nell'università da me è principalmente **self-study**, si fa quindi molto da soli. In tutto questo avrei dovuto mettere a posto la mia camera, ma non avevo tempo, né voglia. Ma poi **plot twist** di oggi: è uscito il sole; quindi, dovevo assolutamente fare una **collab** per **H&M** e avevo bisogno di stare all'aria aperta, avevo bisogno del sole, e quindi ho passato mezzoretta a registrare questo **video** che dovevo fare. Rotterdam con il sole è proprio bella.

Tornata a casa ho messo a posto e mi sono cucinata il pranzo: riso e uova. Poi sono andata in uni che avevo una lezione e sono rimasta lì a studiare. Questa è una delle sale studio, si chiama "Sunders", e intorno alle sette poi sono andata in palestra e stavo letteralmente crepando. Uno dei **goal** è quello di ricominciarla per bene. Ho finito che era tardissimo, erano tipo le nove. Sono tornata a casa, mi sono fatta una doccia, e mi sono cucinata il mio pranzetto gourmet: pollo e verdure. Ho mangiato giusto davanti sempre la mia serie **Sherlock** e poi mi sono messa a riguardare delle cose di microeconomia che dovevo finire. Normalmente la sera leggo un po', ma oggi ero troppo stanca. Questo **video** era anche per farvi vedere che certe volte per me è molto difficile postare sui **social** e principalmente anche cucire, e così vedete un po' anche la mia quotidianità qui a Rotterdam. Un bacione.

Total words: 303

Total Anglicisms: 12 (+ 2 **proper nouns**): 3.9%

**Non-adapted Anglicisms:** social (x2), self-study, collab, plot twist, collab, video (x2), goal (H&M, Sherlock): 3.3%

Adapted Anglicisms: serie, postare: 0.6%

**Transcript:** [6 /IT-VL]

**Title:** *Mini-vlog giornata di shopping*

**Creator:** Lorenzo Presciuttini (@lorenzopresciuttinii)

**Date:** 27 December 2022

**URL:** [https://www.tiktok.com/@lorenzopresciuttinii/video/7181924420485795078?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@lorenzopresciuttinii/video/7181924420485795078?is_from_webapp=1&sender_device=pc)

Ciao amici, oggi vi porto con me nella mia giornata di **shopping** e anche ho fatto due o tre commissioni. Qui ci sono io che mi stavo asciugando i capelli e ho fatto un pochino uno **styling** dei ricci e sono venuti abbastanza carini. Poi mi sono provato questi pantaloni che ho comprato. Questi **jeans** sono stupendi, mi piace un sacco il **fitting**. Troppo bello!

Qui ci sono io che mi dirigevo verso tipo, un **vintage shop**, che non è proprio un **vintage shop**, ma più un negozio dell'usato. Però c'erano delle cose carine, infatti era enorme, e mi sono provato appunto questa, tipo, magliettina/felpa croppata. **Super** carina, infatti l'ho comprata.

Poi ho tipo pranzato con della focaccia ripiena. Questa qui era dove la mangiavo ed era molto buona. Poi ho fatto un po' di giardinaggio perché ho dovuto coprire i limoni, perché se no prendevano il freddo e nulla, qui ci sono io che ritorno a fare **shopping**, purtroppo però non ho ripreso. Ciao, ciao!

Total words: 166

Total Anglicisms: 11: 6.6%

**Non-adapted Anglicisms:** shopping (x2), styling, jeans, vintage shop (x2), super: 5.4%

Adapted Anglicisms: croppata: 0.6%

**Pseudo-Anglicisms:** fitting: 0.6%

**Transcript:** [7 /IT-VL]

**Title:** *Una giornata con me*

**Creator:** Alice Fregosi (@alicefregosi)

**Date:** 06 May 2023

**URL:** [https://www.tiktok.com/@alicefregosi/video/7230029035101818139?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@alicefregosi/video/7230029035101818139?is_from_webapp=1&sender_device=pc)

Vi racconto una delle mie giornate. Appena sveglia sono scesa a fare una doccia e preparare il caffè, e poi mi sono data una sistemata visto che in mattinata avrei avuto un po' di **call** di lavoro. Quindi mi sono truccata e vestita ed eccomi davanti al **computer**. Sono rimasta qui a lavorare un po' e poi ho pranzato con questi **burger** vegetali. Se non li avete mai provati dovete farlo perché sono buonissimi!

Ho completato l'**outfit** con la ciabattina e questo **blazer** e sono andata a rifare le unghie, e ammetto che mi è dispiaciuto perché quelle che avevo mi piacevano ancora un sacco. Però questa volta ho deciso di cambiare e ho scelto questo **french** super colorato. Non è da me, però devo dire che non mi dispiace.

Successivamente sono andata da un cliente per creare un po' di contenuti per i **social**. Sono rimasta qui all'incirca due ore e poi ho fatto tappa al centro commerciale. È incredibile, ma a casa nostra manca sempre qualcosa, quindi sono entrata al supermercato, ho preso ciò che mi serviva e poi sono tornata verso casa.

Ho cenato insieme a Matti e come al solito ci siamo raccontati un po' la giornata. E successivamente mi sono messa ad organizzare un po' il lavoro per i prossimi giorni visto che io e Matti partiremo e dovrò portarmi avanti. Ho dato un'occhiata al materiale prodotto in giornata, poi io e Matti abbiamo pulito un po' casa e infine, prima di andare a dormire, abbiamo guardato il nuovo **film** di **Peter Pan**.

Total words: 258

Total Anglicisms: 9 (+ 2 **proper nouns**): 3.5%

**Non-adapted Anglicisms**: call, computer burger, blazer, outfit, social, film (Peter Pan): 2.7%

Adapted Anglicisms: contenuti: 0.3%

**Pseudo-Anglicisms**: french: 0.3%

**Transcript**: [8 /IT-VL]

**Title**: -

**Creator**: Alice Fregosi (@alicefregosi)

**Date**: 03 May 2023

URL: [https://www.tiktok.com/@alicefregosi/video/7228916760458611995?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@alicefregosi/video/7228916760458611995?is_from_webapp=1&sender_device=pc)

Benvenuti in una delle mie giornate. Appena sveglia sono scesa in bagno a fare **skincare** e nel frattempo Matti ha preparato la colazione. Lui è scappato in ufficio ed io ho iniziato a lavorare. Ho incominciato rispondendo alle **mail** e sentendo vari clienti. Come al solito ho stilato la mia lista delle cose da fare, ho finito un piano editoriale e montato dei contenuti che sarebbero poi usciti verso l'ora di pranzo.

In questo lavoro servono sempre nuove idee e anche se sono molto creativa passo comunque le ore a fare ricerca, importantissima per rimanere al passo con i **trend** e le tendenze del momento. Non importa a che ora mi sveglio, la mattinata vola sempre troppo presto. Infatti, Matti è tornato a casa, abbiamo pranzato, poi mentre lavava i piatti io ho passato l'aspirapolvere e infine mi sono preparata.

Il tempo era un po' grigio quindi ho deciso di indossare questo completo giallo per colorare la giornata, ma anche per festeggiare belle novità per una mia nuova cliente. Infatti, siamo partiti con il primo **shooting** di quello che pensava potesse rimanere solo un sogno nel cassetto.

Sono rimasta qui fino alle 6.30, poi ho preso una Coca-Zero e mi sono diretta al supermercato per creare dei contenuti per il loro **social**. Ed è qui che mi trasformo in **content creator**. terminate le riprese ho fatto una mini-spesa e sono tornata a casa. Ho montato un **video** con scadenza abbastanza urgente e poi ho cenato insieme a Matti. Abbiamo optato per questa zuppa pronta dell'Esselunga. Poi doccia, **skincare**, denti, bacio della buonanotte e finalmente si dorme.

Total words: 266

Total Anglicisms: 11 (+ 1 **proper noun**): 4.1%

**Non-adapted Anglicisms**: skincare (x2), mail, trend, social, content creator, video: 3.0%

Adapted Anglicisms: contenuti (x2), (Coca-Zero): 0.7%

**Pseudo-Anglicisms**: shooting: 0.4%

**Transcript:** [9 /IT-VL]

**Title:** *Vlog day 1 Awakenings*

**Creator:** Virginia Montemaggi (@virginiamontemaggi)

**Date:** 16 May 2023

**URL:** [https://www.tiktok.com/@virginiamontemaggi/video/7233785417638661402?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@virginiamontemaggi/video/7233785417638661402?is_from_webapp=1&sender_device=pc)

Ciao raga, questo è il **vlog** del primo giorno al **festival** “**Awakenings**” ad Amsterdam. La voce come potrete immaginare, appunto, l’ho persa al **festival**, quindi mi dispiace, ma questa sarà.

Allora, siamo partite con una bella colazione, anche se in realtà dentro era davvero un sacco organizzato, però noi per sicurezza comunque l’abbiamo fatta. Poi abbiamo preso il **tram** e siamo arrivate alla stazione di Sloterdijk. Poi dalla stazione abbiamo preso un **transfer** che ci ha portato qua. Abbiamo fatto tipo una camminata di 20 minuti, vi giuro, però era bello, tutto in mezzo alla natura. Abbiamo messo le cose nel **locker** e siamo partite.

Raga, allora, era enorme: c’erano tipo 8 **stage**. Avevamo un sacco l’ansia di non riuscire a fare tutto, però ci siamo riuscite, anche perché in realtà raga, vi giuro, cioè rispetto ai **festival** a cui sono andata in Italia, cioè solo il “**Decibel**”, era ovviamente il triplo più organizzato: una cosa assurda! Qui c’era il primo palco a cui siamo andate. Faceva un caldo assurdo per essere Amsterdam, secondo me è stata una benedizione, io poi mi sono anche tolta la retina perché almeno mi sono abbronzata, ve lo giuro.

Poi abbiamo continuato, c’era lo **stand** di tutto, kebab, pita, di tutto da mangiare, vi giuro: **spring roll**, gelati. Abbiamo preso delle patatine, siamo andati un po’ sul lago che c’erano tipo degli **stand tech house**. Poi abbiamo fatto l’ultimo **stage** della giornata: assurdo. Infine: fuochi d’artificio.

Total words: 242

Total Anglicisms: 15 (+ 2 **proper nouns**): 6.2%

**Non-adapted Anglicisms:** vlog, festival (x3), tram, transfer, locker, spring roll, stage (x2), stand (x2), tech house (Awakenings, Decibel): 6.2 %

**Transcript:** [1 /IT-ST]

**Title:** *Un'esperienza negativa amorosa*

**Creator:** Luca Barbonari (@barbonssss)

**Date:** 14 February 2023

**URL:** [https://www.tiktok.com/@barbonssss/video/7200091895878503686?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@barbonssss/video/7200091895878503686?is_from_webapp=1&sender_device=pc)

**Storytime** di come sono stato quasi denunciato per amore. Piccolo **throwback**. Oggi è il 14 febbraio, quindi siamo in tema San Valentino e visto che non ho niente da condividere con nessuno, **hashtag** “solo”, condivido con voi una delle esperienze più tragiche, se non la più tragica, che probabilmente mi ha traumatizzato, e non sto scherzando; quindi, quando mi dicono “ma perché non c’hai la fidanzata?” – No. Solo, soltero, por sempre. Non so da quanto tempo voi mi seguite qui su **TikTok**, ma all’incirca due anni fa io ho fatto il semestre all’estero e sono stato in America, non dico la parola in inglese perché altrimenti dopo... Lasciamo perdere perché ancora mi stalkera, quindi **okay**, lasciamo perdere, lasciamo perdere. Ehm... niente, durante questo periodo c’è stata una frequentazione con una ragazza molto molto bella, poi vabbè, parere personale, **okay**, sicuramente non sputo nel piatto in cui ho mangiato, mi trovavo molto bene sia a livello caratteriale, era simpatica, ci stavo bene diciamo, insomma, questo è il sunto. Però ovviamente da lì a tre mesi ovviamente sarei dovuto partire per l’Italia, quindi, non è che io l’ho messa su una cosa seria, tipo fidanziamoci o cose così, ma nemmeno nel tipo divertiamoci e basta, era più che altro tipo un’amicizia molto forte e **okay**.

Nonostante ciò, però io sono stato non corretto nei suoi confronti, perché, anche se effettivamente non eravamo fidanzati o quello che siamo, c’era questa amicizia molto forte così, e io sono andato con un’altra ragazza, diciamo, un bacio così, **okay**. E per tanti potrebbe non essere nulla, per altri potrebbe essere molto, per questa ragazza è stato il finimondo. Però io sono qui per ammettere le mie colpe, perché comunque, nel senso, sono io quello che ha sbagliato.

Diciamo che lei l’ha scoperto un po’ dopo, quando io ero qua in Italia, e non potete capire quello che è successo perché sembra un **film**. Iniziamo con una serie di **TikTok** con la mia faccia, a prendermi per il c\*lo, e io ce li ho ancora questi **TikTok** e fanno



troppo ridere, perché veramente fanno troppo ridere, ma non finiamo qua. Per vendicarsi ha scritto alla **local coordinator**, chi fa l'anno all'estero sa che cos'è, senza che lo spiego, che praticamente io avevo fatto cose che non dovevo fare, cose così, mi sono arrivate delle **mail** da questa qua. Quindi io ho detto: “senti, mi ricontatti un'altra volta e io chiamo l'avvocato”, perché veramente era una scena ridicola, letteralmente ridicola, e infatti l'abbiamo chiusa lì. Non contenta, perché ovviamente quando io ho spiegato alla **local coordinator** quali erano i motivi per cui mi stava contattando, ha fatto un profilo fake, con una **mail** falsa chiamata “lucalucabarbonari”, lasciamo perdere, dove io la prendevo in giro, e mi accusava di essere razzista. Io? Io? Quindi, **no love, please**. No.

