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English Studies

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“Näyttääkö vasemmanpuoleinen swatch sinusta ivorylta?”

Anglicisms in Finnish Beauty Blogs

Master's Thesis

Vaasa 2017

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Degree:	Master of Arts
Date:	2017
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ABSTRACT

Tämä tutkimus tarkastelee englannin kielen ja erityisesti siitä johdettujen anglismien käyttöä suomalaisissa kauneusblogeissa. Tutkimuksen taustalla ovat havainnot englannin kielen vahvasta vaikutuksesta kauneusblogien kielessä sekä kauneusbloggaajien muodostama tiivis yhteisö, jonka anglismien sävyttämä kieli on muodostunut jargoniksi. Tutkimusmateriaali koostui neljän eri suomalaisen naisen ylläpitämien kauneusblogien postauksista.

Tutkimuksen tarkoituksena on ollut todistaa anglismien yleinen käyttö blogeissa ja selvittää minkälaiset anglismit ovat käytetyimpiä kauneusblogien keskuudessa. Tutkimusmetodina käytettiin taksonomiaa, joka jakaa anglismit kolmeen pääkategoriaan, aktiivisiin anglismeihin, reaktiivisiin anglismeihin ja koodimuutoksiin, sekä edelleen alakategorioihin. Lisäksi tutkimuksessa on haluttu selvittää muuttuuko anglismien määrä, kun verrataan ensimmäisiä ja viimeaikaisia blogipostauksia keskenään. Oletuksena oli, että ensimmäisissä blogipostauksissa anglismien määrä on suurempi, sillä englanninkielisten kauneusblogien kielellinen vaikutus on vahvempi.

Analyysi osoitti vertailun lopputuloksen ristiriitaiseksi, sillä anglismien määrä oli joko pysynyt samana, vähentynyt tai lisääntynyt. Tutkimus osoitti, että yleisimmät anglismit olivat leksikaalisia aktiivisia anglismeja eli yksittäisiä sanoja, toiseksi yleisimpiä olivat reaktiiviset anglismit ja vähiten esiintymiä löytyi koodimuutoksista.

Tulosten perusteella voidaan päätellä, että anglismien käyttö suomalaisissa kauneusblogeissa on vahvaa ja niitä käyttämällä halutaan mm. houkuttaa kansainvälistä lukijakuntaa, kuulostaa trendikkäältä ja ylläpitää tiivistä kauneusbloggaajien yhteisöä. Kauneusbloggaajien käyttämä kieli voidaan luokitella jargoniksi, sillä se sisältää erikoissanoja, joiden tarkoituksen voi ymmärtää vain kauneusyhteisöön kuuluvat. Lisäksi huomattiin, että bloggaajat suosivat niitä anglismeja joiden kirjoitusasu on kotiutettu. Täten englannin kielen vaikutus on voimakas, mutta suomenkielisetkin lukijat on huomioitu.

KEYWORDS: English language, Anglicisms, beauty blogs, jargon

1 INTRODUCTION

Blogs are highly popular around the world; the number of blog accounts is hundreds of millions and on the average tens of millions blog posts are written daily. Moreover, the number keeps constantly increasing all the time. There are different kinds of blogs varying from the more official news blogs to purely entertainment blogs. Perhaps the most popular blogs are still personal blogs where people tell about their work or hobby (Herring, Scheidt, Wright & Bonus 2005: 152–153; Vettorel 2014: 57). The subjects of blogs are also endless and can vary from home decor, baking, fashion, gaming, lifestyle to my favorite, beauty. I am a beauty blog enthusiast and have been an avid reader of them for many years now. I follow both English and Finnish beauty blogs. During my reading career I have discovered that beauty bloggers form a tight community and they use a certain kind of language independent on the origin country of the blogger. These words and expressions come mostly from English, which is the most used language both in blogging and in the beauty world, and it affects beauty blogs written in other languages, such as Finnish, as well. Therefore, I believe that Anglicisms, meaning both words and expressions that are adapted or adopted from English, are found in Finnish beauty blogs to the extent that one might call these phenomena a *jargon* among the beauty community.

The use of Anglicisms is equivocal. Gunilla Anderman and Margaret Rogers (2005: 20) state that the use of English helps different cultures to unite in an unseen way and benefit from communicating with each other, while others, according to Martin Gellerstam (2005: 201), state that Anglicisms actually pose a threat to existing languages by impoverishing their vocabulary and grammatical rules. It is accurate to think that Anglicisms can have both negative and positive aspects. In this thesis, Anglicisms also incorporate backhanded meaning. Inside the beauty community, Anglicisms create a sense of belonging that these people can share and thereby feel like being part of the community. Nevertheless, people not involved in the inside group are more easily left out and do not get access to the insider talk unless they find out about the language.

Henrik Gottlieb (2005: 175, 179–180) states that European people rely increasingly on sources that are written in English and, moreover, their own ways of expression are highly influenced by British and American role models; this results in the use of Anglicisms and a change in their cultures and native languages. This is especially true with younger people who are in the process of finding their place in this world; by using Anglicisms they want to add that special something to their identity construction and gain respect in their speech and writing (Gottlieb 2004: 50). Finnish beauty blog posts follow the pattern of the beauty blogs from other countries, particularly from America or Great Britain, and the influence both on the level of the posts and the language is noticeable. Therefore, it is understandable that the effect of the English language remains in these blog posts, because they imitate their predecessors that they have grown to idolize. In the process, the beauty bloggers' own language develops and transforms.

Moreover, English is the lingua franca of the modern world and the language of the Internet as a whole as well. Accordingly, it is natural for the Finnish beauty bloggers to use English and develop their own jargon that consists mostly of Anglicisms. In addition to jargon, in my opinion, the language used by bloggers is also to some extent *English for Specific Purposes* (or abbreviation *ESP*). Hence it is significant to know what these concepts mean and what the difference between them is. According to Edward Finegan (2015: 354), jargon can be defined as specialized words or expressions employed by a profession or group that share similar interests; this specialized vocabulary is not easily understood by others. Alternatively, *ESP* is delineated as the study of English and its structure in particular contexts, disciplines and professional fields (Dudley-Evans & St. John 1998: 2–5). In other words, in this study, jargon means the special words and terms, that is Anglicisms, used by the beauty blogger community and *ESP* not only the study of their used jargon but also their use of English on a larger scale, taking for example grammar and punctuation into consideration. Although there are some features of *ESP* in this study, for instance changes in punctuation are counted as Anglicisms, the main focus is on the jargon and for that reason I have only used the term

jargon in this study. Nevertheless, I find it important to note that there are traces of *ESP* as well.

1.1 Aim of the Thesis

In my MA thesis I study English, more specifically Anglicisms found in Finnish beauty blogs. I became interested in this topic by reading Finnish beauty blogs and noticing how much the English language has had an effect on the language of these Finnish blogs. The material of my thesis consists of four Finnish beauty blogs that I follow. Using Anglicisms have become a norm among beauty bloggers, and I am interested in pointing out that there are fundamental reasons behind it, such as to create a sense of community, to capture the attention of the audience and simply to sound cool. However, it is also noteworthy that the communication of the beauty community, having their own language with Anglicisms, is not easily understood by people not belonging to it. Therefore, the language of beauty bloggers can be considered jargon. It is characteristic for jargon that some of the words and expressions may be familiar to everyone, but the meaning is very different among the inside group (Finegan 2015: 354). The same applies for the beauty community. For example, almost everybody has heard of the Holy Grail, but not everyone knows that a Holy Grail product (often abbreviated to HG product) is a popular term used by beauty bloggers when referring to a product that they regard as their absolute favorite that they constantly use and could not be without.

I execute my study by recognizing English, that is the Anglicisms used in the blogs and categorizing them according to Henrik Gottlieb's (2005: 164–166) table of Anglicisms. Moreover, I am interested in comparing whether the use of English varies from the early days of the blogs already from 2009 to more present day posts in 2016.

The theory part of my thesis consists of a discussion on blog writing in general, beauty blogs in specific and the language features that make blogs differ from other written materials. Blog writing, as a specific genre of online communication is more personal than for example beauty articles in magazines, and it does not go through any professional editing or spell checking. It is not in a printed form, and information for instance about new product launches and their reviews are accessible fast because of the online medium.

Naturally, I introduce and explain the concepts of *code-switching*, *Anglicisms* and *borrowing* in detail in the theory part. Briefly, code-switching takes place when a person who knows at least two languages switches between these languages during a conversation, such as “Näin tänään monta beautiful cars.” [I saw many beautiful cars today] Anglicisms mean words and phrases or some other linguistic forms that are either adapted or adopted from English into a foreign language – in this case Finnish. An example of an Anglicism could be “in the long run” translated into “pitkässä juoksussa”. Borrowing basically means the same thing as Anglicism; some scholars just prefer the one term over the other. However, it is important to note that the concept of Anglicism applies only to the cases in which English is the loaned language. The term borrowing is used when adapting or adopting happens between another language pair, for example from French to Finnish.

The analysis part focuses on identifying the English found in the blogs and analyzing them further by categorizing them. The core idea is identifying the English words and phrases used and linking the findings into a certain phenomenon. After that, I analyze them further and more in depth in order to see which Anglicisms are mostly used and to which categories bloggers tend to gravitate towards in their use of English. In addition, I compare whether there is a visible change in the use of Anglicisms from the first days of blogging to current day blog posts. Finally, conclusions are drawn from the analysis and possible ideas for further studies are demonstrated.