Total words: 469

Total Anglicisms: 25 (+ 1 **proper noun**): 5.3%

**Non-adapted Anglicisms**: storytime, throwback, hashtag, okay (x4), film, TikTok (x2), local coordinator (x2), mail (x2), no love please, (TikTok): 4.0%

Adapted Anglicisms: seguite, stalkera, ricontatti, contattando, profilo fake: 1.3%

**Transcript**: [2 /IT-ST]

**Title**: *Come sono quasi stata scammata da un ragazzo in Corea PT.1*

**Creator**: Rosalba Andolfi (@rosalba)

**Date**: 02 March 2023

**URL**: [https://www.tiktok.com/@rosalba/video/7205872639800282374?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@rosalba/video/7205872639800282374?is_from_webapp=1&sender_device=pc)

Ciao raga, oggi **get ready with me**, però siccome sono in Corea da tre settimane e è già mi successa la qualunque, voglio farvi uno **storytime** di come sono quasi stata scammata da un ragazzo. Allora ho già fatto la **skincare**, faccio il trucco che faccio di solito: stasera devo andare ad una cena di lavoro, quindi molto, molto **easy**, con la camicetta, così.

Cominciamo con la storia. Io, intanto, mi faccio la base con il **cushion**. Era un giovedì sera, giovedì sera di settimana scorsa precisamente, e io e la mia amica **Jenna** eravamo in un **club** che ha musica **hip-hop**, così per **vibing**. Eravamo a Hongdae, e io non ne so

molto perché vivo qui da davvero poco, però i ragazzi di Hongdae hanno la reputazione di non essere proprio il top del top, quindi io ero attenta. Chi mi conosce sa già che in questo momento della mia vita io non voglio avere nulla a che fare con i ragazzi in generale, non voglio nessuno tipo di relazione. Infatti, eravamo lì nel **club** a ballarcela tra ragazze.

Cosa succede: c'era questo ragazzo che era carino, però stava là, e io sinceramente non gli sarei mai andata a parlare, perché oltre il fatto che non voglio avere niente a che fare con nessuno, sono anche molto timida. Dopo un po' si avvicina a me e alla mia amica un suo amico, con una scusa così per cominciare a chiacchierare e dopo un po' mi indica il suo amico, appunto il ragazzo carino, e mi fa: "non vi siete presentati voi, quindi ci presenta". Chiacchieriamo un po' del più e del meno e dopo un po' decidiamo di uscire dal **club** perché comunque era rumoroso, e quindi tutti insieme decidiamo di andare a mangiare qualcosa perché qui in Corea dopo che fanno serata in discoteca e tutto vanno sempre a mangiare, anche se sono tipo le 7 di mattina, 6.30, loro vanno a mangiare. Quindi andiamo in questo posto che ovviamente aveva tutte cose stra piccanti, alle 7 di mattina, quindi molto **soft** devo dire. Ci sediamo, loro ordinano il cibo, chiacchieriamo del più e del meno per tutta la serata, cioè la mattinata a questo punto, e lui era stra gentile raga, cioè sembrava **super** timido, poi mi ha detto: "ah no io non bevo perché così, colì, mi rovina la voce, non mi piace bere, non fumo". Sembrava davvero un ragazzo gentile, bravo, faceva complimenti. Poi non era uno di quei ragazzi che ci provava in modo molto... non ci provava per niente, cioè era proprio tranquillo e al massimo faceva qualche complimento, ma non era molesto, ecco. Addirittura, fa: "Oddio, hai un pelucchio sulla faccia!" E me lo toglie, cioè proprio classica scena oh mio dio.

Total words: 460

Total Anglicisms: 23 (+ 1 **proper noun**): 5.0%

**Non-adapted Anglicisms**: get ready with me, storytime, skincare, easy, club (x3), hip-hop, vibing, soft, super, (Jenna): 3.0%

Adapted Anglicisms: scammata, il top del top, oh mio dio: 1.8%

**Pseudo-Anglicisms**: cushion: 0.2%

**Transcript:** [3 /IT-ST]

**Title:** *Pt.2 di come sono stata quasi scammata da un ragazzo*

**Creator:** Rosalba Andolfi (@rosalba)

**Date:** 02 March 2023

**URL:** [https://www.tiktok.com/@rosalba/video/7205954776499014918?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@rosalba/video/7205954776499014918?is_from_webapp=1&sender_device=pc)

Io li ho pensato "Ah, carino", cioè nel senso carino... non mi sembra un tipo strano, non mi sembra ci stia provando con me, non mi sembra una persona con secondi fini, carino, continuo a parlarci.

La serata finisce e io torno a casa in taxi, e lui addirittura mi apre la porta del taxi, e ci scambiamo "**KakaoTalk**", che "**KakaoTalk**" in Corea è tipo **Whatsapp** italiano. Appena arrivo a casa lui mi scrive: "Sei arrivata?", "Tutto bene?", "**Are you safe?**" Quindi io **wow!** E mi chiede: "ti va di vederci domani per un caffè?" e io accetto. Cosa faccio? Dico tutto a Marco. Per chi non lo conoscesse, "Seoul mafia", anche lui ha un canale su **YouTube** e tutto, del tipo "ah mi è successo questo, ho incontrato questo ragazzo troppo carino, non ci posso credere che a Hongdae ho incontrato un ragazzo gentile." Allora lui mi fa: "Ah, abbiamo degli amici in comune, adesso chiedo che tipo di persona è." Poi chiede a tre persone, e qua arriva il dramma perché la prima persona subito gli risponde: "No, lascia stare, perché me lo stai chiedendo? È una persona inaffidabile, esce ogni giorno, beve ogni giorno, va con mille persone diverse" e io ero stra titubante, perché a me era sembrato sincero, cioè aveva proprio la faccia angelica, io non credevo che avesse potuto mentire così.

La seconda persona fa, tipo: "Di alla tua amica di lasciare perdere" e io lì già: ah. Nel frattempo, io stavo ancora parlando con lui per decidere dove ci saremo visti, finché la terza persona gli scrive: "Ah, stavo parlando proprio di lui ieri con una mia amica che l'ha bloccato, perché praticamente ha scoperto che lui, mentre diceva di stare con lei, in realtà stava con altre tipo 5 o 6 ragazze, facendo i profili di coppia per avere più **followers**. Soprattutto cercava ragazze diciamo con un po' di **followers**, e quindi faceva i profili di coppia con queste persone per avere più **followers**. Allora io ho detto: "Ah, bene, ovviamente non ci uscirò con questa persona." Quindi ci siamo assicurati di questa notizia, tra virgolette, e io ho deciso semplicemente di non presentarmi

all'appuntamento, cioè, nel senso, con lui in **chat** ho continuato a dirgli: “Sì, sì ci vediamo qui alle nove di sera”. Arrivano le nove di sera e io ero da tutt'altra parte di Seoul con altre persone e lui ha continuato a scrivermi anche il giorno dopo, dicendo: “Dove sei? Cos'è successo?” E io chiaramente non gli ho mai risposto e l'ho bloccato, perché le fonti erano certe e io già non mi va di fare nulla, ho voglia di farmi amici e nient'altro. Quindi sì, storia molto divertente, cioè, questo, tutto ciò è successo dopo una settimana che sto qua. Morale della favola, mai fidarsi dei ragazzi con la faccia angelica. Ci vediamo con un prossimo **storytime**, chissà cos'altro accadrà a questo punto.

Total words: 486

Total Anglicisms: 14 (+ 4 **proper nouns**): 2.9%

**Non-adapted Anglicisms:** Are you safe, wow, followers (x3), chat, storytime, (KakaoTalk (x2), Whatsapp, YouTube): 1.9%

Adapted Anglicisms: canale, bloccato(x2), profili (x2): 1.0%

**Transcript:** [4 /IT-ST]

**Title:** -

**Creator:** Gianmarco Millo (@gianmarcomillo)

**Date:** 02 March 2023

**URL:** [https://www.tiktok.com/@gianmarcomillo/video/7205945172667010310?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@gianmarcomillo/video/7205945172667010310?is_from_webapp=1&sender_device=pc)

Vi racconto della mia esperienza con **Hailey Bieber**, di quando ho lavorato per lei. Era il 15 luglio del 2021, a Venezia, e stavo facendo lo **steward** per un **brand**. Per chi non lo sapesse, lo **steward** è una specie di ragazzo immagine, che è tutto acchittato, solitamente in giacca e cravatta, che non deve far altro che stare in piedi a disposizione di domande da parte di ospiti e quant'altro.

La sfilata si svolgeva in un'isola privata ed era tutta una **grand experience**. Gli ospiti venivano accolti all'attracco dei taxi, successivamente messi in un **golf cart** e poi portati al luogo della sfilata. Noi **steward** in quel momento dovevamo solamente guidare e indicare dove fosse il luogo.

Una volta finito, gli ospiti sono stati divisi in gruppi, non so con quale criterio, e portati in diverse zone dell'isola per le cene. Lì il mio compito era quello di, con il **tablet**, controllare che l'invitato fosse nel luogo della cena di appartenenza. Fatalità alla mia cena c'era **Hailey Bieber** e mi hanno messo nel tavolo davanti a lei; quindi, durante la cena poteva capitare che il mio sguardo andasse in quella direzione, ma comunque con fare molto discreto. In più, lei aveva sempre testa bassa e china sul telefono. Fatalità una volta la testa si alza e ci incrociamo gli sguardi. Dopo poco tempo è arrivata la caposala a riprendermi e a chiedermi se gentilmente potevo andarmene da un'altra parte perché stavo creando fastidio

Total words: 244

Total Anglicisms: 11 (+ 4 **proper nouns**): 4.5%

**Non-adapted Anglicisms:** steward (x3), brand, grand experience, golf cart, tablet (Hailey Bieber (x2)): 3.7%

Adapted Anglicisms: ragazzo immagine: 0.8%

**Transcript:** [5 /IT-ST]

**Title:** -

**Creator:** Gabriel Nobile (@gabriel.nobile)

**Date:** 01 April 2023

**URL:** [https://www.tiktok.com/@gabriel.nobile/video/7217058422305344795?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@gabriel.nobile/video/7217058422305344795?is_from_webapp=1&sender_device=pc)

**Gossip time!** Trucchiamoci insieme. Scusate la mia faccia e le mie occhiaie, ma ieri sera sono uscito e oggi andremo un attimo ad aggiustare la faccia da **hangover**. Allora, piccolo **recap** per chi non sapesse la storia. Io mi frequentavo con un ragazzo che si era appena lasciato. Dopodiché, mi ha scritto di non cercarlo mai più perché era tornato con il suo **ex**, ovvero il suo tipo attuale. Dopodiché mi ha riscritto dicendo che mi pensa ancora. Ci siamo visti per parlare e il suo **ex** ci ha visto in pieno. Dopodiché il suo **ex** ha scritto a me di parlare, abbiamo visto che il tizio diceva le stesse cose ad entrambi e quindi ieri ci siamo dati appuntamento per oggi, per vederci tutti insieme, all'insaputa di tizio. Si è capito qualcosa? Nel caso non aveste capito ci sono i **video** precedenti.

Comunque, sta di fatto che abbiamo attuato il piano, ovvero ci siamo dati appuntamento, o meglio lui ha dato appuntamento al suo ragazzo in un **bar**, nel solito **bar**, e mi sono presentato anche io. Ragazzi è stato divertentissimo, ma veramente troppo.

Il tutto è andato in queste modalità: praticamente, io ero già dentro al **bar**, loro sono arrivati un pochino dopo e appena si sono seduti nei tavolini fuori io mi sono seduto nel tavolo accanto, cioè praticamente lui era qui di schiena, io mi sono seduto qui di schiena. Dopodiché mi sono girato, gli ho toccato la schiena e gli ho detto: “Ciao”. Vi giuro mi sembrava di essere nel **film** “Tutte contro lui”. La sua prima reazione è stata quella di andarsene, letteralmente si stava alzando. Poi è rimasto lì e abbiamo iniziato a parlare. Peggio di una rottura ci sono le pieghe sotto agli occhi, ricordiamocelo, quindi fissiamo bene. Comunque, non vi sto a raccontare tutta la nostra conversazione perché è durata un pochino, però praticamente il frutto, diciamo, che ne è uscito è che entrambi ci abbiamo chiuso, gli abbiamo appunto spiegato che non è il modo di comportarsi assolutamente con le persone, che comunque loro appunto erano stati insieme per un po’ di anni; quindi, a maggior ragione nei suoi confronti è stato altamente irrispettoso. Un po’ di **gloss** del mio **brand**... La storia con tizio quindi è finita ufficialmente, ma il suo tipo è abbastanza carino...

Total words: 386

Total Anglicisms: 15: 3.8%

**Non-adapted Anglicisms:** gossip time, hangover, recap, ex (x3), video, bar (x3), film, brand: 3.4%

Adapted Anglicisms: fissiamo: 0.2%

**Pseudo-Anglicisms:** gloss: 0.2%

**Transcript:** [6 /IT-ST]

**Title:** *Ig back*

**Creator:** Cinda Liase (@cindaliase)

**Date:** 28 April 2023

URL: [https://www.tiktok.com/@cindaliase/video/7227050903214361882?is\\_from\\_w-ebapp=1&sender\\_device=pc](https://www.tiktok.com/@cindaliase/video/7227050903214361882?is_from_w-ebapp=1&sender_device=pc)

Mi preparo per andare indovinate dove? A un'altra **first date**! E stasera sono troppo felice perché ho ripreso il mio profilo Instagram. La mia raccolta **meme**!

È una serata stra **easy**, mi ero già messa il correttore in realtà stamattina, non lo tolgo, ce lo ripasso sopra, non mi metto manco il fondotinta, non mi passo nemmeno la crema. Faccio un **contouring** così, a secco. Uh!

Allora raga, vi dico una cosa. Questa settimana in cui non ho avuto **Instagram** ho detto ai tipi – alle tipe no perché sono, insomma, intelligenti – però ho detto ai tipi che non avevo **Instagram**, cioè tipo loro mi chiedevano l'**Instagram** e io: “No, non ce l’ho”, oppure “No, ho solamente quello di foto”, perché faccio la fotografa; quindi, cioè ho solamente quello per il lavoro, ed erano tutti tipo: “**Wow!**”, un sacco di punti in più. È una cosa **pick me**, seh! Però effettivamente a me piacciono tipo i tipi che boh, hanno 200 **follower** su **Instagram**, non postano una foto dal 2017, perché mi piacciono proprio gli sfigati, e ci sono un sacco di uomini a cui piacciono proprio le sfigate, quelle a cui non fotte niente, quelle che sono fighe atomiche, però, cioè, non si sa perché non si sono mai viste allo specchio, non hanno idea che sono fighe, non lo so. Che poi la maggior parte sono uomini insicuri, cioè, nel senso, io sarei troppo fiera di avere una tipa, cioè, che è famosa e figa, cioè che la gente, cioè sarebbe la buffa. Però sì raga, ho beccato un botto ed è stata veramente un'esperienza, cioè un'antropologica ricerca.

Comunque mi sa che ho deciso una cosa, ogni volta che faccio un **video date**, **first date**, dico com'è andata la **date**, tipo nel **video** che faccio dopo, della **date** dopo. Cioè perché così c'è un continuo, perché poi non si sa mai come vanno a finire. Però ho un po' paura che i tipi lo scoprano, quindi tipo, sarò vaga: “sì, no, ci stava, bel ragazzo”. Sì, no, comunque sono un po' sconclusionaria. E mi sa che mi sono dimenticata di dire che mi trucco stra **easy** perché lui pensa che io sia tipo una sfigata, sfigata inteso in senso buono ovviamente. Cioè non una **baddie**, ecco, cioè allora non un'**instagrammer**, va bene?! Però forse mi trucco stra **glam**, così tipo è scioccato. Faccio un po' metà e metà, mi metto un filo di **eyeliner**, stra **easy**, cioè tutto stra **soft**, sfumato. **Off camera** mi sono fatta le sopracciglia. Ora faccio l'**inner corner** raga.

Che poi se ci penso, ho incontrato tantissime persone che io consideravo importanti nella mia vita, che erano quasi imbarazzate da tutto quello che facevo. Oppure, io ho avuto un tipo che era imbarazzato perché le persone mi fermavano per strada. Ci sono state delle volte in cui mi sono scusata, cioè tipo: “Scusa se questa tipa mi è venuta ad abbracciare”. Cioè, boh, fossi **cringe**... magari lo sono. Figuriamoci se mi sbatto per mettere le ciglia finte, mi faccio le labbra. **Blush** e illuminante. Adesso mi sa che ste **date** le faccio per fare i **video**, perché onestamente gli uomini mi han scassato il ca\*\*o.

Total words: 531

Total Anglicisms: 41 (+ 5 **proper nouns**): 7.7%

**Non-adapted Anglicisms**: first date (x2), meme, easy (x3), contouring, wow, pick me, follower, date (x3), video (x2), instagrammer, baddie, glam, eyeliner, soft, off camera, inner corner, cringe, blush, (Instagram (x5)): 5.5%

Adapted Anglicisms: profilo, fondotinta, fotografa, foto (x2), postano, antropologica ricerca, scioccato, illuminante: 1.9%

**Pseudo-Anglicisms**: video date: 0.3%

**Transcript**: [7 /IT-ST]

**Title**: -

**Creator**: Valentina Cabassi (@valentinacabassi1)

**Date**: 13 February 2023

**URL**: [https://www.tiktok.com/@valentinacabassi1/video/7199624155531152645?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@valentinacabassi1/video/7199624155531152645?is_from_webapp=1&sender_device=pc)

Oggi ho uno **shooting**, zero **spoiler**... è la prima volta che metto i capelli così, vediamo se effettivamente riesce a uscire qualcosa di carino o se esce una cag\*ta, e lo scopriamo tra poco. Intanto mi preparo con voi. Ieri ho visto il **video** di una ragazza che mentre si preparava raccontava delle cose su di lei, e quindi oggi lo faccio anche io.

Sono nata il 9 maggio '96 a Milano. Sono del segno del toro e in teoria il mio ascendente è bilancia. In teoria, perché mia madre non si ricorda esattamente quando sono nati i suoi figli. Ho una sorella che ha un anno in meno di me, è del '97, e un fratello che ha 9 anni in meno di me, e due sorelle più grandi: una ha 14 anni in più di



me, e l'altra ha dieci anni in più di me – sono figlie di mio padre, dal primo matrimonio. La più grande ha due bambine, quindi sono zia, due volte, e tra l'altro c'è la più grande di queste due nipoti, Malena, che è proprio nell'età **TikTok** e guarda sempre i miei **TikTok**, quindi se lo guardi, amore, ti mando un bacio.

Ho fatto il liceo, eh in realtà ho provato a fare il classico: ho fatto la quarta ginnasio, ho finito l'anno con debito in greco, latino e italiano, li ho dati a settembre, ma ho capito che il classico non era la mia facoltà, quindi sono passata al linguistico, mi sono diplomata al linguistico. Ho studiato spagnolo, francese e inglese, ovviamente. Il francese purtroppo l'ho perso.

Questa cosa forse non l'ho mai detta, sono cintura nera di karate, ho iniziato da piccolissima e ho anche finito da piccolissima, e mi piacerebbe tanto riprendere, ma chissà se lo farò mai.

Sono laureata in Linguaggi dei **media**. Ho studiato in Cattolica, a Milano. Durante il secondo anno di università ho iniziato a lavorare come modella e quindi mi sono fermata alla triennale. Vivo da sola da due anni quasi e sono fidanzata da tre. In questo momento il mio lavoro è principalmente quello di creare contenuti sui **social**, anche se ogni tanto faccio ancora la modella, ed è una cosa che mi diverte moltissimo. Sono sempre stata appassionata di **beauty**. Mi ricordo da piccolissima guardavo sempre i **video** su **YouTube** di **ClioMakeup**, di **Charlotte Tilbury**. Infatti, mi ricordo che quando ho iniziato a collaborare con **Charlotte Tilbury** ero felicissima, perché io ero **fan**. Mi piace tanto viaggiare e guardare **film**, io sono **super** appassionata di cinema.

Labbra – e non riesco a parlare – matita **Kylie**, tinta **Kylie**.

Sciolto i capelli, sono felicissima del risultato. Adesso perfeziono un po' la tecnica e poi magari vi faccio un **tutorial**, comunque **wow** per essere la prima volta, bene. E niente questo è il **look**. Fatemi sapere se il **video** vi è piaciuto e se vi piace come **format**. Se avete eventuali domande, scrivetemele, vi leggo. Vi mando un bacio.

Total words: 491

Total Anglicisms: 17 (+ 9 **proper nouns**): 3.4%

**Non-adapted Anglicisms:** spoiler, video (x3), TikTok, media, social, beauty, fan, film, super, tutorial, wow, look, format, (TikTok, YouTube, ClioMakeup, Charlotte Tilbury (x2), Kylie (x2)): 3.0%

Adapted Anglicisms: contenuti: 0.2%

**Pseudo-Anglicisms:** shooting: 0.2%

## Appendix 2: English TikTok video transcripts

**Transcript:** [1 /EN-LI]

**Title:** *Trying Alix Earle's makeup*

**Creator:** Brynne Marie (@brynnemarieeee)

**Date:** 26 January 2023

**URL:** [https://www.tiktok.com/@brynnemarieeee/video/7193035652726803755?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@brynnemarieeee/video/7193035652726803755?is_from_webapp=1&sender_device=pc)

“I think it’s really funny that people will, like, refer to me as like a makeup girl or I get invited on these, like, makeup trips, with all these, like, makeup artist, and I’m like, I’m not that.”

You might think that, but it does not change the fact that your makeup routine has girlies in a chokehold, and for good reason – it looks good every time.

It’s very different from how I normally do my makeup, but I’m gonna try it!

Of course, starting off with the moisturiser-bronzing drops combo. Okay, pretty. Now we’re blending out our foundation with a brush. I normally use a beauty blender, but this is actually looking pretty good. Okay, moving out to contour. I normally do the top and bottom of my nose, so this is literally, like, way out of my comfort zone. Back in with the brush, and then were gonna do a couple of dots of concealer, which I am blending out with my finger. Now we gotta snatch our booger maker. This is not my nose shape! And this gets blended with a beauty blender.... I don’t think it’s supposed to look like that! It’s okay though... We are gonna bake, and then, oh, I got that in my eye! I don’t have the right puff for this, but it’s okay, everything’s okay. We are gonna highlight her on the tip, and then on the bridge a bit.

Moving right along to brow gel. I’m cheating and giving myself tails because I need them. Everything is so out of order from how I do my makeup. I literally have notes that I’ve been, like, looking at this whole time.

We’re doing bronzer on the lids. I’m not a fan of white tight lining on myself, but maybe today will change that. We are gonna do some “Rare Beauty” blush, and blend that with a brush again. I’m gonna go in with some powder bronzer. Why does my

“Pillow Talk” look like this? Anyway, we’re lining. Then she uses, like, a glossy balm almost. Gotta curl my lashes. I forget how long my lashes are when I actually curl them. This is very backwards for me, but we’re doing a little eyeshadow wing, after we’ve already done the mascara. Gotta get the bake off. Aside from the nose contour, just not working on my face shape, I think this is cute, I think it looks good. No beauty mode, no filter. Beauty mode. Beauty mode, blue eyes filter with my eye colour. Cute!

**Transcript:** [2 /EN-LI]

**Title:** *GRWM 22nd BDAY*

**Creator:** Alix Earle (@alixearle)

**Date:** 17 December 2022

**URL:** [https://www.tiktok.com/@alixearle/video/7177935690666085675?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@alixearle/video/7177935690666085675?is_from_webapp=1&sender_device=pc)

Get ready with me for my 22<sup>nd</sup> birthday. I just put extensions in and curled my hair. I am so excited. I went out last night for when it turned 12, for my birthday. I tried not to go too far, because I knew I was going to tonight. First, I’m going to dinner with all my best friends. I self-tanned and then I, like, broke out right here, so don’t mind that. I love birthdays, I love my birthday, it’s my favourite day of the year. I’m so happy I get to spend it with the people I love most. One has been, like, so sweet, and sending me stuff all day. Best friend in the entire world is about to be here. Go from Clemson this morning, like all the way from South Carolina to Miami, if that’s not a best friend, I don’t know what is.

I’m in love with my outfit, it’s different from what I would, like, normally wear. It almost kinda looks like a beach coverup, but I’m in love with it. Last year on my 21<sup>st</sup>, my friends and I were just getting all the memories and I forgot how badly I died that night. First off, I took off my whole dress in the Uber. My friend was, like, trying to stop me, and apparently I was just, like, rolling around, like, I was not having it. Me walking into my apartment building on my 21<sup>st</sup>. Probably, like, shouldn’t share that with the Internet, but whatever.

Everything, all my decorations, my outfit, is all like pink and rose-gold, so I'm gonna try and, like, really layer this on. One roommate was like, I didn't know what to get you for your birthday, so she got me these, like, coupons. When you're little, and you don't know what to get your parents, you look right on little flash cards, coupons. She got me coupons to clean my room and to break down boxes... Best birthday present!

This is the "Charlotte energy" palette. I feel like we should mess around with, like, these colours. All my friends are coming over in a little bit, and we're gonna do Champagne and pictures, and then we are gonna go to dinner.

The dinner place is, like, a supper club, so, you know, it'll be, like, bottle service, standing on the table, dancing.

Now that I'm doing the pink, I kinda feel like I want more of a nude. Let's see. Trying to blend this to make it look good. I'm just not good at eyeshadow. Oh, this is bright! After dinner, we have a table at a club. We'll see if we'll make it there. And I'm apologising in advance for all of the, like, birthday Instagrams and TikToks, because I'm not even like a ¼ of the way done. I decked out our whole living room with, like, cakes, Champagne, balloons. I'm nervous my card might decline at dinner, but I wanna get bottles, and I wanna put something creative on a sign. If you have any ideas, um, comment it and I'm gonna look before I order.

I'm self-tanned, and I still feel like I'm not tanned. I really need to, like, get in the sun and get on my grind. This is a sneak peek of the dress. We're gonna get a good curl. I don't have anything planned for the rest of the weekend and school's over, so I'm feeling the need to be a feral rat tonight. Lashes are giving, they're giving! Birthday giving!