1.2 Material and Method

My material consists of blog posts in four Finnish beauty blogs – All Them Shiny Things, DIXI, Eyeshadow and Flame and Nutturapää. I have chosen the first ten and the latest ten blog posts from these bloggers, which means twenty blog posts from each beauty blogger. The posts were gathered on Christmas 2016; therefore blog posts written after that are not included in the material. Altogether, I have 80 blog posts that vary in length, subject etc. The first posts were published between 2009–2013, depending on the blogger, and the latest ones in 2016. The variety in years can be explained by the fact that I want to make a comparison whether the use of English has changed and if there is a difference in the amount of English from the beginning days of the blogs to the present situation. In the beginning, Finnish beauty bloggers might have taken, consciously or subconsciously, more lingual influence from their antecedents and hence used more English in their blog posts. After some time, they have created a style of their own which has decreased the use of English. However, the quintessential words and expressions from English, that is Anglicisms, remain in the blogs. Furthermore, I consider them to be jargon among the beauty blogging community.

Generally, beauty bloggers are ordinary Finnish women, living all around Finland, usually between the ages 20–35, who write about beauty products. A typical post in a blog consists of written text and photos. There are different types of posts that are written about the beauty products, such as reviews, hauls, empties and monthly favorites. Some post photos of the face of the day (called fotd) or nails of the day (called notd), and underneath the photos the bloggers mention all the products they have used to achieve that certain look. There may be posts about more personal issues, such as pets, studying or wedding planning; however, the main focus is on the products themselves.

It is noteworthy that beauty products are not limited only to makeup products, but also skincare, haircare, bodycare items and for example beauty tools are included. Some bloggers have the tendency to be interested in certain items over the others; for instance, some are

focused more on expensive skincare, and therefore post mostly about skincare products. Nonetheless, typically these beauty bloggers do occasionally write about other beauty-related items as well, and that is the reason why all beauty products have been taken into account in this thesis. In addition to introducing and reviewing beauty products, bloggers can give beauty advice or focus on telling which items are the most organic ones. I have also included blog posts not related to beauty, even though they are not as common. Some bloggers write both in English and in Finnish, maybe to attract more readers and publicity, but I have decided to concentrate on the ones that have Finnish as the dominant (matrix) language and that use English “accidentally”, irregularly and perhaps not always consciously.

The blog DIXI is written by a 26-year-old social studies student Helena from Jyväskylä; she has been writing this blog since 2012. Her blog belongs to Indiedays.com which is a portal focused on beauty, fashion and lifestyle of young women and comprises currently of 120 blogs. In Indiedays.com (2016), DIXI is described as a cheerful beauty blog where one can find product reviews, cosmetics from all price groups, pictures of makeup and nails and other beautiful things to brighten up mundane life.

The person behind the blog [Eyeshadow and Flame](http://EyeshadowandFlame.com) founded in 2013 is Ilona who is 28 years old and defines herself as an ardent amateur of cosmetics; particularly makeup and nails are close to her heart. The content focuses mostly on photos of makeup, but in addition she writes product reviews and occasionally posts about nails and hair. Ilona also states that the most important thing in cosmetics is its quality, not the brand or the price. This blog is a member of three different portals: [Purkkimafia](http://Purkkimafia.com), [Bloglovin'](http://Bloglovin.com) and Blogit.fi. [Purkkimafia](http://Purkkimafia.com) no longer exists, but it is said that its spirit still continues to live and around 20 blogs belong to it. Both [Bloglovin'](http://Bloglovin.com) and Blogit.fi are portals that list and help people find and follow blogs from all categories.

[Nutturapää](http://Nutturapaa.com) is a blog dedicated to everything beauty related by Myy, a 30-year-old woman from Helsinki. Myy characterizes herself as someone who loves marvelous serums, beautiful

packages, conditioning lotions, colorful makeup and practical bottles that have a pump. This blog has been up since 2009 and is listed at least both in Bloglovin' and Blogit.fi.

Milla is 30+-year-old lady behind the blog All Them Shiny Things that started in 2011. Her blog centers around cosmetics, but she also likes for example making jewelry, music and downshifting. Milla believes that the balance between "blarney" and serious matters is perhaps the most important thing in life. All Them Shiny Things is a part of the Bloglovin' community.

The chosen bloggers use different blog creating tools. DIXI and All Them Shiny Things both use Blogger, Eyeshadow and Flame uses WordPress and in Nutturapää's case the chosen tool is not mentioned or she does not use one at all. Blog creating tools offer certain visual elements and structure, but one can also customize these features according to one's own preference. It is also noteworthy that sometimes belonging to a portal may have an effect as well; for example, it can restrict the visual look or font, but mostly everyone is independently in charge of their own blog.

All the beauty blogs chosen for this study follow the same pattern visually, stylistically and structurally, with the exception of one: All Them Shiny Things has some slight differences compared to the others. The visual color schemes are various, but nowadays mostly quite plain and white with maybe one soft accent color. Eyeshadow and Flame has a white background with no added accent color, DIXI and Nutturapää also have a white background with a soft pink and coral accent color, respectively. Conversely, All Them Shiny Things has a black background with a big floral print and a soft pink background in the middle where the posts appear.

In all blogs, there is a decorated banner on the top of the page that tells the name of the blog and may also include a picture. DIXI has a soft pink splash with her name in the middle in white, Eyeshadow and Flame has a soft watercolor drawing of eyes and eyebrows with the

name under this, Nutturapää also has a soft watercolor drawing of different cosmetic products, such as Miss Dior perfume, Nars blush and a Mac lipstick, and the name of the blog on the top left, All Them Shiny Things has the same black background with a floral print and the name of the blog on it.

On top of the banner DIXI, Eyeshadow and Flame and Nutturapää have tabs leading to certain subjects on the left and links to the blogger's other social media accounts, such as Twitter and Instagram, on the right. After the banner the actual blog posts appear on the left side of the page; the posts are in reverse chronological order which means that the most recent posts appear first. On the opposite side of the posts there is a sidebar that includes a short bio (and sometimes a photo) of the blogger in which the age and some interesting little description are mentioned along with the e-mail address of the blogger. Under the bio there are miscellaneous things, such as discount codes, links to online shops or advertisements of associated quarters, but what they all have in common is a list of tags and a blog archive. Both of these help readers to quickly find a certain post or browse through all of them. After that there is also a list of blogs that the bloggers themselves follow or otherwise connect with. All Them Shiny Things is the only one of the four who does not have any tabs on top of the banner, her posts appear in the middle of the page and a short bio and links on the left side of posts and tags, whereas archive and some more links are on the right side of posts.

It is special about the blogging community that people support each other and mention one another's blogs and for example product recommendations. The rivalry is not hateful and support is clearly observable among the bloggers, especially beauty bloggers. It is a community that is available and provides information for everyone, but is still quite close-knit and takes a great deal of hard work to get into.

All in all, these chosen blogs and their bloggers represent different aspects. For example, some have more readers than others, some post regularly while others do not, everyone is of different age, some are more serious about blogging, whereas others consider it more of a

hobby while studying etc. With these four bloggers this is quite a small-scale study. I have, however, wanted to include a variety of beauty blogs that would offer a good cross-section, and to show that the use of Anglicisms, and the jargon, still remains, independent of the distinctions between these chosen blogs.

The features of blogs that I have included into this study are headlines, blog posts, meaning the actual text of the blog, and picture captions. Comment sections, tags, and other pieces of texts are not included; neither are the titles of the blogs that are sometimes in English. Furthermore, some English words and expressions are excluded from the study; these cases will be further explained in the analysis.

To begin with, all the Anglicisms employed in these 80 blog posts are identified and counted. Then, the criteria for the Anglicisms chosen for this study are determined and the ones not belonging to these criteria are excluded from the further analysis. Next, I have separated the found Anglicisms into the first ten and latest ten blog posts of each blog in order to compare the use of Anglicisms between them. I am mainly curious to inspect if there is a change in the number of Anglicisms from the first blog posts to the latest ones. Moreover, the Anglicisms are categorized according to the taxonomy of Henrik Gottlieb (2005: 164–166) in which Anglicisms are divided into three main categories: active Anglicisms, reactive Anglicisms and code shifts. Gottlieb has further divided each category into five or six subcategories. First, the subcategories for active Anglicisms are *overt lexical borrowings*, *covert lexical borrowings*, *loan translations*, *hybrids*, *pseudo-Anglicisms* and *morphosyntactic calques*. Furthermore, reactive Anglicisms are divided into *semantic loans*, *changes in the spelling of existing words*, *changes in punctuation*, *changes in the pronunciation of existing words* and *preference for English lookalikes*. Finally, code shifts are further categorized into *bilingual wordplay*, *repeated shifts*, *quotes*, *stand-alones* and *total shifts*. (Gottlieb 2005: 164–166) Although there might be overlapping with these Anglicisms, meaning that one Anglicism could be suitable for several categories, I have only chosen one category per one Anglicism. I am interested in investigating which category and

subcategory is the most popular among these blog posts. In addition, I have recognized and gathered examples of jargon in the beauty blog posts in order to confirm its existence.

1.3 The Status of English

English is a worldwide language, a lingua franca, that is a language that is most often used everywhere between speakers who do not understand each other's mother tongues (Johnson 2001: 4). David Crystal (2003: 60–61) introduces an idea devised by an Indian linguist Braj Kachru which helps to understand the use of English in different countries. Kachru divides the world into three concentric circles which illustrate the global expansion of the English language.