The guy that I'm friends with, who is, like, setting up the table and everything, he said "oh, I have a surprise for you at the club". I don't know why, but I feel like it's gonna be one of those things, where he puts my picture on the screen. I'm really hoping it's not, but, like, what else would it be? Why do I always make a mess? Bye!

**Transcript:** [3 /EN-LI]

**Title:** *Summer clothing haul*

**Creator:** Ella Mendelsohn (@ellamendelsohn)

**Date:** 05 February 2023

**URL:** [https://www.tiktok.com/@ellamendelsohn/video/7228624230630509870?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@ellamendelsohn/video/7228624230630509870?is_from_webapp=1&sender_device=pc)

I did some damage. Let's do a summer haul! First thing I got is this dress. I think this is so cute! It's long. Perfect for summer. This is the next piece I got, it's a little see-through, so I do need nipple covers, but this is perfect for the beach. All these clothes are from Naked, and I do have a discount code, it's "EllaM" for 30% off. Look at this dress... Oh my god! It's this really beautiful knit material. I am obsessed with this, and the colour... Belt, not necessarily to wear with this, but I love a good, snatched waist.

Next, I got this strip top. It is a low-cut back. I got these pants which I would just wear with a black tank, but I think they're really cool. I've been wanting a cargo skirt so bad. I found the perfect cargo skirt. Guys! I can't wait to style this piece!

Last thing I got is this green top, which I would just wear with low-rise jeans. That's my haul. Use code "EllaM" if you wanna twin this summer, I'll check out.

**Transcript:** [4 /EN-LI]

**Title:** *Get ready with me for NWF and valentines dayyy*

**Creator:** Olivia Ponton (@iamoliviaponton)

**Date:** 16 February 2023

**URL:** [https://www.tiktok.com/@iamoliviaponton/video/7200532376378854702?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@iamoliviaponton/video/7200532376378854702?is_from_webapp=1&sender_device=pc)

Get ready with me for New York Fashion Week and Valentine's Day. I've been doing this week with New York Fashion Week, where I have been interviewing certain designers, and it's been really cool because I've been able to meet a lot of my inspirations. I do not know if you're supposed to mix these together, but today is all about trying new things. I'm literally so tired from last night, and this morning me and

SJ got up early to go to, like, a Galentine's Day breakfast together. I was on, like, this, wake-up-at-6-a.m. grind for a minute, and now I can't go to sleep before, like, one. It's like, altered my brain chemistry.

Today I'm interviewing Jason Wu, and I absolutely love the cut-outs of his looks, and I'm also wearing one of them. My outfit is so sick. It's like this black cut-out knit dress situation. That was way too much. I always do my makeup so far away from the mirror, and then when I actually get up close and look at it, I'm like "what the actual... no". My piercing hurts so much, and I feel like I can't do anything about it, besides spray the stuff that they gave me to, to, like, clean it, and I feel like it's just...

I keep having to, like, flip it in and out, and I feel like that's really bad for it because of especially the germs on my hand when I'm doing it.

It's Valentine's day and I have zero, zero plans. I kind of just drove into work for this day because I was like, I don't even want to be at the place where I have to think about Valentine's Day. I am also really happy that SJ is staying with me because I feel like she's been, like, keeping me on my sh\*t.

I don't think I've ever used, like, a purple blush, I feel like it could be really pretty, though, with the black dress. Wait... Are you kidding me? I love that! It, like, came on so purple, but I feel like it blended out, like, a really pink tone.

"Refy" DMed me and I'm about to get some of their products, and I'm very freaking excited to test them out, because I've been on "Refy", for like two years. Like, this makeup brush. Look how much it's been through. I've had this since I lived in LA, which was like a year and a half ago. It's probably bad that I still use it to this day for makeup, but when I tell you, like, this is my ride or die brush.

You're definitely supposed to do your eyebrows first, but for some reason, every single time I do my makeup, I forget. A little puff pad. I've kinda been swapping my powder out for this instead, and I kind of like the way it feels on my skin a little bit more. Not necessarily for, like, every day, but definitely for the days you want to wear a lighter makeup. I'm also a ride or die for this palette by Charlotte Tilbury. Mix these little two for my highlight. My lash stuff. This is shade "Total Toffee" by Maybelline.

**Transcript:** [5 /EN-LI]

**Title:** -

**Creator:** Brittany Xavier (@brittany.xavier)

**Date:** 13 February 2023

**URL:** [https://www.tiktok.com/@brittany.xavier/video/7199773757521661190?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@brittany.xavier/video/7199773757521661190?is_from_webapp=1&sender_device=pc)

Givenchy sent me this big box. Let's open it up. Looks like it's gonna be a new and exclusive bag.

This is such a good size! The leather feels very soft and nice. Has a little flap. I'm gonna put the handles on it. I love the size of this. It's very cool. And what I really love is it has mixed metal right here, so it has a silver up here and the gold. And it has a zipper on the inside. Let's try with my laptop to see if I can fit that in. Here's how it hangs with nothing in it, and it still keeps its shape really well. Okay, let's see. Oh my gosh! This is perfect size! And it's still leave some room to put my phone charger. This is so nice! Excited. Thank you, guys!

**Transcript:** [6 /EN-LI]

**Title:** *GRWM: work meeting*

**Creator:** Brittany Xavier (@brittany.xavier)

**Date:** 12 January 2023

**URL:** [https://www.tiktok.com/@brittany.xavier/video/7187901771883269382?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@brittany.xavier/video/7187901771883269382?is_from_webapp=1&sender_device=pc)

Get ready with me for a work meeting. This is one of my favourite outfits to wear when it is cold in LA.

Starting off with this tighter black turtleneck, that way it doesn't make the rest of the outfit bulky, but I have a nice base layer. Adding a button down that's buttoned all the way to the top. Continue the look with a darker pair of jeans like these. A belt to cinch. A patterned blazer would also work well for this, but today I'm just going with my simple leather one. This is so comfortable, but I also feel put together. It is also really



warm. Doing white socks and loafers. I'm gonna pair this sunnies and this structured small bag. I love the final look! What do you guys think?

**Transcript:** [7 /EN-LI]

**Title:** -

**Creator:** Julia Hatch (@juliahatch22)

**Date:** Video currently unavailable

**URL:** [https://www.tiktok.com/@juliahatch22/video/7173391543871540522?\\_t=8cTU-GcNIMV8&r=1](https://www.tiktok.com/@juliahatch22/video/7173391543871540522?_t=8cTU-GcNIMV8&r=1)

Another day, another fit-check. All I know for sure is I'm wearing these jeans from Cotton On because I'm obsessed with them. It's my cousin's birthday so I wanna look cute, but also not too crazy. Also, these jeans are called "Low rise, wide leg", from Cotton On, and size up.

Okay, I have this burgundy long-sleeve from Cotton On I've never worn... I don't know. I actually think I'm gonna wear this sweater, this men's sweater from H&M. I saw a girl put a sweater upside down, it was like off-the-shoulders... let's see if it works. The neck on it isn't stretchy enough, so that's not gonna work. Instead I'm wearing it like this, I just tuck the front up into my bra. Cute!

And then I'm gonna wear my new Docs I just got, but you guys need to see my ankle. Turn away if you get grossed out easily. I wanna show you guys. I have no skin left on my ankle! But I'm still gonna wear them because I have to break them in.

Here's all fit. I look kind of ghot, But I kinda like it. Love you guys! Remember to slay, remember to just be a good person. Anyways, love you.

**Transcript:** [8 /EN-LI]

**Title:** *Grwm*

**Creator:** Kate Bartlett (@katebartlett)

**Date:** 25 January 2023

**URL:** [https://www.tiktok.com/@katebartlett/video/7192607797182254379?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@katebartlett/video/7192607797182254379?is_from_webapp=1&sender_device=pc)

I have a party tonight, so obviously this means that we need to get dressed!

I already know what I am wearing, and I did my eyeliner to match. We're going with a monochromatic look. I forgot to mention that this party is at Stacy Bendet's house, and if you don't know who that is, she literally created "Alice + Olivia", like, my favourite brand.

I'm gonna start with this blue turtleneck tank top. I kind of feel like that blue girl from Wizards of... Willy Wonka. I also love little turtleneck tank tops. This is so cute! I've the matching blue denim. Very, very, very cute. I think I'm gonna wear the sleeves kind of rolled up like that. I think I'm gonna go for this silver Michael Kors heels.

I decided I'm just gonna, like, tuck my hair into my coat. I added these little earrings, I think these are literally from H&M. This is the look! What do we think?

**Transcript:** [9 /EN-LI]

**Title:** -

**Creator:** Emma Brooks McAllister (@emmabrooksmcallister)

**Date:** 23 February 2023

**URL:** [https://www.tiktok.com/@emmabrooksmcallister/video/720343828046389585-1?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@emmabrooksmcallister/video/720343828046389585-1?is_from_webapp=1&sender_device=pc)

Hello, everyone! Today is the second day of Milan Fashion Week and I'm currently getting ready. I just wanna show you guys how I do my makeup. This is typically my everyday makeup, but this is how I also do my makeup for the shows.

Right now I'm prepping my skin because I have very sensitive skin, and last month I was going through a lot of breakouts, so I'm really just trying to protect my barrier of skin, I don't know what it is... skin moisture barrier? The epiderm? Epiderm? Nope, that is wrong.

I use the Charlotte Tilbury magic serum and magic cream. I'm going into skin first because I don't go too crazy with the eyes. I use the "Forever Natural Nude" Dior foundation and I'm gonna just like use a beauty blender.

It is so interesting to me, like, how different each region is for fashion week. Like, going from New York to here, Milan, and then compared to Paris, it is just all completely different. The people are different, the clothes are different, the style is different. Now I am going with concealer. I use the "Forever Skin Correct" by Dior. I place it directly under my eyes, but whenever it comes to, like, applying it to the cheeks, I put some on my hand and I dive in with my concealer brush, so it doesn't, like, infect the applicator. I literally learned this, like, a few days ago. Thanks TikTok!

I love spraying the "Peach Lily Glass Skin" veil mist – I'm almost out – onto my brush, because it just literally helps blend it out very beautifully, and then I also spray this after I finished doing my face, before I set it.

I started coming to Europe last September, and that was whenever I actually started dialling down my glam a lot and realising that less is more, and that emphasising my natural beauty – I mean, I know it is a big trend, but even, like, going to fashion week, I guess kind of just, like, drilled it in my brain a lot more. Plus, I'm a little stubborn, so I just, you know, it takes a lot to get through this big head.

Now I go in with a Charlotte Tilbury contour wand – this is my favourite. I spray this end as well and I just blend. I literally used to not be able to blend my bronzer for the life of me. There was always, like, just this line, just this very thick line of just bronzer. I definitely have grown so much doing... by being able to do my own makeup, and I really want to do, like, a recap because I literally used to be a tangerine. It was bad!

I'm running out of time, so I'm gonna just, like, speed this up. I don't know how people do these things fast. I set with the "Cupcake" Huda Beauty loose powder. Brows, "Precisely, my brow pencil" and Benefit gel setter. This brow gel is everything. For eyes we do the Nyx "Jumbo" crayon and "Lash Paradise". I'm running out of time, but these are the rest of the products I use. Also, the airbrush, setting spray and "Pillow Talk". Anything. And this is the final look!

**Transcript:** [10 /EN-LI]

**Title:** *Unbox my Weworwhat goodies with me*

**Creator:** Alexa Schimel (@alexaschimel)

**Date:** 10 May 2023

**URL:** [https://www.tiktok.com/@alexaschimel/video/7231517432844733738?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@alexaschimel/video/7231517432844733738?is_from_webapp=1&sender_device=pc)

So, I had my first day today at “Weworwhat?” and they sent me home with this big bag of goodies and I haven’t opened it yet, so let’s do an unboxing. I have no idea what they gave me, but I know I’m gonna love everything.

Okay, so the first thing is this adorable little bikini and it’s like snake-skin pattern, and this is the top. Love. I love this. Okay, next we have this long floral dress. I have this dress in white and I am obsessed with it, so I’m so excited about this, I feel like this is perfect for summer. Obsessed.

Okay, this might be my favourite so far, because I love overalls, especially as, like, a beach coverup. I have a similar pair in white and I wear them all the time over the summer, so I am obsessed with these, and I will be wearing them all summer. Okay, we have another pair of overalls and I’ve actually been wanting a pair of just regular denim overalls, and these are so cute and so perfect, and I cannot wait to style these! Okay, next we have this little black tube top. I actually needed something like this, so this is literally perfect. I’m gonna wear this all the time. Next we have a plain pair of black jeans. You can never go wrong with a pair of black jeans. I actually surprisingly don’t even have a pair of like, plain straight denim jeans, so this is perfect! And the last thing is this adorable little denim top. It’s so cute! I feel like you can totally wear this with shorts, jeans, with a little skirt. I love this. I love everything and I cannot wait to style every piece!

**Transcript:** [1 /EN-TR]

**Title:** *3 things to know before going to Bali*

**Creator:** Kathryn Crittenden (@kathryncritt)

**Date:** 30 January 2023

**URL:** [https://www.tiktok.com/@kathryncritt/video/7194559499066215726?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@kathryncritt/video/7194559499066215726?is_from_webapp=1&sender_device=pc)

Three things you absolutely need to know before going to Bali. Number 1: rent a motorbike, motorbikes are the main method of transportation in Bali, and easily the most efficient. They're super cheap and renting a car in Bali makes no sense.

Number 2 is crowds: there will likely be a mob of people everywhere you go. Bali is one of the most popular tours and destinations of the world, which makes it pretty crowded. Go early in the morning and late at night to avoid crowds.

Number 3 is scammers. Everyone and everything in Bali will try to scam you: restaurants, rentals, souvenir shops, everything. Try making friends with the locals and asking the local rate for things and paying a little more, since you are a guest. Stay tuned for part 2!

**Transcript:** [2 /EN-TR]

**Title:** *5 travel tips for South-East Asia*

**Creator:** Chloe (@chloetravels)

**Date:** 29 December 2023

**URL:** [https://www.tiktok.com/@chloetravels/video/7182607472119565574?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@chloetravels/video/7182607472119565574?is_from_webapp=1&sender_device=pc)

I've just returned from an eight-month backpacking trip around Southeast Asia, so I thought that I would start doing some tip videos for anybody who is planning on going travelling next year. Tip number one is don't take a big backpack. You will see no end of people having these massive backpacks, but in all honestly, they have to pay extra for checked in luggage, and two it's hard to carry around with them, and it's really heavy, and three they don't even wear all the clothes that they brought with them.

Tips number 2 is stay in hostels. If you are a solo traveller, hostels are the best way to meet people. Even if you're a couple of friends stay in hostels. Hostels organise trips,

they organise nights out, and it's such a good way to meet people, so hostels are the way forward, and they are also very cheap.

Tip number 3 is take more than one debit card. I took three with me: I took my normal credit card from home, I took my Monzo and then I also took my Starling, which was the best one, and then I think as well Chase and Revelout are also some really good ones. So, definitely take more than one because if you lose it, or the ATM steals it then you're not gonna be able to get it back.

Tip number 4 is: if you can, try and connect to the Wi-Fi at the airport when you land and don't buy a sim from the airport because they are so expensive. If you are going to Thailand, the cheapest place to buy one is probably Seven/Eleven and if you buy one at the airport is gonna be so much more expensive. So, if you can hold off, maybe connect to the airport, like, Wi-Fi, then do it, and don't buy some at the airport. Tip number five – not everybody does this and I didn't when I went travelling – is take a water bottle with you, because everywhere, the majority of hostels have a refill water bottle and you can have, like, filtered one as well, obviously, but we wasted so much plastic to start off with, so that's why I bought a water bottle.

**Transcript:** [3 /EN-TR]

**Title:** *Mistakes to avoid on your first trip to LAKE COMO*

**Creator:** Angie (@whereisangiee)

**Date:** 5 July 2022

**URL:** [https://www.tiktok.com/@whereisangiee/video/7116987181368888582?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@whereisangiee/video/7116987181368888582?is_from_webapp=1&sender_device=pc)

Here are some mistakes to avoid on your first trip to Lake Como.

First off, don't set up base or start your day trip in Como. Instead, go directly to Varenna and explore the beautiful mid lake region. Next up, lake Como is bigger than you think and taking the ferry from one area to another can take time. This is way you want to set up base strategically, for example from Varenna you can get to Bellagio,

Menadio e Tramezzo. Lastly, check ferry schedules and villa times carefully. Many villas close around six and ferries don't run at night. Enjoy and follow for more!

**Transcript:** [4 /EN-TR]

**Title:** -

**Creator:** Lauren (@imthatlauren)

**Date:** Video currently unavailable

**URL:** [https://www.tiktok.com/@imthatlauren/video/7132503350481800491?\\_t=8ar8z-DphHkc&r=1](https://www.tiktok.com/@imthatlauren/video/7132503350481800491?_t=8ar8z-DphHkc&r=1)

My boyfriend bought me first class tickets, and this is how it went. I didn't know what to expect going into this, but I thought I'd record my journey anyways and I really wanted to know what it looked like on the inside of these little x-ray thingies, and it's very anticlimactic. Anyways, when I got in I realised this little gaming area. You can pay twenty dollars to play games at the airport. What? Anyways, I decided to pay twenty dollars at the freaking bar. Little did I know that they had a freaking first class lounge that I didn't use. Anyways, I sit down, and this lady tells me that there is no food or drinks served on the airplane.

So what did I get out of first class? A little more leg room? Anyways, there's my boyfriend!

**Transcript:** [5 /EN-TR]

**Title:** *Top 3 things you must do in Puerto Vallarta... Part 2*

**Creator:** Danielle (@danielleinparadise)

**Date:** 09 June 2023

**URL:** [https://www.tiktok.com/@danielleinparadise/video/7107324649628765482?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@danielleinparadise/video/7107324649628765482?is_from_webapp=1&sender_device=pc)

Top three things you must do in Puerto Vallarta, part two.

Explore the romantic zone. Now, this is a pretty large area in town, so in this video I'm specifically touching on the coastal pathway through the Romantic Zone.

This is Muertos Beach. During the day, these restaurants have lounge chairs set up, you can spend hours here, there are activities to do. But at night-time, this area is something else... You absolutely must get dinner at one of the amazing restaurants during sunset. This is where you'll find Noroc, Mar y Vino, and Si Señor is also one of my favourites. If you continue along this pathway and turn left, you'll also reach La Palapa and El Dorado. These beach set-ups for dinner are absolutely beautiful and I would not miss this if you're visiting Puerto Vallarta!

**Transcript:** [6 /EN-TR]

**Title:** *Solo travel guide*

**Creator:** Elie (@trvaleswithels)

**Date:** 11 November 2022

**URL:** [https://www.tiktok.com/@travelswithels/video/7164765560155262214?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@travelswithels/video/7164765560155262214?is_from_webapp=1&sender_device=pc)

A guide for first-time solo travellers. If you want to solo travel, but don't know where to start and don't know if you have the confidence, then I got you. The thought of travelling alone can be really scary, so here's some things to prepare yourself and gain some confidence to go alone.

Take yourself on a date, go out for food by yourself, go for drinks, or even go to the cinema. Then when you're ready go on a short solo trip not too far from home. What I did is I went to Portugal for a week by myself and it's there that I met the most amazing people and fell in love with solo travel. It was on this trip that I realized that travelling solo doesn't mean you will be lonely and that travelling allows you to make so many amazing friends. If you're still not ready to go that's completely okay, you can join a travel group on Facebook, such as "The Travel Squad", where you can plan to go with other first-time solo backpackers.

Good luck and follow for more travel tips!



**Transcript:** [1 /EN-VI]

**Title:** -

**Creator:** Itstorr (@itstorr)

**Date:** 11 February 2023

**URL:** [https://www.tiktok.com/@itstorr/video/7198884592340880686?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@itstorr/video/7198884592340880686?is_from_webapp=1&sender_device=pc)

This new game is a first-person shooter but in space, and it's honestly really awesome. The game is called "Boundary" and it's actually super sick. It takes place on an abandoned space station in earth's orbit, and you have to fight your way out. It's a 6v6 multiplayer, kind of competitive, first-person shooter, and the sound design in this game is amazing. As you probably know, you can't hear things in space and really all you can hear in this game is stuff touching your suit. Some game developers need to go back to science class, cause this is how you do it. Ehm... "Infinite Warfare"... Not saying any names, I mean "Infinite Warfare" ... I'm not saying any names. Obviously the science and boundary isn't perfect, but who cares? It's an awesome space first-person shooter.

There's currently a free demo you can try on Steam. The full game isn't out yet, but if you do try it, comment down below if you like it and follow for more!

**Transcript:** [2 /EN-VI]

**Title:** *Playing games cause people think I will like it: Part 1*

**Creator:** Chris Diesel (@someotakufrombrooklyn)

**Date:** 29 December 2022

**URL:** [https://www.tiktok.com/@someotakufrombrooklyn/video/718268158696871044-3?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@someotakufrombrooklyn/video/718268158696871044-3?is_from_webapp=1&sender_device=pc)

Welcome to a new segment: playing games cause people tell me to because they think that I'll like them, part 1. A friend of mine hit me up and said to check the mobile game "Animal Crossing Pocket Camp", and that it was very similar to Nintendo's Animal Crossing, obviously, cause they're both made by Nintendo, but this one's for mobile, not the Nintendo Switch. Went ahead and downloaded it.

“Animal Crossing Pocket Camp” puts us in a similar situation to the console game, but rather than being on an island, we are taking care of a camp and we are the camp’s manager. To me it seems like we’re driving around to different attractions, and getting friends to visit our camp, while also building our camp up.

There are a lot of similarities to the main game. The things that are different are in game currencies that you have to pay real money for, which we all know is a really big no-note in my book. But other than that, the game seemed very similar and it’s a really great casual game. I’m gonna go ahead and I’m gonna give this game a 3/5, mainly because of the in-game cash grabs. Don’t forget to follow me.

**Transcript:** [3 /EN-VI]

**Title:** *Best videogame Easter eggs part 5*

**Creator:** WePC Gaming (@wepcgaming).

**Date:** 28 February 2023

**URL:** [https://www.tiktok.com/@wepcgaming/video/7202143104198102277?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@wepcgaming/video/7202143104198102277?is_from_webapp=1&sender_device=pc)

Best videogame Easter eggs part 5. When you arrive at the courtyard at Hyrule castle in the “Legend of Zelda: Ocarina of Time”, did you know that there is a neat hidden detail in one of the windows? You are able to see portrait renders of Mario characters from “Super Mario 64” and “Mario 64”. Linking these two franchises like this in the original N-64 title was a really surprising and cool detail. Drop a follow if you’re new around here!

**Transcript:** [4 /EN-VI]

**Title:** -

**Creator:** Tiny Frog (@tinyfrogaming)

**Date:** 06 March 2023

**URL:** [https://www.tiktok.com/@tinyfrogaming/video/7203780955788578091?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@tinyfrogaming/video/7203780955788578091?is_from_webapp=1&sender_device=pc)

Why aren't more people talking about this game? When I saw this announced at Gamescom, I was immediately intrigued by this gritty sci-fi shooter, and even more so when I learned about the mechanics of this game.

You play as a scientist waking up on a dark alien planet seeking answers. You're not particularly strong, but you're incredibly resourceful, which you'll need to be because the world is brimming with hostile life and chances are you might find yourself overwhelmed. But, while you may not conquer your enemies immediately, each time you fail you activate a loop and return with the knowledge of what's coming. Use a combination of different elemental attacks to find the perfect recipe to most effectively take down these ungodly terrors or lure them to environmental trap for more satisfying takedowns.

The boss fights were my favourite parts, but I won't lie, every single one had me sweating to the very last second. And in-between action, you use your scanner to analyse and deconstruct the world around you. Having many brain-blast moments to help you unlock better weapons and gadgets to track down the other members of your space crew. If you're looking for a game that forces you to sit up and pay attention, then rewards you with a compelling storyline, do not miss out on "Scars Above", and a big thanks to Mad Head Games for letting me play this game early.

**Transcript:** [5 /EN-VI]

**Title:** *The best 4 Open World Games to play on mobile*

**Creator:** Brewster is alive (@brewsterisalive)

**Date:** 05 October 2022

**URL:** [https://www.tiktok.com/@brewsterisalive/video/7151098932184124718?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@brewsterisalive/video/7151098932184124718?is_from_webapp=1&sender_device=pc)

The four best open-world games with incredible graphics that you can play on your cell phone.

"Journey" is an incredible game in which you have to follow an amazing story but be careful because you can get distracted with various challenges and side quests.

Next we have “Desert skies”, and it’s a game where you can explore and gather resources. You need to fight off different enemies, collect better loot and keep the best weapons.

“Spider” is a game where you have to complete a series of different levels. In this game you are a type of spy-spider that can also get distracted with various tasks, but you have to do them without getting caught. I really enjoy this game and it’s available on Apple Arcade.

And last, but not least, we have “Wilderless” and it’s a game in which you can explore and do different missions. The visuals for this game are really good and I highly recommend trying this one out for yourself.

**Transcript:** [1 /EN-VL]

**Title:** *Let’s spend the best day of my life together*

**Creator:** Olivia Ponton (@iamoliviaponton)

**Date:** 20 January 2023

**URL:** [https://www.tiktok.com/@iamoliviaponton/video/7190562600965442858?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@iamoliviaponton/video/7190562600965442858?is_from_webapp=1&sender_device=pc)

Let’s spend a day together in Hawaii. I woke up around 6 in the morning to drive an hour into town to go shark diving with my friend Angelina. We took one of the boat charters out this morning. We got all the camera gear ready because we are shooting underwater this morning. It’s actually crazy I like being underwater more than I like being on land. After shooting it got a little crowded, so we hopped back into the boat and now I’m driving all the way back to North Shore. Seriously one of the most amazing experiences ever. I saw sharks, stingrays and even turtles.

Crispy Grinds! This is my favourite place ever. I just got to the food truck. Acai bowl, oats, only strawberry, chocolate chips, peanut butter, and condensed milk. The gays can carry everything they say. But I also got a beef and cheese pastel, and I got Nikki a smoothie. Cheese! Nikki, Jay and I drove over to Cuckoo Farm to get lunch and we obviously had to stop to get this really good banana fried thing, I don’t know what it is

called, but 10/10. And I got some fire food. But then we ended up doing a beach day. This is me just being cute as f\*ck with Cuban. We were trying to find a beach to go to, because the waves were so big everywhere and we wanted to go swimming. I wanted to live my Little Mermaid dream. This is also the only talent I have. Christian and I shot a bunch of freaking videos, so I'm so excited for those videos to come out, and this is basically a beach day for us. There was probably 10-15 of us just f\*cking around at the beach all day.