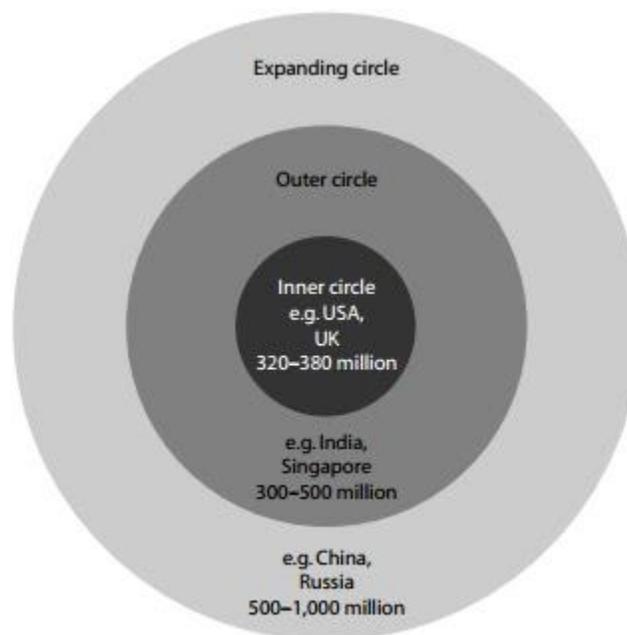


Figure 1. The three “circles” of English (Crystal 2003: 61)

Firstly, the *inner circle* comprises of nations in which English is the official and primary language. The countries included in this circle are USA, UK, Ireland, Canada, Australia and New Zealand. Secondly, the *outer circle* refers mostly to old colonized countries, such as Singapore, India and Malawi, where English is used institutionally as a second language and is therefore a central part of the polyglot scenery. Thirdly, the *expanding circle*, as the name of the circle suggests, represents the increasing number of states that have not been colonized or given English a governmental position. Nevertheless, English is used and taught as a foreign language and its significance as the language of international interaction is widely acknowledged. China, Japan, Greece and Poland are examples of countries belonging to this circle. (Crystal 2003: 60–61) Correspondingly, Finland is also regarded as a country located in the expanding circle. In addition, Crystal (2003: 61) suggests that the name of the *expanding circle* should be changed to *expanded circle* because English is nowadays recognized practically all over the world and the term “expanding” does not indicate the current situation.

The reasons behind the rise of English into its current status as a lingua franca are multiple and somewhat complex. Throughout history there has been a need for intercultural communication from the early times of trading to the modern times of globalization. From a historical perspective, the legacy of Britain being the leading nation in Colonialism in the seventeenth and eighteenth century and in industrial revolution from the eighteenth to the nineteenth century has left an imprint in the development of a worldwide language. Additionally, both the cultural and economic rise of the United States from the early twentieth century, and especially after the Second World War, further strengthened the spread of English. (Crystal 2003: 59, 120; Anderman & Rogers 2005: 5) In more recent years, the strong influence of the United States in popular culture and its status as a dominant nation of the media have resulted in the further expansion of the English language (Gottlieb 2005: 161; Crystal 2003: 90, 120).

Nowadays, thanks to the electronic revolution and the existence of the Internet from the 1990s onwards, English has stabilized its domination as the lingua franca. It has been said that 80% of all the information restored electronically is in English and in order to take full advantage of the Internet, one must know English. (Crystal 2003: 114–117) According to Paola Vettorel (2014: 17–19, 289), English is indeed predominant in web communication and the most used language in blogging as well. This is only natural when considering the crucial role English has globally had in several fields and how its use has transformed from spoken interactions to wider networks. It is important to note that also among European Internet users English is the most popular language, regardless of whether they communicate inside Europe or internationally worldwide (Mollin 2006: 77–80).

In the European Union English is the most used (foreign) language and 67% believe that English is the most useful language to use. Additionally, the majority of EU citizens state they have higher than average skills in English. (European Commission 2012: 7) Finland makes no exception here. The presence of English language is dominant in the Finnish culture. English is the most used foreign language in Finland on an everyday basis. We hear and see English everywhere in our mundane lives, on television, on the radio, in advertisements, online whether we are reading news or watching videos on YouTube, one cannot avoid the English language. English is also usually the first foreign language that pupils on Finnish schools begin to learn. Most commonly, this takes place on the third grade when pupils are about nine years old. According to Eurostat, in 2014 99.9% of upper secondary school pupils in Finland studied English (Eurostat: Foreign Language Learning Statistics 2016).

Many European languages are closely related to English, but Finnish and English are not kinship languages. These two languages belong to different language families: Finnish to the Uralic language family and to Finno-Ugric languages (White 2006: 12) and English to the Indo-European language family and to Germanic languages (Lewis, Simons & Fennig 2009). Despite the dissimilarity the effect of English on Finnish is significant; thus, one can argue

that a kinship between two languages does not necessarily give an advantage when adapting or adopting from one language to the other. Consequently, the strong position of English in Finland has not been received and maintained through kinship, but, according to Kate Moore and Krista Varantola (2005: 133), is “partly fuelled by the Internet and globalisation, and partly by an increased co-operation that is political, economic, intellectual and even military”.

The status of the English language has been under a hot debate in Finland over the last two decades. Some are highly concerned about it and even afraid that it will replace Finnish altogether; English is already the most used language in most companies and for example, the language most academic theses and final projects are written in. Others wish that the status of English increase even further and that it would become an official language. (Hiidenmaa 2003: 54–55; Battarbee 2002: 261–262; Phillipson 1993: 25)

Beauty industry is a multimillion business worldwide and the dominant countries that beauty business is often associated with are the United States and France (Jones 2010: 1–2). Thus, it is no surprise that the two most used languages in the field are also English and French. On one hand, English is the most dominant language in the beauty industry. The use of English both in brands and especially in product names, whether it being the case of an American based brand e.l.f. (eyelipsface), Danish based Gosh Cosmetics, Swedish based Depend or Finnish based Natural Code by Lumene, is evident. When one browses through makeup products in stores or online, everything is in English, even though the brand may not be. Hence, product names labelled only in English have stabilized themselves into the markets. (Jones 2010: 1–4) On the other hand, French skincare products and perfumes are famous worldwide and, therefore, these brand and product names are not always translated, or a French name is given to products, because companies want the consumers to associate their skincare and perfumes with high quality and luxury; without the correct language, the charm would not be as effective. (Jones 2010: 1–4)

McFall (2004: 3–4) states that also in advertising, the use of English is noticeable and code-switching is a common phenomenon worldwide, varying from slogans to whole advertisements as being solely in English. The English language clearly sells and, naturally, the beauty business wants to be a part of it. Some examples of English are words such as *highlighter* or *eyeliner* that have found their way into Finnish language and are widely used in the place of *korostusväri* or *silmänrajauskynä*, respectively.

English is said to be the most beneficial language by 70% of people that use the Internet every day (European Commission 2012: 81). According to Vettorel (2014: 7), the two main reasons that have influenced English in becoming the language of the Internet are that the major Internet hosts have always originated from English-speaking nations and that, in the beginning, software technology was not able to duplicate non-western languages.

It is essential to note that the English used worldwide is not necessarily standard English, but there are multiple types of English on several levels that have numerous impacts and purposes (Blommaert 2010: 46, 195). In addition, Nada Šabec (quoted in Vettorel 2014: 16), who has studied Slovenian blogs, emphasizes that in Internet communities “the kind of English that is an integral part of this communication is not any specific variety of English such as British, American or perhaps Australian variety (though the American influence prevails), but rather a kind of international, global English”. This denotes that the English used in online communities is different from any other previous type of English. Šabec (quoted in Vettorel 2014: 16) continues that English is not only a device of communication, but it also acts a social indicator that the user is a part of a certain community. Similarly, Vettorel (2014: 2) states that on the Internet, English is constantly being appropriated and assimilated mostly by its non-native users; this is done in order for them to reach their communicative goals for example in international communities. This is exactly what the beauty blogging community has universally done; the beauty bloggers, even those who write in languages other than English, have utilized English as a means to create belonging to a particular group and to

reach wide audiences for their blogs. In the process their use of the English language has developed into a jargon.

2 BLOG WRITING

In what follows, I will discuss, firstly, how blogging has developed in the past decades and what is currently meant by a blog. Secondly, I will look at beauty blogs as a subgenre. Thirdly, I am interested in perusing more thoroughly what the language is like in blogs. Furthermore, I will also observe the differences between traditional journalism and modern blogging and discuss whether they can coexist in the world today.

2.1 What Is a Blog?

It is challenging to pinpoint the exact time of the invention of blogs or name the first-ever blog, but according to Rebecca Blood (2002: 2), Mosaic's What's New page from 1993 to 1996 can be regarded as the forerunner of the genre; the purpose of the page was to offer a new link to a new website every day. However, the history of actual blog writing dates back to 1998 when there were only a few weblogs, a term coined by Jorn Barger, that were compiled into a list by Cameron Barrett. These primary weblogs resembled us more of personal homepages than the blogs that exist today. In 1999, Peter Merholz stated on his site that he would pronounce the term as "wee-blog"; this was later shortened to "blog" and the editor of blogs started to be called "blogger". (Blood 2000; 2002: 1–4)

It was typical of early blogs that only people who worked in programming or otherwise had high website design skills were able to maintain them; this restricted the number of blogs. Nevertheless, the popularity of them grew rapidly in 1999 when Blogger, the first proper software tool for writing blogs, was established and also the ones who did not master the HTML language were able to participate in the blogging world. Thanks to the launch of a few more blog software services, the early 2000s marks as the exponential growth period of blogs and the growth is not showing any signs of slowing down anytime in the near future. (Blood 2000; Chapman 2011) As reported by Statista in January 2017, the number of blogs

only in Tumblr (one of the major social media platforms) has grown from 50 million in the year 2012 up until 330 million in the beginning of 2017.

In the early days, the content of blogs was usually concentrated on recommended links which bloggers provided after browsing the net and selecting content they found interesting. In some cases, personal input was present as well, whether in the form of short comments or long essays. Nowadays, the content has gone through a transformation: Blogs tend to be more personal and filled with photos, sometimes even video or music. Additionally, texts, that are called (blog) posts or blog entries, are somewhat shorter, at least long essays are abandoned. (Blood 2000; Rocamora 2011: 408) Publication frequency may vary according to the blogger's own mind – some post weekly, others even many times a day (Blood 2000; McNeill 2009: 146–147; Puschmann 2013: 84).