These were the smaller waves of North Shore today, so we were actually able to swim and, you know, and half-surf. Being in Hawaii has seriously changed my entire perspective on happiness. These are my friends. I'm genuinely the most happiest I've ever been here. Honestly, the first time I felt at home in a while. Okay, that's cheesy as f\*ck, I'm sorry. Christian with the camera! But seriously probably one of the best days of my life. We took so many pictures this day. I swear to you, I probably did eight photoshoots in two hours. This group of people just has so much love in their hearts to give, and f\*ck, it is nice! We just cruised at the beach, just basically until the sunset, which, may I add, was one of the most beautiful sunsets of my entire trip here. Family spike ball! I swear to you, I was high on life in this moment. This competition got quite competitive, well I guess with the boys, because we all left. I tried, but I just did not understand the assignment. Nikki and I on our little beach walk.

We rode in the truck all the way back to dinner, where we had cheeseburgers. Then Nikki was my literal doctor and helped me get sand out of the hole in my foot. Goodnight, I love you! Mwah. Best day ever!

**Transcript:** [2 /EN-VL]

**Title:** *Finland day 4*

**Creator:** Kristin & Kyle (@kandktravel)

**Date:** 10 January 2023

**URL:** [https://www.tiktok.com/@kandktravel/video/7186896974837353774?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@kandktravel/video/7186896974837353774?is_from_webapp=1&sender_device=pc)

It's day four of our trip to Finland and we finally saw the Northern lights. We started off our day by heading in to grab a bite to eat. Breakfast was included with the price of our stay here, and honestly I think I went up for thirds. It was so amazing! After we packed our bags we decided to hit the ice rink. I should say I can't actually do anything that involves coordination, but I at least tried.

We made our way into the local town to explore some of the shops, but when we noticed that the sky was starting to clear, one of the locals suggested that we head up to the mountains, and we were so happy we did, like, totally went crazy happy! The sky was insanely beautiful, but honestly I think I was the most excited over these frozen trees. We soaked in as much as we could before it was time to head back down the hill, and then we headed for check-in at our next spot, which was this cute little bed and breakfast type of hotel. The owners, and this cute little guy – his name was Gooseberry – welcomed us in their home and then showed us down this cute path to our room. The hosts here thought of everything, including an iPad with recommendations on things to do and where to eat, which led us to this cute coffee spot called “The Campfire Barista”. We grabbed a cup of coffee and a box of pizza, then we jumped in a van to go on a tour in search of the Northern Lights. The cool thing about booking a tour to see the auroras is that they provide you with everything you need, including a tripod, a camera, and a memory card to capture and save all of your memories from that night.

**Transcript:** [3 /EN-VL]

**Title:** *Come with me to the Louis Vuitton show*

**Creator:** Brittany Xavier (@brittany.xavier)

**Date:** 07 October 2022

**URL:** [https://www.tiktok.com/@brittany.xavier/video/7151825768979500294?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@brittany.xavier/video/7151825768979500294?is_from_webapp=1&sender_device=pc)

Come with me to the Louis Vuitton Fashion show during Paris Fashion Week. It was such a beautiful day as I walked over to the Louvre, where the show was being held. This is the Louis Vuitton outfit that I picked out from the fitting a few days before. I spent a little bit taking videos for YouTube and Instagram before I went into the venue.

This is what my show invite looks like: it has my seat number on it. The show setup felt like a summer carnival. I found my seat and my seat mates. The show began and included giant bows, big, oversized bags, zippers, and belts as print on leather looks and chunky sole boots. I love all black versions of these. The collection felt extra playful this season, and the creative director Nicholas said he took details from previous collections and highlighted them in different sizes and proportions.

Later that evening we went to the Louis Vuitton after party. Anthony was getting down.

**Transcript:** [4 /EN-VL]

**Title:** *Welcome to a day in my life – UMIAMI –*

**Creator:** Alix Earle (@alixearle)

**Date:** 03 March 2023

**URL:** [https://www.tiktok.com/@alixearle/video/7206149309232893227?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@alixearle/video/7206149309232893227?is_from_webapp=1&sender_device=pc)

Welcome to a day in my life at the University of Miami. I woke up and got ready for class. Here's the outfit I went for today: just a jumpsuit. It was so nice outside; I was so happy.

I stopped at Starbuck's on the way there. Here's my order. And then I did some homework in the car before going into class. I had one class, then I went to get a facial, and my skin was, like, literally a baby's bottom after. It felt so good! I went home, I made an omelette, snacked on salami while it was getting ready. Then I did my hair and makeup, and I had my Bloom greens before class. Cheers! Kay drove us to class, and I have this class with Topher, so we never get anything done... My heels and my purse for after class. Look at us.

And then after, I went on a helicopter and took Tequila shots. Bye!

**Transcript:** [5 /EN-TR]

**Title:** *Day in the life of a uni student in Amsterdam*

**Creator:** Nathalie Fengler (@nathalieshappylife)

**Date:** 23 September 2022

**URL:** [https://www.tiktok.com/@nathalieshappylife/video/7146585941740670214?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@nathalieshappylife/video/7146585941740670214?is_from_webapp=1&sender_device=pc)

Hi, guys! And welcome to a day in my life as a uni-student in Amsterdam. I started off with a run because I didn't have class until 12.00, but don't let this deceive you: I haven't gone running in a really long time and I thought: "why not?", since it was so sunny, and I really struggled, but I powered through, had a shower, started getting ready. I put on some eye mask because I still had quite a bit of time before I had to get to uni. Had a coffee, had some breakfast, which I forgot to film, and then I put on an outfit. I wore something super, super simple: just black turtleneck and white jeans. And then I biked to uni, I love my bike ride and I'm so happy I get to bike to uni. And then I had my classes, which I didn't film, but then I made my way back home.

My boyfriend made dinner, we had salmon, rice and broccoli, which is honestly my favourite kind of dinner. And then a package arrived, which I was so excited about! It was just a candle, but I don't know, this little things make me excited. And then I put some things on my Vinted and then I ended the night with a reading and my candle.

**Transcript:** [6 /EN-VL]

**Title:** *Timestamped day in my life*

**Creator:** Blake Swanson (@blake.swanson)

**Date:** 07 January 2023

**URL:** [https://www.tiktok.com/@blake.swanson/video/7185968613818649902?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@blake.swanson/video/7185968613818649902?is_from_webapp=1&sender_device=pc)

A day in my life as a 27-year-old in Boston. Today is Friday. I woke up at 7.00, made the bed, did my skincare and then I made some tea for my boyfriend and I – I have been drinking so much tea lately, I have been loving it. And then I made some yogurt bowls for breakfast, and I sat down to do some journaling and plan out my day.



We decided to go on a morning walk, even though it was disgusting outside: it was so grey! We did not last very long. We came back, I finished getting ready for the day and I logged on to work around 9.00. I caught up on some emails, edited for a couple hours and then I took a break at noon to go grab some groceries and make lunch. And then I just sat down and worked for the rest of the afternoon, until I logged off around 5.45, and did a yoga class.

I showered, ordered the most delicious pizza for dinner and I made this little snack board 'cause I had some friends coming over, who brought over their new puppy they just rescued – she's so cute! We had some more tea and when they left I watched Gossip Girl and went to bed.

**Transcript:** [1 /EN-ST]

**Title:** -

**Creator:** Christine Abraham (@christineabrahamm).

**Date:** 15 May 2022

**URL:** [https://www.tiktok.com/@christineabrahamm/video/7098073984490573102?i-s\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@christineabrahamm/video/7098073984490573102?i-s_from_webapp=1&sender_device=pc)

Storytime of how I caught my ex-boyfriend cheating on me. Y'all better be ready, because this one is good. So, I started dating this guy when I was sixteen, turning seventeen. We were friends first and I even knew his friends, I knew his family, and he's actually asked me out once before, but I said no because he was a player and so by the time I turned sixteen, I said yes to dating him.

So, things were great at first, I was really into him, and we would go on so many dates, and he was super sweet, and there were definitely signs, but I missed them, and I'm just not the type of girl to be like, go through a guy's phone. I noticed he was super active on Snapchat, which is never good. One day he posted an Insta picture, and I looked at the comments, and there was a girl in the comment, which is fine, a girl can definitely comment, I am not a jealous person, but she had left a comment that said: "You're so hot", with a bunch of emojis, and these emojis were all heart eyes, guys! Go to part two to see me blend this out and to hear the rest of the story!

**Transcript:** [2 /EN-ST]

**Title:** *Stalker Storytime*

**Creator:** Amanda Diaz (@amandadiaz)

**Date:** 04 January 2023

**URL:** [https://www.tiktok.com/@amandadiaz/video/7184630591197941038?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@amandadiaz/video/7184630591197941038?is_from_webapp=1&sender_device=pc)

Here's the storytime of the crazy stalker that I had when I was living in Miami. I wish this was a joke. This is also why I don't post where I am in real time. This guy to this day still scares me. I was 21 and I got my first big girl's apartment in Miami, and I was always out and about doing things with my friends. I started to get into a routine of the places that I was going to and constantly posting as I was there. Looking back at it I feel really dumb because I would go to the same places on the same day of the week 'cause it was, like, the popular place to go to.

One night I'm at dinner at this place with my assistant at the time and with the owner of the restaurant, and we were all having dinner and celebrating because I had just hired my first employee at the time. And when I'm out, I sometimes get to meet you guys, which is super exciting and is never uncomfortable, and I'm always really happy to meet everyone that comes up to me. I posted at this restaurant and 20 minutes later a guy walks into the restaurant and finds my table where I'm sitting and comes up to me. I didn't think anything of it at first. He asks me for a photo, I pose for the photo, but the guy would not leave the table, like he wouldn't walk away. Making a lot of small talks, which I didn't mind, but the weirdest part about this is, and it's not weird, but he was with his kids, and he had two little boys that were with him, and he just kept continuing to talk to me. And I think my friend that I was with started to get the hint that I was getting a little bit uncomfortable, and I wanted to get back to my diner and my conversation, but I obviously didn't want to be the one to tell him like: "Hey, nice to meet you, but, like, I have to get back to my dinner". So, the security asked him to leave.

Throughout this entire interaction, I had my phone unlocked in my hand, and before he left he grabs my phone, follows himself on Instagram and says: "I want to take you to dinner". And I just remember that I laughed uncomfortably, and he just got like pushed

off by security, so I didn't get to respond, and something that he said really stuck with me, and it was like: "I always check your Instagram to see where you are and try to show up in time so I can run into you." Meaning that this isn't the first time he's left his house to find me, and this is just the first time that he caught me in time.

A week goes by, I unfollow him when I got home, and I don't think anything of it. I'm shopping in the mall with my two guy best friends, it's an outdoor mall, we are running around – and I just wanna emphasise I am so grateful that my two guy best friends were there – and I run into this guy again, and he's trying to make conversation. I was like: "Oh, hi", and like immediately dismiss him. I think me dismissing him completely bruised his ego and pissed him off. One hour later I'm at Target and I'm checking out with my two guy best friends, and this guy shows up as we're checking out. This guy's fully going off at me at this Target, telling me: "why am I shooting down his advances?", calling me a "wh\*re", like calling me horrible things in front of everyone! And mind you: I don't even know this person. He's threatening me, telling me he knows where I live, and mind you: his little boys are right there, as he's doing this entire thing. His ego was bruised 'cause he started throwing his car keys at me, he's like: "Look, I drive a Porsche", throwing cash at the lady. My best friends and I start yelling back at him, I start telling this guy how uncomfortable I am and how he's causing a scene. I start feeling really bad for his kids that are just standing there watching their dad go off on a girl who owes nothing to him. By that time the situation had escalated to the point where security escorted him out. I never saw him again, but I also never posted where I was when I was there.

**Transcript:** [3 /EN-ST]

**Title:** *Worst bride ever storytime.*

**Creator:** Julie Piedra (@juliempiedra1)

**Date:** 22 January 2023

**URL:** [https://www.tiktok.com/@juliempiedra1/video/7191578820997041450?is\\_from\\_webapp=1&sender\\_device=pc](https://www.tiktok.com/@juliempiedra1/video/7191578820997041450?is_from_webapp=1&sender_device=pc)

Storytime on my worst bride ever. Hi, I'm Julie, I'm a South Florida makeup artist – if you didn't know – and I've been doing makeup for over five years now, and I've had my fair share of brides. I do wanna mention that literally 99% of the time I had the best parties and bridal parties ever, but this one...

So, it all started when we were texting about the information for the wedding, and I already had a weird vibe, because she was being super dry, and usually brides are super excited. She also messaged me two months before her wedding, and that is super last-minute, but I was available, so I took it. Then, about a week before the wedding instead of nine girls that she said, she said that she only had seven, and I was like: "Okay, I'm still gonna block my entire day for that because that's a lot of glam". I think you can see where this is going. So, I asked her for the address, 'cause she had never sent it to me, and this was the day before. Again, super dry.

The day finally comes, and I was bringing my assistant, because I had a lot of glam, and not so much time. She decided to let me know the day before, that we only had four hours for seven people. So I show up the day of, and I thought the directions were kind of self-explanatory, because all she did was send me the address. So I get there, and I wasn't sure where the bridal suite or anything was, so I called her. I'm like: "Good morning! How are you?" and she's like: "Good. I'm- Someone's almost there." And I was like: "Okay... Maybe she's just tired, it's early in the morning." I unpack my car and I get inside, and I'm literally just standing there 'cause I don't know where anything is, and there's no employees there, and then somebody shows up. It happened to be the bride, but I didn't know it was her. And when I tell you she was literally just standing there... And I was like: "Hi, how are you? Do you know where the bridal suite is?" She's like: "I am waiting for the key." I was like: "Okay..." And I was ready to complain to the establishment 'cause I thought she worked there. So then she follows us to the bridal suite and then just sits down in the chair. When I tell you, the room was silence, you could hear a pin drop, and I was like, okay... So, um, I was like: "Oh, are you the bridesmaid? Are you the sister?" and she's like: "I'm the bride." So my assistant and I look at each other and were like: "We're in for it today." So as we're setting up, she's literally just staring us and it was so silent, it was so awkward, so I was like: "Oh, can you put some music on?" to my assistant. Go to part two.

### Appendix 3: List of adapted, non-adapted and pseudo Anglicisms

	<b>NON-ADAPTED</b>	<b>ADAPTED</b>	<b>PSEUDO</b>
<b>EVERYDAY</b>	<b>NOUNS</b> audio background bar (x5) box building bus call card catering club (x3) cocktail cocktail party comfort zone computer ex (x3) fan (x2) feedback festival (x3) film (x4) focus gel goal hotel (x4) humour jeans (x10) location (x3) locker mail (x3) make-up (x6) media mix (x2) performance puzzle recap (x2) rumour self-study	<b>NOUNS</b> boicottaggio foto (x4) fotografa (x2) videogiochi (x3)  <b>ADJECTIVES</b> scioccato  <b>ADVERBS</b>  <b>VERBS</b> contattando (contattare) mixarle (mixare) ricontatti (contattare) stalkera (stalkere)  <b>PHRASES</b> oh mio dio ragazzo immagine  <b>CLAUSES</b> ha venduto il sogno vende (proprio) il sogno  <b>SYNTACTIC STRUCTURES</b> andiamo a fare (andare a + in) andiamo a crearci antropologica ricerca vado a prendere vado a spennellarlo	<b>NOUNS</b> pick-up (pickup truck)  <b>ADJECTIVES</b> shock (shocked)

	shaker shopping (x3) snack spoiler (x2) stage (x2) stand (x2) tram trend T-shirt tutorial upgrade video (x18) WC wishlist zombie (x3) <p><b>ADJECTIVES</b></p> basic (x3) mini (x2) standard self-service soft (x2) super (x23) top vintage <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> grand experience <p><b>CLAUSES</b></p> <p><b>INSERTS</b></p> wow (x6) okay (x13)		
<b>FASHION</b>	<b>NOUNS</b> blazer	<b>NOUNS</b> campagna (x4)	<b>NOUNS</b> bomber

	boots cardigan cashmere (x3) casting crop top (x2) denim dress code fashion week (x4) fit (x7) hardware leggings look (x14) outfit (x10) pumps rain boots showroom styling (x2) top vintage shop (x2)  <b>ADJECTIVES</b> baggy casual oversize (x2) preppy total black (x2) skinny wide leg  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b>  <b>CLAUSES</b>	pantaloni cargo  <b>ADJECTIVES</b> croppata  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b>  <b>CLAUSES</b>	(bomber jacket) fitting (in the sense of fit) shooting (photoshoot) (x6) fitting (in the sense of outfit) trench (trench coat) super power  <b>ADJECTIVES</b> crop (cropped) (x2) over (oversized)
<b>BEAUTY AND MAKEUP</b>	<b>NOUNS</b> beauty (x2) blush (x5) contouring (x4)	<b>NOUNS</b> fondotinta (x2) illuminante (x2) matita labbra	<b>NOUNS</b> cushion (cushion compact)

	<p>eyeliner (x3) inner corner makeup artist mascara palette (x2) setting spray shade skincare (x3)</p> <p><b>ADJECTIVES</b> glam summer soft</p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	<p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b> fissiamo (fissare) fisso (fissare)</p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	<p>French (French manicure/tips) gloss (lip gloss)</p>
<b>BUSINESS AND MARKETING</b>	<p><b>NOUNS</b> brand (x9) budget (x2) collab franchise</p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b> made in Italy</p> <p><b>CLAUSES</b></p>	<p><b>NOUNS</b></p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b> brandizzando (brandizzare)</p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	
<b>SOCIAL MEDIA</b>	<p><b>NOUNS</b> account bio (x2) challenge</p>	<p><b>NOUNS</b> canale (x2) commento (i) (x5) contenuti (x5)</p>	<p><b>NOUNS</b> creators (content creators)</p>



	<p>chat community content creator (x2) fit check (x3) follow follower(s) (x4) format hashtag haul (x2) house tour Instagrammer link meme room tour social (x5) stories storytime (x3) streamer (x3) TikTok (x3) tutorial tweet unboxing (x2) vlog (x3)</p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b> get ready with me (x3)</p>	<p>descrizione (x2) profilo fake profilo(i) (x3) utenti</p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b> bloccato (bloccare) (x2) clicca (cliccare) commentare postano (postare) postare scammata (scammare) seguici (seguire) seguimi (seguire) seguite (seguire) seguitemi (seguire) tagga (taggare) (x5)</p> <p><b>PHRASES</b> immagine profilo seguimi per (x2) seguimi per altre/i (x2) seguiteci su</p> <p><b>CLAUSES</b> lasciate un follow</p>	<p>video date</p>
<b>CINEMA, MUSIC AND ENTERTAINMENT</b>	<p><b>NOUNS</b> hip-hop plot twist reveal trailer sequel (x2) stage</p>	<p><b>NOUNS</b> colonna sonora miniserie (x3) serie (x4)</p> <p><b>ADJECTIVES</b></p>	

	<p>tech-house trailer (x3)</p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b> off camera (x2)</p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	<p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	
<b>TECHNOLOGY</b>	<p><b>NOUNS</b> avatar clip Internet nickname PC screenshot (x2) script tablet</p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	<p><b>NOUNS</b> animazione (x2) emulatore sito</p> <p><b>ADJECTIVES</b> pixelloso</p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	
<b>VIDEOGAMES</b>	<p><b>NOUNS</b> boss easter egg(s) (x3) gameplay (x2) gaming platform (x2) runner game Spartan</p>	<p><b>NOUNS</b> minigiochi</p> <p><b>ADJECTIVES</b> Tripla A</p> <p><b>ADVERBS</b></p>	<p><b>NOUNS</b> arcade (arcade video games) current gen (current-gen console) old gen (old- gen console)</p>

	<p>speedrunner</p> <p><b>ADJECTIVES</b> multiplayer (x3)</p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b> hunting game</p> <p><b>CLAUSES</b></p>	<p><b>VERBS</b> skippare</p> <p><b>PHRASES</b> giochi mobile gioco di caccia gioco di caccia ai mostri titoli mobile (x2)</p> <p><b>CLAUSES</b></p>	
<b>TOURISM</b>	<p><b>NOUNS</b> local local coordinator (x2) lounge reception (x2) resort steward (x2) transfer</p> <p><b>ADJECTIVES</b> coast to coast low-cost (x3)</p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b></p> <p><b>CLAUSES</b></p>	<p><b>NOUNS</b></p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p> <p><b>PHRASES</b> classe economy classe executive</p> <p><b>CLAUSES</b></p>	<p><b>NOUNS</b> business (business class) club executive (club executive class) economy (economy class) premium (premium class)</p>
<b>FOOD</b>	<p><b>NOUNS</b> burger crackers club sandwich food porn spring roll toast</p>	<p><b>NOUNS</b></p> <p><b>ADJECTIVES</b></p> <p><b>ADVERBS</b></p> <p><b>VERBS</b></p>	

	<b>ADJECTIVES</b>  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b>  <b>CLAUSES</b>	<b>PHRASES</b>  <b>CLAUSES</b>	
<b>SPORTS</b>	<b>NOUNS</b> golf cart trekking  <b>ADJECTIVES</b>  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b>  <b>CLAUSES</b>	<b>NOUNS</b>  <b>ADJECTIVES</b>  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b>  <b>CLAUSES</b>	
<b>SLANG</b>	<b>NOUNS</b> baddie date (x3) first date (x2) hangover mood (x2) pick me skills sneak peek throwback tips trippers (x4) vibes (x2)  <b>ADJECTIVES</b> aggressive cringe	<b>NOUNS</b>  <b>ADJECTIVES</b>  <b>ADVERBS</b>  <b>VERBS</b>  <b>PHRASES</b> totale flop il top del top  <b>CLAUSES</b>	

	<p>cute (x2) easy (x4) excited proud wild</p> <p><b>ADVERBS</b></p> <p><b>VERBS</b> vibing</p> <p><b>PHRASES</b> are out of style as for the shoes gossip time no love, please silver season super happy too much</p> <p><b>CLAUSES</b> are you safe? let me show you let's add a beautiful silk scarf let's try we love silver</p> <p><b>INSERTS</b> Hello (x2) Top (x2)</p>		
<b>PROPER NOUNS</b>	<p><b>SOCIAL MEDIA PLATFORMS</b> Google IG (x2) Instagram (x8) KakaoTalk (x2) TikTok (x5) Twitter (x3) Whatsapp</p>	<p><b>SOCIAL MEDIA PLATFORMS</b></p> <p><b>BRAND/PRODUCT NAMES</b> Coca-Zero (Coke Zero) DS H&amp;M</p>	

	<p>YouTube (x2)</p> <p><b>BRAND/PRODUCT NAMES</b></p> <p>Adidas</p> <p>Alexanderwang</p> <p>And Other Stories</p> <p>Android</p> <p>Bamboo</p> <p>Bandito Stores</p> <p>Benefit</p> <p>Booking</p> <p>Charlotte Tilbury (x3)</p> <p>Erasmus Italian Society</p> <p>Executive</p> <p>Fenty</p> <p>Game Boy</p> <p>H&amp;M</p> <p>Hoola</p> <p>Huda Beauty</p> <p>Jackie</p> <p>Kylie (x6)</p> <p>Lift and fix</p> <p>Mac</p> <p>Mary Philips (x2)</p> <p>Moon Boot</p> <p>Nabla (x3)</p> <p>Nars (x3)</p> <p>Nyx</p> <p>Off White</p> <p>Paris texas</p> <p>Pence</p> <p>Pinko (x2)</p> <p>Playstation</p> <p>Pringles</p> <p>Ryanair</p> <p>Sheena</p> <p>Skims (x2)</p> <p>Smart</p> <p>Subdued</p> <p>Switch</p> <p>Two reasons</p>		
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	<p>Wang</p> <p><b>PEOPLE/CHARACTERS</b></p> <p>ClioMakeup</p> <p>Cr1tical</p> <p>Hailey Bieber (x2)</p> <p>Jenna</p> <p>JerValiN</p> <p>Kozas in Letard</p> <p>Mr. Daniel</p> <p>Peter Pan</p> <p>Rabbids</p> <p>Sherlock</p> <p>Sis</p> <p>Sis Gaming</p> <p>Team Rocket</p> <p>Travel-Mati</p> <p>Wumpa</p> <p><b>PLACES/EXPERIENCES</b></p> <p>Arches National Park</p> <p>Awakenings</p> <p>Decibel</p> <p>Canyonlands</p> <p>Grand Canyon</p> <p>Hawaii (x2)</p> <p>Landscape Arch</p> <p>Mill Creek Waterfall</p> <p>Pilsner Urquell Experience</p> <p>Tapster Academy</p> <p>The Birds</p> <p>Uber</p> <p>Utah</p> <p><b>VIDEOGAMES</b></p> <p>Badland</p> <p>Covenant</p> <p>Crash Bandicoot (x2)</p> <p>Crash team Rumble</p> <p>Dead Ahead</p> <p>Dead Space</p> <p>Death Stranding (x2)</p>		
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	Dynasty Warriors EA EA Originals Florence (x3) For Honor (x2) GOTY Apple Halo (x2) Moirate Monster Hunter Omega Force Samurai Warriors Super Mario Super Mario Bros You The Callisto Protocol (x4) The Game Awards (x2) Wild Hearts (x2) Wumpa League		
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## Italian summary

Lo scopo di questa tesi è di esplorare l'uso degli Anglicismi nel linguaggio dei giovani italiani nei social media, con una particolare attenzione su TikTok. I social media sono oggi lo strumento più utilizzato per comunicare con gli altri, soprattutto tra i giovani, e la nostra lingua è senza dubbio influenzata da essi. In particolar modo, i social media, avendo una natura globale, favoriscono la diffusione e proliferazione degli Anglicismi, in quanto utilizzare parole inglesi che tutti riescono a comprendere permette di diffondere le nuove tendenze simultaneamente in tutto il mondo e di raggiungere un pubblico più ampio ed internazionale. In un mondo così interconnesso, l'esistenza di una lingua franca che tutti capiscono e sanno utilizzare sembra assolutamente necessaria e l'inglese ricopre esattamente questo ruolo.