Blood (2002: 6–9) has divided weblogs into three different types according to their content: blogs, notebooks and filters. However, when Herring et. al (2005: 4) introduce these categories they refer to personal journals instead of blogs; this is done in order to avoid confusion because the term blog had already consolidated as a replacement for weblogs at this point. Later, Brook Bolander (2013: 10) calls them personal/diary blogs, thus the name varies a great deal. According to Blood (2002: 6–9), blogs or personal journals or personal/diary blogs focus on the blogger's personal life and activities in short texts, notebooks on both personal issues and external matters, such as events around the world or online, and the texts can be long essays; filters, on the other hand, concentrate solely on the external topics and the emphasis is on the provided link. Blood (2002: 8–9) continues that filters are the original examples of weblogs and weblogs may also be a mixture of these three.

Nowadays a blog is most commonly a personal channel for anyone who wants to share information about things especially close to them, whether it being about a certain hobby, a phenomenon or their lives in general (Herring et al. 2005: 152–153). Bolander (2013: 21–22) argues with the help of quotes from Herring et al. (2005: 153) that despite them being most

popular, personal blogs tend to be less researched among scholars than filter blogs. The reasons behind this are that people do not know that personal blogs are so widespread and filter blogs spread information in a more objective way (Bolander 2013: 21–22). Another reason is that personal blog is a newer phenomenon and has not traditionally been successful. However, they are currently the most popular form of blogging and, therefore, researched progressively more. In consequence, the main interest and focus of this study is on beauty blogs which are regarded as personal blogs.

All in all, blogging as a phenomenon is relatively new and it has grown from a pastime of few to a worldwide occurrence. As a result, terms such as blogosphere, meaning the totality of all blogs, and bloggy, meaning the shared features of all blogs, have appeared (Puschmann 2013: 83). Both Blood (2002: 49) and Bolander (2013: 24) mention that including a comment section after each blog entry where readers can leave comments for the blogger to further comment or answer, has made blogs interactive and in that sense a special way of communication. Francisco Yus (2011: 95) notes that it is this interactive level and their easy to use and update aspect alike that make blogs increasingly popular.

A fascinating question is why people are enthusiastic to write blogs. The answers vary from people simply wanting to share their interests with others to blogs offering them a source of income. Rocamora (2011: 411, 414) states that blog writing encourages self-expression and construction whereas Yus (2011: 96, 111) believes that blogs are not only indications of their writers' communicative and informative aims but also offer feelings of reciprocity and participating in blog communities. Vettorel (2014: 70) concludes that generally blogs can "...be defined as a connecting tool, which can potentially provide the framework for a community". In beauty blogging, the sense of community is especially strong and influential both to the bloggers and their readers.

The style and structure of blogs may vary a great deal and blog creating tools, such as WordPress and Blogger, offer both default and customizable formats for bloggers to choose

from (Miller & Shepherd 2004: 8). Although the possibilities are numerous, several scholars state that neither experienced nor new bloggers have the habit of modifying the default settings or the changes are mild (Lu & Lee 2010: 31; Scheidt & Wright 2004: 12). For example, 50% of blogs have a white background although there are various other colors and wallpapers available (Yus 2011: 104). Additionally, there are basic features that can be found in every blog, regardless of its style or subject. These features include: Posts are shown in reverse chronological order, but older blog entries are accessible in the archive. There is a sidebar that usually contains a blogroll, that is links to other blogs or websites that the blogger finds interesting, but can also function as a short, personalized bio of the blogger accompanied by an email address. Readers can leave comments after each post and the blogger can answer back. Moreover, the comment section appears in chronological order so that the latest comment is shown last. Another aspect that is common to all blogs is the permalink that is a permanent link provided to each post so that it is easily found in the archive and the blogger can also refer to old posts quickly by mentioning a permalink. (Vettorel 2014: 38–41; Blood 2002: 45–50; Yus 2011: 104–106) All of these above-mentioned features can also be found in the beauty blogs that serve as the material of this study.

2.2 The World of Beauty Blogs

There are as many kinds of blogs as there are bloggers. Blogging about beauty is highly popular; according to Ryan Farrell (2013) beauty blogs are the fifth most popular blogs after music, fashion, travel and food blogs in the survey of 20 most popular blog categories conducted by Wpromote with Google allintitle. Furthermore, every day new, eager people start up a beauty blog. It is noteworthy that both the people who write blogs and the target audience of blogs are ordinary people with different backgrounds who share an interest towards anything beauty-related. The blog entries focus mostly on beauty products, although there are also other things, such as makeup tutorials and tips. Beauty bloggers are

traditionally women, but in 2016, it was reported that male beauty bloggers are also gaining ground (Caffyn 2016). The beauty blogger community is rather tightly knit; they organize blogger meetings, mention each other in posts and have a list of bloggers they themselves know, follow and like to read on their own blogs.

As mentioned earlier, beauty bloggers write about things they are interested in and they have a personal touch in writing – some share details about themselves very willingly and openly, whereas others prefer to stay more private and mysterious. Whatever the style is, the writing must be powerful and the blogs noticeable also through language. There are numerous beauty blogs and one must stand out positively in order to gain popularity among readers. However, the beauty blog genre is a specific way of putting one's point and the language originates from English counterparts, so one blogger cannot make overly drastic changes.

Furthermore, Rocamora (2011: 412–413) explains about fashion blogs (same applies to beauty blogs) and tells that, regardless of the chosen style, readers get a view and get acquainted with the blogger also through the posts; this way the readers get a feeling of intimacy, continuity and fidelity through time. Rocamora (2011: 412–413) continues that these feelings are further fed by giving readers the archive to browse through and by leaving suggestive posts which imply that the blogger will get back to it or hint about future posts. The same is done in beauty blogging: sometimes a haul of the bought products is posted and stated that there has not been enough time to get to know the products, but the reader will be updated and told whether the products are good or not.

There are many different topics of blogs and in some fields, such as in fashion and beauty, bloggers and readers are also regarded as consumers seeking information about certain brands and products. Peerapatra Chaovalit (2014: 34) describes that information and criticism about brands is nowadays closely connected with online activity and one of the outlets is blogs. Beauty bloggers share their views and opinions of individual products and in the process of the manufacturing beauty brands as a whole. Additionally, beauty blogs are a

faster mode than traditional journalism and the blog posts short enough for people to read them. Modern people are busy; they do not have time to read long texts but they want to have all the required info, or, in this case, mostly info on what a certain or a new product is like. They desire to know if the product is a new concept and how to use it to make the best result, for example, whether a foundation is best to apply with a brush or with fingers, which brush is the best or is a beauty sponge better, which sponge etc. They are also interested in the plus and minus sides of a product, in other words for people to consider whether it is a revolutionary must-have product or something that they can pass and not spend their money on.

Traditionally, consumers trust their fellow ordinary women when making decisions about purchasing products (Hennig-Thurau & Walsh 2003: 51–52). According to a study conducted by Yi-Wen Fan and Yi-Feng Miao (2012: 175–176), consumers believe Internet sources increasingly more, because there is a great deal of sources available and information is found easy and quickly without having to physically go anywhere and have face-to-face encounters. Moreover, this required info needs to come from reliable and useful sources that provide consumers enough in-depth information about the products (Chaovalit 2014: 35). Chaovalit (2014: 39) states that beauty bloggers in general are considered to have credibility, their opinions are trusted and their suggestions affect buying behavior. Therefore, the influence of beauty blogs is quite significant on beauty businesses and firms. There are multiple studies that show that bloggers have the power to either act as a forceful marketing tool or do damage to a business depending on their recommendations (Chaovalit 2014: 35, 39).

However, bloggers can place advertisements on their blogs, therefore through blogging they can also earn money and companies (at least to American bloggers) send their new launches to them for free to test and give their “honest” review about. This has caused some controversy on reliability, especially if a blogger decides to be a spokesperson for a brand or a company. It makes it more difficult to believe the bloggers’ “honest” reviews and raises

suspicious whether the bloggers have become employees for the brand or company in question and try to mention and praise as many products in their blog entries as possible.

2.3 Language in Blogs

The study of the language on the Internet has traditionally focused on reflecting it against the traditional modes of writing and speech. The results have commonly shown that the language cannot be strictly connected with either written or spoken forms, but is located somewhere in-between, depending highly on the mode or genre. For example, chat and e-mail are described colloquial, whereas webpages are clearly written language. (Vettorel 2014: 75–76) However, both language and the Internet develops and changes all the time. Jannis Androutsopoulos (2010: 209) states that the current language online does not follow traditional rules of language and has taken influence from for instance web forums; therefore, the characteristics of today's online language include, among other things, colloquial elements, spontaneity, creative spelling and emoticons.

Blogging is regarded as a web genre and a few scholars have studied the language used by bloggers. Crystal (2006: 244–245) describes the language in blogging as largely unconventional in comparison to any other written material and states that it can be placed somewhere between non-standard and standard English. Additionally, he states that it is extremely problematic to soundly define the style, because of the informal nature of the language where spelling, punctuation and grammar norms do not apply in the traditional sense. In spite of this, Crystal continues that he considers the style to be impulsive and “as close to the way the writers talk as it is possible to get”. Interestingly, he adds that this style is something that people could have employed in the late Middle Ages up until the development of institutionalized standard English in the eighteenth century. Nevertheless, Crystal clarifies that this style is not applied in all blogs, because there are various blogs and styles. (Crystal 2006: 245–246)

Puschmann also states (2013: 88) that it depends on the concept of the blog whether the language resembles more speech or written style and whether the style is formal or vernacular. In that sense the concept of *hybrid* seems to define the language in blogs in a perfect way, as it can vary from one style to another or even be a mixture. After studying blogs, hybridity is exactly the notion that Herring et al. (2005: 145, 161) have concluded; when compared to other web genres, blogging is definitely the most hybrid genre that draws inspiration from several other communication sources. What reinforces this view is that in addition to written texts, blogs also have a conversational aspect that naturally derives from the comment section of blogs, albeit the comments are written. The language of the beauty blogs studied here can be regarded as hybrid as well, because they seem to have features of both styles, varying not only between bloggers but also between blog entries. However, most of the time the style seems to be closer to informal, speech-like language where readers are addressed as friends.