Il primo capitolo si concentra proprio sull'ascesa dell'inglese come lingua franca e su come esso stia di conseguenza influenzando le altre lingue a livello mondiale. Innanzitutto, è fondamentale capire come l'inglese sia riuscito ad imporsi come lingua globale. Come sostiene Crystal (2003: 9), una lingua raggiunge lo status di lingua franca grazie al potere delle persone che la parlano. Per l'inglese i due eventi determinanti furono l'espansione dell'Impero Britannico, che diffuse l'inglese in tutti i continenti, e l'ascesa degli Stati Uniti come superpotenza economica, che consolidò il prestigio della lingua. Successivamente, la globalizzazione e la nascita di organizzazioni internazionali resero l'adozione di una lingua franca quasi inevitabile, e l'inglese fu la scelta più ovvia. Oggi l'inglese si può trovare ovunque, è insegnato come materia obbligatoria in più di cento paesi e molte lingue hanno inglobato nel loro lessico numerosi termini inglesi, che prendono il nome di "Anglicismi".

Come spiega Gorlach (2005: 163 in Furiassi et al. 2012: 5), un Anglicismo è un qualsiasi segno di interferenza linguistica derivante dall'inglese. Ne esistono di vari tipi e sulla base della classificazione di Furiassi e colleghi (2012) ho scelto di dividerli in non adattati, ovvero prestiti che entrano nella lingua ricevente nella loro forma originaria; adattati, prestiti che vengono modificati sulla base delle strutture della lingua ricevente; e Pseudo-Anglicismi, ovvero parole costituite da materiale lessicale derivante dall'inglese, che però non esistono o hanno un significato completamente diverso in

inglese. Gli Anglicismi adattati si dividono ulteriormente in calchi, prestiti adattati, prestiti semantici e ibridi.

Il primo capitolo prosegue descrivendo il ruolo e l'influenza dell'inglese in Europa, dove è ampiamente utilizzato come lingua franca per le comunicazioni tra i vari stati, tanto che alcuni studiosi (Berns 2009: 196; Scarpa 2015: 226; Jenkins et al. 2001: 13) hanno individuato una nuova varietà di inglese chiamata "inglese europeo". La presenza ubiqua dell'inglese in Europa ha avuto un impatto anche sull'italiano, che sta attraversando un processo di "anglicizzazione". Non si tratta però di un fenomeno nuovo dal momento che i primi prestiti dall'inglese risalgono al XIII secolo, ma è solo da dopo la Seconda Guerra Mondiale che l'italiano ha iniziato a incorporare un numero sempre più cospicuo di Anglicismi, soprattutto non adattati. In generale, comunque, l'italiano è sempre stata una lingua molto aperta agli influssi stranieri, tanto che molti studiosi (Petralli 1992 in Rosati, 2004; Pulcini 1997) l'hanno definita una lingua "democratica". Questo approccio democratico ha però suscitato opinioni contrastanti tra i linguisti. Da una parte i puristi condannano l'utilizzo degli Anglicismi, che giudicano come una minaccia per l'identità e la lingua nazionale; dall'altra, approcci più moderati considerano l'adozione di parole straniere e il cambiamento linguistico come dei processi naturali che mantengono viva la lingua. Questi ultimi tendono a prevalere al giorno d'oggi, anche se strascichi di attitudini più radicali, derivanti dal periodo fascista, si possono ancora riscontrare, tanto che nel febbraio di quest'anno fu addirittura avanzata una proposta di legge che avrebbe vietato l'utilizzo degli Anglicismi in ambito commerciale e educativo, ma anche l'Accademia della Crusca si dimostrò contraria.

Il primo capitolo conclude offrendo una panoramica sui motivi che favoriscono l'utilizzo degli Anglicismi nei social media Italiani. Tra le ragioni principali vi sono le caratteristiche linguistiche delle parole inglesi, quali l'efficacia, la brevità, il significato espressivo, la versatilità, e il fatto che il loro utilizzo crea un senso di appartenenza tra i giovani. Per molti, inoltre, inserire termini inglesi nei loro discorsi è del tutto naturale, in quanto sono abituati ad utilizzare l'inglese regolarmente e hanno un'alta padronanza della lingua.

Il secondo capitolo descrive la metodologia utilizzata durante l'analisi e spiega come sono stati raccolti i dati; prima però offre una panoramica generale su TikTok, il campo

di ricerca dello studio. TikTok è una piattaforma di video sharing, o condivisione video, lanciata nel 2017 dalla compagnia cinese ByteDance. L'app è riuscita ad ottenere un successo internazionale dopo l'acquisizione di Musical.ly, avvenuta nel novembre del 2017, che le ha permesso di dominare il mercato globale e di diventare ancora più popolare tra i Gen Zers, i giovani nati tra la metà degli anni 1990 e l'inizio degli anni 2010. In pochi anni TikTok è riuscita a scalare tutte le classifiche, diventando l'app più scaricata nel settembre del 2022 tra le app non di giochi.<sup>29</sup> Tra i fattori che hanno reso possibile questa crescita esponenziale vi sono sicuramente le funzionalità e gli attributi della piattaforma che rispecchiano le necessità dei giovani d'oggi. TikTok innanzitutto permette di creare video corti che richiedono pochi sforzi sia per chi li crea che per chi li guarda. Inoltre, offre varie tipologie di contenuto, che vengono realizzate grazie ai numerosi strumenti proposti dall'app per creare e editare video. Ma il vero successo è dato dalla sua "For You page", ovvero la pagina principale della piattaforma, nella quale ci si ritrova non appena si apre l'app. In questa pagina agli utenti viene presentato un flusso infinito di video, che vengono suggeriti loro sulla base dei loro interessi personali, identificati dall'algoritmo basato sull'intelligenza artificiale. Seguendo questa logica, ogni video può potenzialmente apparire sulla "For You page" di qualcun altro, indipendentemente dal numero di likes o dal livello di popolarità del creatore. Per questo TikTok viene anche definito come una piattaforma "anti-sociale" e considerato molto più democratico di altre applicazioni. Questo è uno dei motivi per cui l'app è così tanto apprezzata dai giovani, che cercano degli spazi dove potersi esprimere liberamente, costruire la loro identità ed essere accettati dagli altri. TikTok può essere quindi considerato come un ambiente informale nel quale i giovani possono legare tra di loro e sperimentare nuove modalità di espressione, sia tramite i video che tramite il linguaggio.

Proprio la spontaneità dei contenuti, la popolarità dell'app, il target a cui si rivolge e la vasta gamma di video offerti mi hanno consentito di analizzare come i giovani italiani utilizzano il linguaggio spontaneamente nei social media. Per condurre la ricerca ho creato due corpora, uno italiano e uno inglese. Per compilarli ho prima raccolto 50 video

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<sup>29</sup> Geysler, W. (2023), Top 64 TikTok Stats You Need to Know in 2023. *Influencer Marketing Hub*. <https://influencermarketinghub.com/tiktok-stats/>

italiani e 30 inglesi, poi li ho trascritti e quindi li ho divisi in cinque categorie – “Lifestyle”, “Travel”, “Gaming”, “Vlogs” e “Storytimes” – in base al loro format e contenuto. Infine, ho condotto l’analisi vera e propria utilizzando il software AntConc, che mi ha permesso di studiare gli Anglicismi da una doppia prospettiva, sia quantitativa che qualitativa. Ho infatti analizzato sia quante volte ogni Anglicismo appare nel corpus italiano, sia le loro collocazioni e contesti d’uso. Inoltre, durante tutta l’analisi ho utilizzato il corpus inglese come corpus di riferimento per valutare le differenze e le similitudini nell’uso degli Anglicismi in italiano e in inglese, e per capire se ci fossero esempi di Pseudo-Anglicismi nel corpus italiano.

I risultati delle analisi sono presentati nel terzo capitolo, il quale, dopo aver proposto delle statistiche generali sugli Anglicismi individuati nel corpus italiano, si focalizza prima sugli Anglicismi non adattati, poi su quelli adattati e infine sugli Pseudo-Anglicismi. Per le prime due categorie, gli Anglicismi sono ulteriormente divisi in quelli che fanno parte del lessico specializzato, quelli che compaiono nella lingua comune e quelli utilizzati nello slang giovanile.

La ricerca ha rivelato che nonostante gli Anglicismi si possano ritrovare in ogni video, il loro uso rimane limitato rispetto al numero totale delle parole utilizzate nei video. La percentuale media degli Anglicismi nei video italiani si aggira attorno al 6.1%, e per la maggior parte si tratta di Anglicismi non adattati, che costituiscono il 73% degli Anglicismi totali. È utile però evidenziare che i nomi propri inglesi sono stati esclusi dall’analisi, in quanto essi vengono utilizzati dal parlante solamente per riferirsi ad entità specifiche, e non sono quindi il risultato di una sua scelta volontaria. Inoltre, non possono essere considerati come una vera e propria parte del lessico della lingua. Sono invece inclusi nell’analisi i nomi propri che vengono trattati come nomi comuni per riferirsi ad entità generiche, come per esempio la parola *TikTok* che viene utilizzata non solo per riferirsi al nome della piattaforma, ma anche per indicare i video caricati sulla piattaforma. Gli Anglicismi adattati costituiscono invece il 22% del numero totale degli Anglicismi, mentre gli Pseudo-Anglicismi solo il 5%.

Tutte e tre le categorie, specialmente le prime due, si ritrovano per la maggior parte nel lessico specializzato (36% per gli Anglicismi non adattati e 68% per quelli adattati), in particolar modo in quello relativo ai social media, alla tecnologia, alla moda e ai

videogiochi. Una buona porzione degli Anglicismi utilizzati nei video è però anche costituita da parole che utilizziamo ogni giorno e che appartengono al lessico comune. Per quanto riguarda lo slang giovanile, troviamo quasi solamente Anglicismi non adattati, in quanto l'utilizzo di parole inglesi conferisce ai giovani un'aria moderna e internazionale, permette loro di dimostrare la loro alta competenza nella lingua, e crea un senso di appartenenza tra i giovani a livello globale.

Sia gli Anglicismi adattati che quelli non adattati appartengono principalmente alla categoria grammaticale dei nomi. Per quanto riguarda i verbi invece, si trovano quasi esclusivamente esempi di Anglicismi adattati, se non per un unico caso di verbo non adattato. Gli aggettivi sono poco comuni in entrambe le categorie, mentre per quanto riguarda gli avverbi e le interiezioni, come per esempio *okay*, *top*, *wow*, troviamo solo Anglicismi non adattati. Vi sono poi anche alcuni esempi di prestiti sintagmatici e fraseologici, che nel caso di quelli non adattati sfociano in episodi di code-mixing e code-switching. Questi fenomeni si registrano quando un parlante utilizza più lingue nella stessa frase, nel primo caso, o nello stesso discorso, sopra il livello frasale, nel secondo caso.

Per quanto riguarda gli Anglicismi adattati, è stata attuata un'ulteriore classificazione in calchi, prestiti adattati, prestiti semantici e ibridi. L'analisi ha rivelato che gli Anglicismi adattati sono per la maggior parte calchi, ovvero parole che riproducono la struttura del termine inglese con materiale lessicale nativo, e prestiti semantici, ovvero parole italiane che acquisiscono un nuovo significato, quello del termine inglese equivalente o simile a livello formale. I calchi non si fermano però a livello lessicale, infatti, sono stati registrati nel corpus italiano anche degli esempi di calchi sintattici che imitano le strutture della lingua inglese, come per esempio il costrutto *andare a + infinito* che riproduce la sequenza *be going to + infinito*, le quali sono entrambe utilizzate per indicare un evento futuro che sta per accadere. Ciò dimostra che l'influenza dell'inglese non si ferma al livello lessicale, ma raggiunge anche le strutture più profonde della lingua. Gli Pseudo-Anglicismi invece sono molto rari e per la maggior parte sono formati eliminando una parte del composto inglese.

In conclusione, i risultati dimostrano che oggi l'italiano adotta gli Anglicismi soprattutto nella loro forma originaria. Ciò rispecchia la necessità della società odierna

di utilizzare parole che tutti comprendono per rendere la comunicazione globale più veloce ed efficace. Questa tendenza prova, inoltre, il prestigio e l'efficacia delle parole inglesi, spesso preferite a quelle italiane perché più immediate. Un'altra spiegazione possibile a questo fenomeno si ritrova nel fatto che al giorno d'oggi le informazioni e le innovazioni si diffondono così rapidamente che spesso le lingue non hanno nemmeno il tempo di trovare una traduzione per il nuovo termine straniero prima che esso inizi ad essere utilizzato dai parlanti della lingua.

L'analisi ha inoltre dimostrato che gli Anglicismi non vengono utilizzati solamente dai giovani, come molti presuppongono, ma che anzi si ritrovano molto più spesso nei linguaggi specializzati e nella lingua comune. Ciò dimostra che l'influsso dell'inglese coinvolge tutti i livelli della lingua e della società, non solo i giovani.

Infine, come si deduce da questo studio, i social media e l'Internet possono essere considerati come il miglior veicolo per la diffusione degli Anglicismi. Essi sono il mezzo di comunicazione più utilizzato al giorno d'oggi, soprattutto tra i giovani, uniscono le persone a livello globale, e favoriscono la sperimentazione, anche da un punto di vista linguistico. Proprio per l'attualità dell'argomento e per la sua importanza a livello globale, sostengo che il linguaggio utilizzato nei social media dovrebbe ricevere un'attenzione maggiore dal punto di vista accademico, anche perché esso non è solamente un fenomeno che rimane confinato all'interno delle rispettive piattaforme, ma ha un impatto su tutta la lingua. Lo scopo di questa tesi è proprio quello di colmare questa lacuna e di incoraggiare ulteriori ricerche, necessarie per studiare gli sviluppi futuri della lingua italiana che è in costante cambiamento.