According to Crystal (2006: 15), the written language in blogs is immediate and naked; this means that it does not go through the editorial process of published material, such as articles in beauty magazines. Crystal (2006: 16) adds that “there is a clear contrast with the world of paper-based communication”. Therefore, it has been argued that bloggers cannot be regarded as journalists (Jones quoted in Jones & Salter 2012: 1). Bloggers are not trained journalists, but at least in the beauty community blog posts of new products and in-depth reviews of them reach wider audiences long before traditional beauty articles in magazines that readers must wait for monthly, and the information may no longer necessarily be up-to-date. The target also seems to be different as bloggers go into detail with each product and so called “bad products” are also brought to light. Blood (2002: 19, 23–24) remarks that bloggers are not journalists, but a new type of people in publishing who write from another perspective; she questions if it is even necessary to compare the two as both of them have their own strengths and weaknesses. This is also true if beauty blogs and magazine articles are considered, they can easily coexist because the emphasis is not necessarily similar.

Nowadays the blogosphere is increasingly multilingual, still, as stated in 1.3, English is the dominant language on the blogosphere and offers a means of communication to people sharing a common interest worldwide, regardless of their native tongue or domicile. So far nothing has been able to threaten the status of English. (Vettorel 2014: 14–15, 73) However, it is common that “in virtual spaces [...] processes of code-mixing and code-switching, as well as appropriation and adaptation of the code to suit its users’ communicative and expressive needs, appear to be common traits” (Vettorel 2014: xxv). In other words, the English used for example in blogs is often modified to match the bloggers’ special needs. Code-switching and Anglicisms are examples of this modification and they will be discussed further in the next chapter.

3 CODE-SWITCHING AND ANGLICISMS

It is essential to understand the concepts of code-switching and Anglicism in order to be able to identify them in the beauty blog posts. In this chapter I will introduce both terms and present the taxonomy of Henrik Gottlieb (2005: 164–166) which I will be using in my analysis.

3.1 Code-switching

According to John J. Gumperz (1996: 365), code-switching is “alternation among different speech varieties within the same event”. This means that one or more languages alternate within the same sentence or conversation. Examples of code-switching could be expressions and sentences such as “Mä oon ihan alright.” [I am quite alright] or ”Oh my god, mä en voi uskoa tätä todeksi.” [Oh my god, I can’t believe this is true]. Although traditionally the research on code-switching is based on conversation between people, Penelope Gardner-Chloros (2012: 189) states that the functions of code-switching are diverse so that the same can also be applied to written language, such as multilingual advertisements (Kelly-Holmes 2005: 11–12), or in this study, beauty blog entries.

Code-switching is usually further divided into intersentential, intrasentential and extrasentential switches. Intersentential switches are made from one language into another between sentences, whereas intrasentential switches are made within sentences (Myers-Scotton 1993: 3–5). There are examples of both of these in my material. “I mean come on! Eihän näin ihania “timantteja” voi jättää lojumaan pussiin...” [I mean come on! You cannot just leave these lovely “diamonds” to strew in the bag...] (All Them Shiny Things, 16/03/2011) that combines English and Finnish is an example of an intersentential switch. Alternatively, “Näyttääkö vasemmanpuoleinen swatch sinusta ivorylta?” [Do you think the swatch on the left-hand looks ivory?] (DIXI, 09/09/2012) and “...beauty junkie tarvitsee

kanavan johon purkaa kauneus- ja terveyslöpinää.” [...beauty junkie needs a channel where to offload rattle about beauty and health] (DIXI, 05/09/2012) are examples of intrasentential switches. Extrasentential switches are tags from another language added to a sentence that is monolingual (van Dulm 2005: 1). There are not a great deal of cases of extrasentential switches in my material, but at least one example is ”Oh my, rakastuin heti kun pyyhkäisin väriä kädelle.” [Oh my, I fell in love as soon as I brushed color on the hand] (DIXI, 07/09/2012).

Matrix language and embedded language are also concepts that are important in code-switching. An example from the blog DIXI (20/06/2016) is a post where the blogger reviews a haircare line called Living Proof. In the review, all the information and evaluation regarding the products is in Finnish, which is the matrix language. Moreover, she has also included the slogan of the brand “We are the science. You are the Living Proof.” in English which is the embedded language of the blog post. Myers-Scotton (1993: 3) states that the matrix language is the main language in code-switching and it offers the informational aspect. On the other hand, the embedded language is the lesser valued language in the sense that its purpose is not usually informational. On the contrary, one could claim that the embedded language offers informational value, but on a different level. It may incorporate stylistic or emotional knowledge, which is not informational in the traditional sense.

Grosjean (2010: 53–54) has written about bilingual people and mentions at least four motives for code-switching among them. Besides in contexts of bilingualism, code-switching also emerges widely elsewhere, in very different contexts and occasions and the reasons remain approximately the same. Moreover, these motives also apply well to code-switching in general, whether oral or written:

- 1) Something is presented better in another language, for example, the English word *playground* describes the place where children play a great deal better than the French word *parc* so the language user prefers the English word.

- 2) It fills a linguistic hole, so that either the word used is the only one the language user has knowledge of, or it is purely the one that occurs first.
- 3) Explaining what another person has said: if a listener understands the bilingual speaker perfectly in both languages, there is no reason to translate what the speaker has expressed.
- 4) Used as a communicative or social strategy, for instance, to show speaker involvement, mark group identity, exclude someone, raise one's status, show expertise, and so on.

(Grosjean 2010: 53–54)

Apart from the third motive, all of the reasons mentioned above can also be found in beauty blogging. Finnish beauty bloggers use almost unanimously the English word *swatch* instead of *näyte* or *tilkku* to describe a sample of a makeup product that shows the way it and its color look on the skin. This may be because *swatch* is thought to be a better word than the Finnish ones. It is also highly plausible that sometimes the English word is the one that comes into mind over the Finnish one, especially if one has read for example reviews of a certain product in another language. Moreover, the solid beauty community, which these bloggers have formed, is a recurrent theme in this study. As a result, using code-switching is one of the pivotal strategies beauty bloggers utilize in order to show expertise and emphasize their group identity. Nevertheless, when someone is invited in, someone else is excluded – that is also the risk in beauty blogging; bloggers want to gain as much readers as they can, so why exclude someone? In all probability, beauty bloggers do not exclude anyone deliberately, but the risk of exclusion is merely a by-product of the beauty community and perhaps something that does not occur to them. Furthermore, it is not always smart for a beauty blogger to be excessively dissimilar to others either; that might result in the blogger her/himself to be excluded from the beauty community and the ones who understand their language.

Kelly-Holmes (2005: 23–24) has studied foreign language use in advertising and notes that foreign language is often used to embellish an advertisement, without offering any

informational value. This argument is closely related to the above mentioned embedded language the purpose of which is not informational. Sometimes foreign words are added, or they have not been translated in advertisements. For example, names of products or manufacturers are rarely translated. According to Kelly-Holmes (2005: 36), this is a way for the companies to accentuate the country of origin of their products or at least the pretended country of origin for marketing purposes.

Although Kelly-Holmes focuses on advertising, her views can also be applied to blogging and the way bloggers tend to write. Bloggers use the embellishment aspect when they want to emphasize something or simply cannot think of a word in Finnish. It is not customary to translate manufacturers or the names of products, which is understandable: how else would the readers know which company and particular product the blogger is referring to? As stated in 1.3, English and French are the dominant languages in the beauty world and both of them have a valued status. This is why brands such as We Care Icon, which is Finnish-based and owned by SOK (2010), and & Other Stories, which in reality originates from Sweden and is a brand under the H&M Group (2016), give the illusion that everything about their brand, including their own names and products, would originate from English. In that sense the whole company itself promotes itself in a somewhat false way, leading on the consumers to believe in something that is untrue. In spite of this, it is merely a linguistic effect for marketing purposes and quite common in the beauty industry.

As stated earlier in 2.3, the nature of the language on the Internet and in blogs is considered hybrid. Therefore, there are opportunities for code-switching online both in formal and informal written texts, because the language, for example in blogs, can be highly colloquial. This makes online language an interesting platform and blogs offer an excellent field of research in terms of code-switching. It has already been somewhat investigated in the online language, but mostly on the presence of multiple languages in the Internet. (Vettorel 2014: 212–214) According to Vettorel (2014: 215), several studies of code-switching have resulted that “English is usually employed for information rather than personal identity and

communication”. This deviates from the theories of Myers-Scotton and Kelly-Holmes who argue that the embedded language, in this case English, is only an embellishment and does not have any informational value. Nevertheless, Vettorel (2014: 215) clarifies that personal feelings and thoughts are often expressed in the language with which the users are most comfortable. As with Myers-Scotton’s theory, one could argue that in blogs the concept of information can be understood in a different way. Personal feelings and thoughts can also be informative, especially in beauty blogs where bloggers review products and tell their subjective thoughts, which are also informative opinions, about them for the readers. Correspondingly, Vettorel (2014: 216) notes that there are also studies that have shown contradictory results that are similar to the theories of Myers-Scotton and Kelly-Holmes. Overall, it can be claimed that the code-switching used by beauty bloggers is both informative and personal and there is not a distinct difference between them.

What differentiates code-switching in blogs from speech is that bloggers “use language mixing in creative and sometimes masterful ways that might not have occurred in speech” (Androutsopoulos 2013: 686). The code-switching in blogs is not speech-like interaction because the bloggers have more time to plan their posts and make them less spontaneous than face-to-face conversations (Vettorel 2014: 217). In line with Androutsopoulos’s statement, Vettorel (2014: 239) refers to a few studies in which it has been concluded that bloggers are brilliant at code-switching and change from one language into another naturally.

3.2 Anglicisms

According to Henrik Gottlieb (2005: 161), Anglicisms are language contacts between cultures in which English is not the dominant language. Naturally, Anglophone represents the source and non-Anglophone the target (Gottlieb 2005: 175). Gottlieb emphasizes the cultural aspect and argues that Anglicisms appear even in Anglophone countries, such as Canada among the French community. These contacts happen either directly between people

in the interpersonal level or through cultural mediators, which can be translated books, invented appliances, or, as in this study, blog writing. (Gottlieb 2005: 161) Originally, Anglicisms appeared in the 18th century mostly in direct personal contact, such as in mundane conversations between sailors, but since the 1940s, especially after the Second World War, increasingly through impersonal contacts, such as media. (Gottlieb 2005: 175)

The concept of Anglicism, as many other linguistic terms, does not form without controversy and is therefore not defined similarly by all scholars. Gottlieb introduces Eva Sicherl's (quoted in Gottlieb 2005: 163) definition: "a word borrowed from the English language which is adapted with respect to the linguistic system of the receptor language and integrated into it". On one hand, Gottlieb does not fully approve this description and offers two reasons for this: First, he finds it to offer too limited a view, because it concentrates only on the individual lexical items, that is, vocabulary, excluding other features, such as morphological and syntactic aspects. Second, Gottlieb believes the notion of full integration to be outdated and suggests that nowadays English has a great deal more impact on the linguistic systems, at least on most European languages, and therefore its "...linguistic features – even grammatical ones – are now adopted, rather than adapted by the domestic language". (Gottlieb 2005: 163) As a result of these two major oppositions, Gottlieb gives his own definition of Anglicism which he considers to be more extensive than the one by Sicherl: "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" (Gottlieb 2005: 163). This description is the one I am most interested in and which is also relevant for this study.

On the other hand, Gottlieb (2005: 163) gives credit for Sicherl on one thing – although she uses the term "borrowed" in her depiction, Sicherl does not imply or indicate that nothing would be returned to the English language. Many linguistics scholars, such as Michael Clyne and John Humbley, use the concept of "borrowing", whereas, for example, Jean Darbelnet and Lionel Meney prefer the name "Anglicisms", when referring to the phenomenon (Gómez

Capuz 1997: 82–83). Nevertheless, usually both of these concepts mean the same and can also be used interchangeably. This is merely a question of preference. Gottlieb himself refuses to use terms such as loan words and borrowing, criticizing that they do not give a full understanding of the phenomenon simply because the English language does not retrieve its linguistic borrowings. On the contrary, these loans are kept by other languages and sometimes even modified to adjust to their own lexical, syntactical and grammatical rules. However, Gottlieb admits that expressions referring to borrowing or lending cannot be entirely avoided. (Gottlieb 2005: 162–163) As a result, being fully aware of the uses of these expressions, I have decided not to use the terms code borrowing or loan words in my study.

In addition to conceptualizing Anglicism, an interesting question is where this desire to use Anglicisms in non-Anglophone cultures wells from. According to Gottlieb (2005: 169) both Pia Jarvad and Chris Pratt have offered explanations to this phenomenon. Pia Jarvad (quoted in Gottlieb 2005: 169) lists the following reasons for the use of Anglicisms:

- to verbalize, that is, to name or identify new objects or phenomena,
- to generalize and specialize,
- to express attitudes, emotions and values, that is, to cause reactions from other people,
- to be creative, to play with language,
- to signal group membership, to establish and maintain interpersonal contacts.

In my view, these reasons are also pertinent in the use of Anglicisms in Finnish beauty blogs, particularly verbalizing new objects (for example BeautyBlender and Tangle Teezer are not translated into Finnish) and signaling group membership of the close-knit beauty community.

Chris Pratt (quoted in Gottlieb 2005: 169) has also made a list of some of the reasons he finds to be involved in the process of using Anglicisms. He divides the reasons into two main categories – linguistic and extralinguistic causes, of which the latter ones are closely related to prestige. Linguistic causes are further divided into two groups. The first one Pratt calls

extrinsic causes which appear when new phenomena, that is expressions or words, are introduced. Extrinsic causes can lead further to three different events: firstly, adopting “the foreign sign”, which means using the English word as it exists; secondly, using “pre-existing native signs”, which denote calque or loan translation, such as using the word *mouse* in English and *hiiri* in Finnish to refer to the computer mouse; or thirdly, inventing “a new sign of its own” which deviates completely from the English word. The second group is named intrinsic reasons in which new linguistic tools are invented, for example adding the prefix *anti-* to an already existing stem. The second main category extralinguistic causes for using Anglicisms is further divided into three separate groups. The first one Pratt has named linguistic snobbery, which forms “out of a desire by the user to appear, for instance, modern, well-traveled and sophisticated”. The second one he terms argotic function, which refers to, for example, political and business jargon. The third, and final, one he calls material benefit, which means, for example, advertisements that include English “buzzwords” which sound expensive and cool.

Gottlieb (2005: 169) describes Pratt’s (quoted in Gottlieb 2005: 169) reasons to be less pleasant, but also slightly more stylish than Jarvad’s (quoted in Gottlieb 2005: 169). In my material, I believe that Pratt’s extralinguistic causes are more relevant than linguistic causes, although adopting an English word as such occasionally occurs. However, I understand that beauty bloggers represent and want to be seen as trendy and cool people and, on that account, linguistic snobbery and material benefit apply to their use of Anglicisms. Additionally, as stated in the Introduction, I think that beauty bloggers have created, consciously or not, a jargon of their own which both guides but also somewhat limits them.

In her study of Italian bloggers who write mostly in their native language, Vettorel (2014: 220, 227) states that English is used when the blogger wants to appeal to the international readers or when signifying intercultural in-group affiliation. The reasons are the same in beauty blogging: Anglicisms are used to address the international audience, to sound cool and to express belonging to the beauty community worldwide.

According to the description of Gottlieb (2005: 163–165), there are different types of Anglicisms and therefore he has compiled a taxonomy to further explain them. Gottlieb categorizes Anglicisms into three major ones: active Anglicisms, reactive Anglicisms and code shifts. The main categories are also subcategorized further into active Anglicisms as having six, reactive Anglicisms also six and code shifts five subcategories. I will introduce each of them, with examples, below. Some examples are from the MA thesis of Eija Korpunen (2009: 49–53), some from the MA thesis of Hanna-Kaisa Autio (2008: 32–35) and some from Henrik Gottlieb (2005: 164–166) while others are my own examples.

3.2.1 Active Anglicisms

The first head type of Anglicisms is active Anglicisms. Gottlieb (2004: 48) states that active Anglicisms are “sub-clause items that have been adopted or adapted from English” and they comprise of:

Overt lexical borrowings that are clearly recognized as English, but sometimes function with naturalized spelling. Examples of overt lexical borrowings:

- A single, new word, for example *brändi* in Finnish, *brand* in English
- A new morpheme, for instance *superedullinen* in Finnish, *super* cheap in English
- A new multi-word unit, for example *hands-free* in Finnish

(Gottlieb 2004: 45; 2005: 164)

Covert lexical borrowings that have their origin in English, but it is not obvious to a native speaker, hence the name covert. Examples of covert lexical borrowings:

- *teatraalinen* in Finnish, *theatrical* in English
- *softa* in Finnish, *software* in English

(Gottlieb 2005: 164)

In her thesis Eija Korpunen (2009: 50, 67–68) has amalgamated overt and covert lexical borrowings with each other into one category, stating that it is difficult for a person that does not have any knowledge of English to recognize covert borrowings. In this study, I have also combined these two categories in order to decrease confusion. In addition, I find that overt and covert lexical borrowings overlap with each other, because it is difficult to know for certainty whether a word is, in its entirety, originated from the English language.

Loan translations is the term used by Gottlieb for either compound substitutes or multi-word substitutes. The Finnish word *ydinperhe* is an example of a compound substitute. The English equivalent of that is *nuclear family*. An example of a multi-word substitute could be “Hän on pähkinöinä sinuun” in Finnish, which means “He is nuts about you” in English. (Gottlieb 2005: 164)

Hybrids can be either partial, meaning that only a part of the word is borrowed from English or expanded borrowings, where a compound of English is lent to a multi-word unit:

- *hiusspray* in Finnish, *hairspray* in English,
- *schaltjoystick* in German, in which *schalt* means *clutch* in English

(Gottlieb 2005: 164)

Pseudo-Anglicisms is the next category, and Gottlieb (2005: 164) introduces a few different subcategories that are included in it:

- archaisms, words that are originated from the English language, but are no longer necessary, such as the Finnish word *smokki*, which means *tuxedo* in English, a word that descends from the term *smoking jacket*
- semantic slides, that is, words where English is used “in a wrong way”, an example of this is the Finnish word *babysitteri* whose meaning is not the most obvious English word *babysitter*, but it is actually an equivalent of the English *baby bouncer* or Finnish *novelli* which in English is not *novel*, but a *short story*

- conversions of words that already exist in English, for example *farmarit* in Finnish, the actual English equivalent is *jeans*, but the English word *farmer* is being used here in a very different meaning
- recombinations, in which existing English lexical units are reshuffled, for instance Italian *slow food* that functions as the opposite to American *fast food*

In some cases, Pseudo-Anglicisms are also called false Anglicisms. According to Cristiano Furiassi (quoted in Furiassi & Gottlieb 2015: 6) this means “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 even though it does not exist or is used with a conspicuously different meaning in English”.

Morphosyntactic calques is the last type of active Anglicisms according to the typology of Gottlieb (2005: 164). An example of this could be the so-called *sä-passiivi* [you-passive] which is increasingly common in Finnish, such as “Kun sinä suunnittelet kissanhankintaa, muista että monet kissat elävät yli 20-vuotiaiksi” that is a literal translation from English “When you are planning to get a cat, remember that many cats live to be over 20 years old”. Instead of this, in standard Finnish “Kissanhankintaa suunniteltaessa on muistettava, että monet kissat elävät yli 20-vuotiaiksi” is the form that would be preferable and more correct to use.

3.2.2 Reactive Anglicisms

The next major category is reactive Anglicisms that are further subcategorized into semantic loans, changes in spelling, punctuation and pronunciation and preference for English lookalikes (Gottlieb 2005: 164–165). Furthermore, reactive Anglicisms are “sub-clause items that have been inspired or boosted by English models” (Gottlieb 2004: 48).

Semantic loans refer to existing English words that have absorbed a new meaning or a new homonym. A homonym is a word that has two different meanings although it is both written and pronounced in the same way. An example of this could be *skate* that can have the meaning of the verb *to glide on ice* or the noun *a type of fish*. Examples of semantic loans are:

- extensions, such as the Danish word *massiv*, that has the meaning *solid* in English, but also the metaphorical meaning *massive* through the English language
- reversions, such as Danish *overhore* that originally has the meaning *fail to hear*, but later through English has also been acquainted with the contrary meaning *overhear*
- doubles, such as *misse* in Danish taken from the English verb *to miss* that pressurizes the existing homonym *to blink*

(Gottlieb 2005: 164–165)

The next two subcategories are isolated or systemic *changes in the spelling of existing words* and *changes in punctuation*. Yet again, an example of a change in spelling can be found in the Danish language; originally *literature* is written *litteratur*, but with the influence of the English language the word can nowadays also be spelled *literatur*. (Gottlieb 2004: 46) However, a good example of the English influence in punctuation comes from Finnish. The sentence “In order to listen to music, one must get Spotify” can be translated into a shortened clause “Kuunnellakseen musiikkia, on hankittava Spotify” which in Finnish would not traditionally have a comma; actually, it might be regarded as an error. Nonetheless, as an effect of the foreign language, in this case the English language, it is increasingly common to follow the English punctuation rules.

The subcategory *changes in the pronunciation of existing words* is also included in reactive Anglicisms. For example, the Danish word *unik* has encountered a change in pronunciation from [oo’nik] into [you’nik] which is closer to its English equivalent, *unique*. (Gottlieb 2005: 165; 2004: 46)

The last, and perhaps the most significant (at least for my study), subcategory is *preference for English lookalikes* that means most often lexical items whose popularity is strengthened by their affinity with English counterparts (Gottlieb 2005: 165). Using the word *spesiaal* [special] instead of *erityinen* or *juniori* [junior] instead of *alaikäinen* or *nuori* belong to this category.

3.2.3 Code Shifts

The third category of Anglicisms consists of code shifts and its subcategories. According to Gottlieb (2004: 48), code shifts can be defined as “clause, sentence or text items that are either adapted or adopted from English”. This means that it is similar to active Anglicisms with the exception that in code shifts so-called longer items than subordinate ones are taken into consideration.

Firstly, *bilingual wordplay*, where keywords must be understood in both languages, is taken into observation (Gottlieb 2005: 165). As mentioned in 1.3, English and Finnish are not kinship languages, and therefore they do not share a great deal of lexical or structural similarities. However, there are possibilities of wordplay and one example is an airline advertisement in Vaasa a couple of years ago, which promotes direct flights from Vaasa abroad, without making a stop in Helsinki, the capital city of Finland. The slogan is: “Why go through HEL?” in which the word *hel* is naturally adapted from English “hell”, but *hel* is also a well-known abbreviation of Helsinki, for example, the website of the city of Helsinki is www.hel.fi. Without having knowledge of both Finnish and English, it is rather impossible to understand the joke of the slogan.

Secondly, *repeated shifts* are English words, expressions or clauses that often appear in a discourse (Gottlieb 2005: 165). An example of this is a conversation between two Finnish speakers in which one or both parties use English inside a sentence, such as “Tää on, *you know*, elämää” [This is, you know, life] or “*Whatever*, ei mua kiinnosta” [Whatever, I am not

interested] or “En mä tiedä *whose bike it was*” [I do not know whose bike it was]. What separates repeated shifts from *quotes*, the third category, is that in quotes whole sentences of English are inserted in an otherwise non-English discourse (Gottlieb 2005: 165), for instance answering a question “Miten voit?” [How are you?] by saying “*I’m extremely happy and I want to thank everyone for supporting me*”.

The fourth and fifth category, *stand-alones* and *total shifts*, differ from repeated shifts and quotes in the sense that there are no non-English discourse features (Gottlieb 2005: 166). An English slogan in a Finnish magazine advertisement, such as “Because you’re worth it” by L’Oréal, is considered to be a stand-alone, whereas the website of a Finnish fashion brand, Ivana Helsinki, written and provided solely in English is regarded as a total shift.

4 ANGLICISMS IN THE FOUR FINNISH BEAUTY BLOGS

The analysis chapter of this thesis is divided into four parts. Firstly, I specify the Anglicisms, which means that I discuss which types of Anglicisms are included and excluded in the analysis and the reasons for the division. Secondly, the number of Anglicisms used by each blogger is shown in their entirety and compared with each other. Thirdly, the Anglicisms are divided into different categories following the typology of Henrik Gottlieb (2005: 164–166) to further deepen the analysis and to study the Anglicisms more carefully. Fourthly, a discussion of Anglicisms as jargon is presented.

In the examples that I have used as the material of my analysis, I have first given the authentic word, expression or sentence and afterwards translated them into English. Furthermore, I have marked the specific dates of the blog posts which the examples are taken from (except with Eyeshadow and Flame, because she does not publish specific updating days, only the month and year). The translations and specific dates have been added in order to make the examples clearer and to help non-English speakers to follow the argumentation, so that it is easier to understand the phenomenon of Anglicisms. There may be overlapping in these Anglicisms, meaning that some Anglicisms seem to fit into several categories; still I have determined one category for each Anglicism, the one that I believe is the most suitable one for each Anglicism in question.

4.1 Specifying the Anglicisms

As mentioned above, Kelly-Holmes' (2005) argument that code-switching is used as an embellishment and as a means to emphasize the origin of the product, also applies in my analysis, because the majority of Anglicisms in the blogs were names of cosmetic brands, the names of different cosmetic products, names of companies and for example events in general.

Naturally, cosmetic brands, brands in general and for example their website addresses are called what they are; they are never translated. One cannot express them in a different language. For example, there is not a Finnish equivalent for Max Factor, it is not called Maksimitekijä. For this reason, I have excluded brand names from further analysis.

Names of products, such as blush and concealer, are seldom translated into Finnish either, even though they are sold in Finland. In general, there are Finnish equivalents to the names of the products, such as *poskipuna* for *blush* and *peitevoide* for *concealer*. Furthermore, through translation they could be made more familiarized to consumers. That being said, it is the companies that have decided not to translate the names. I assume that the motive is mostly money, because the packaging would need to be changed for each country. However, there are corresponding terms for the names of products in our language and therefore the bloggers have usually solved the issue by using only English, only Finnish, or both. For example, DIXI (05/09/2016) mentions “Sensai Silky Purifying -sarja” [range] that includes “cleansing milk -puhdistusmaito” and “cleansing cream -puhdistusvoide”, so in this case the blogger has used the original name of the product, but has also mentioned it in Finnish, translating it for the Finnish readers. Because there are Finnish equivalents to these names, I have included names of products in the further analysis if they are in English and have not been translated into Finnish. By not translating them they are not necessarily understood by people who do not know any English or are not otherwise familiar with the cosmetic products.

Names given to a particular color or shade of a product, such as two nail polish colors by OPI that are called “This Cost Me a Mint” and “Stop It I’m Blushing” (DIXI, 19/10/2016) are never translated by the companies or bloggers. Again, the same reasons apply to companies, and for bloggers it would not be beneficial to translate the names; it would just take extra effort and would obviously make it more difficult for readers to purchase the mentioned products, because they would not know the exact name. Therefore, the names of colors or shades of a product are not taken into account in the further analysis.

Still, it is noteworthy that the bloggers have the tendency to naturalize the spelling of names of colors or shades by adding endings, such as “Meikissä käytin [...] Sleepy Hollowia, Digital Faeria, Moon Childia ja Meerkatia.” [I used [...] Sleepy Hollow, Digital Faerie, Moon Child and Meerkat in the makeup] or “Levitä Digital Faerietä koko luomelle...” [Apply Digital Faerie to the whole lid...] (Eyeshadow and Flame, 04/2013). I believe bloggers do this rather instinctively and unconsciously and also because the language in blogs is often highly colloquial. Therefore, it is more understandable for them to naturalize the spelling than to add the word shade, as in “Levitä Digital Faerie -sävyä...” [Apply the shade Digital Faerie...], that would solve the issue without using endings.

The effect of the English language in Finnish beauty blogs is apparent already when observing the titles given to blogs either in this material or in general. All Them Shiny Things and Eyeshadow and Flame are obviously English, and also DIXI refers to a more English name rather than Finnish. The only one deviating from the group is Nutturapää [Bunhead] and it is interesting to see whether the use of a Finnish title results in using less Anglicisms as well. As mentioned earlier, the beauty blogging community is close-knit, and bloggers mention each other often in their blog posts. An example of this is taken from Nutturapää (30/11/2016) who mentions a great deal of other blogs in her blog entry, such as Life and Other Disasters and Beauty Highlights. Although the whole text of blog posts is included in the analysis, I have excluded the titles of other blogs from further analysis. The reason is the same as, for example, with cosmetic brands, they are called what they are and are never translated.

4.2 The Overview and Comparison of Anglicisms

The material of this study consisted of 80 blog posts from four different Finnish beauty blogs, All Them Shiny Things, DIXI, Eyeshadow and Flame and Nutturapää. The first ten and the latest ten blog posts (posts gathered on Christmas 2016) from these bloggers were taken into

consideration, which meant a total of twenty blog posts from each beauty blogger. Altogether 864 Anglicisms were found in the material and they will be categorized and analyzed in more detail later in the analysis.

I wanted to include the first ten and the latest ten blog posts from each blogger in order to compare whether there was a difference in the use of Anglicisms of each blogger from the early days of blogging to the more recent blog posts. My hypothesis was that there are more Anglicisms in the first ten blog posts than the latest ten ones, because the influence of precursor beauty blogs, and therefore also the use of English, is greater in the beginning. Conversely, through time the bloggers have discovered and developed their own style of writing that has gradually lessened the number of used Anglicisms. Nevertheless, at least the most essential Anglicisms, the ones I regard as jargon both in this study and among the beauty bloggers, have remained. The initial results of the comparison between the first ten and the latest ten blog posts are shown in table 1 as a primary data, which signifies the actual numbers of Anglicisms found in the beauty blogs overall.

Table 1. The primary data of Anglicisms

	All Them Shiny Things	DIXI	Eyeshadow and Flame	Nutturapää	In total
First 10 blog posts	80	87	75	71	313
Latest 10 blog posts	139	131	135	146	551
In total	219	218	210	217	864

When the initial results in table 1 are examined it seems that the beauty bloggers have used roughly twice as many Anglicisms in their latest ten blog posts compared to the first ten ones. It also seems that the results look quite similar when cross-checked with each other. However, it is necessary to note that the information offered in table 1 is primary data and does not give a reliable picture of the results. The only thing table 1 indicates in certainty is that overall the bloggers have used almost an equal number of Anglicisms in their beauty blog posts, the cases varying only between 210 and 219.

The word count of the latest ten blog posts of all bloggers is higher than in the first ten blog posts, which means that the latest blog entries are longer than the first ones. It may be that in the beginning the blogs have been more experimental and in time they have become stabilized and the bloggers have developed their own style of writing. On account of the differences, the number of Anglicisms needs to be proportioned to the word count in order for the results to be comparable and dependable. This is done in table 2 in which the used Anglicisms are proportioned to 1 000 words and rounded to the nearest whole number; this means that it illustrates how many Anglicisms per 1 000 words each blogger has used on average both in their first ten and latest ten blog entries.

Table 2. Anglicisms proportioned to the word count (Anglicisms per 1 000 words) and rounded to the nearest whole number

Anglicisms/1 000	All Them Shiny Things	DIXI	Eyeshadow and Flame	Nutturapää
First 10 blog posts	33	38	59	29
Latest 10 blog posts	31	34	30	40
In total	-2	-4	-29	+11

From table 2 it can be noted that in the blog All Them Shiny Things the number of Anglicisms has remained approximately the same when comparing the first posts to the latest ones; there is only a slight reduction of two Anglicisms per 1 000 words. Similarly, in the blog DIXI the number of Anglicisms has also decreased from 38 to 34 which means four Anglicisms for every 1 000 words, the reduce is double the number in comparison to All Them Shiny Things. In Eyeshadow and Flame there is a considerable change in Anglicisms when the beginning and current situation are compared. In the latest blogs the number of Anglicisms has almost halved with the disparity of 29 Anglicisms, being now on the same level with the initial situation of others. Conversely, the situation is different with the blog Nutturapää that is the only blog in which Anglicisms have increased from 29 to 40 which denotes a growth of 11 Anglicisms per 1 000 words.

Overall, the results seem to be somewhat ambiguous. The hypothesis is most correct with the blogs DIXI and Eyeshadow and Flame, because in both of them the number of used Anglicisms has decreased, although there is a notable difference in the number between them. In the blog All Them Shiny Things the difference is minor. Therefore, it can be concluded that the use of Anglicisms has not actually changed. The most significant change had happened in Eyeshadow and Flame; hence, it might be that the blogger has been influenced by the English predecessors and maybe followed them, but in time has developed as a writer, perhaps taken influence from Finnish bloggers, and now uses more describing Finnish language and, as a result, significantly reduced the amount of Anglicisms. The beauty blogger also has the habit of writing more than the other three bloggers about other issues than beauty in her blog nowadays, and especially before Christmas 2016. Anglicisms are tightly connected with the language associated with beauty and its products. In consequence, the lack of beauty topic blog entries may explain the reduce in the use of Anglicisms as well.

The hypothesis seems to be incorrect with Nutturapää, because the use of Anglicisms has risen from the early days to the more recent situation. However, the difference may be explained by the fact that Nutturapää uses a great deal of product names, such as eyeshadow

and brow pencil which she does not translate into Finnish. Maybe in the beginning, as an aspiring blogger, she did not have that many products to mention and review, but now that she is more famous she has more products to review and, as a consequence, mentions them more often. If some products are sent to her, she might also feel the pressure to feature them in the blog. Another explanation could be that first she was aiming her blog more at a Finnish-speaking audience, but with success now wants to appeal to an international audience and therefore uses more Anglicisms, although the principal language of the blog is still Finnish. It can also be that nowadays the effect of the beauty community and its language shows because she might not have been a part of it in the beginning.

4.3 Anglicisms in the Beauty Blogs

Gottlieb (2005: 163) defines Anglicism as “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 total, as mentioned earlier in 4.1, there were 864 Anglicisms identified in the material of 80 Finnish beauty blog posts by All Them Shiny Things, DIXI, Eyeshadow and Flame and Nutturapää. According to the taxonomy of Gottlieb (2005: 164–166), Anglicisms are divided into three main categories, active Anglicisms, reactive Anglicisms and code shifts, which are each further separated into subcategories. In the material, there were 479 active Anglicisms, 222 reactive Anglicisms and 163 code shifts identified. In consequence, the results indicate that active Anglicisms represented the most frequent type of Anglicisms, whereas reactive Anglicisms was the second most common type and code shifts had the smallest number of appearances. Furthermore, it seems that the results are similar also on an individual level of each blogger. The results as a whole and distribution between the bloggers are illustrated with numbers in table 3.

Table 3. All Anglicisms in the beauty blogs

	Active Anglicisms	Reactive Anglicisms	Code Shifts	In total
All Them Shiny Things	136	42	41	219
DIXI	130	64	24	218
Eyeshadow and Flame	131	44	35	210
Nutturapää	82	72	63	217
In total	479	222	163	864

There were over double the number of active Anglicisms in the blogs compared to the other two main categories. That is a clear difference which can be explained in many ways; one of the reasons may be that some active Anglicisms that are an important part of any blogger's vocabulary, such as *blogi* and *bloggaaja*, are repeated often in every blog. Another conclusion that explains the popularity of active Anglicisms over reactive Anglicisms and code shifts might be, as Jarvad (quoted in Gottlieb 2005: 169) suggests, that Anglicisms are most often used to name new objects or phenomena. Nonetheless, in active Anglicisms there is always a domestic aspect, which means that the influence of English is apparent and strong, but the words are brought closer to the native language, in this case Finnish, for example by using naturalized spelling. Hence, by using active Anglicisms beauty bloggers remain in the beauty community and use the jargon, but are still understood by readers who speak only Finnish. In other words, they appeal to both international and domestic audience.

4.3.1 Active Anglicisms

Active Anglicisms are “sub-clause items that have been adopted or adapted from English” (Gottlieb 2004: 48). They are divided into six subcategories by Gottlieb (2005: 164–166): overt lexical borrowings, covert lexical borrowings, loan translations, hybrids, pseudo-Anglicisms and morphosyntactic calques. In order to minimize confusion, overt and covert lexical borrowings have been combined into one subcategory in this study. Overall, there were 479 active Anglicisms in the material and the division between subcategories is shown in table 4.

Table 4. Active Anglicisms in the beauty blogs

	Overt and covert lexical borrowings	Loan translations	Hybrids	Pseudo- Anglicisms	Morphosyntactic calques	In total
All Them Shiny Things	100	14	19	3	0	136
DIXI	115	1	13	1	0	130
Eyeshadow and Flame	109	5	16	1	0	131
Nutturapää	73	6	3	0	0	82
In total	397	26	51	5	0	479

Overt and covert lexical borrowings comprise of a new word, a new morpheme or a new multi-word unit. The difference between overt and covert borrowings is that overt borrowings

are distinctly identified as English, whereas with covert borrowings the origin of English is not evident. There were 397 overt and covert borrowings in the material making this subcategory clearly the most popular when compared to both other subcategories of active Anglicisms and subcategories overall. Correspondingly, this subcategory was most employed and approximately equally frequently used by all bloggers, with the exception of Nutturapää who used it somewhat less than others. Examples of this category in the material included *neutraali* [neutral] (15/03/2011), *superpehmyttävä* [super softening] (16/03/2011) and *kosmetiikka-snobi* [cosmetics snob] (23/08/2016) from All Them Shiny Things; *polyesteri* [polyester] (12/09/2012), *floppi* [flop] (17/09/2012) and *supersuosittu* [super popular] (19/10/2016) from DIXI; *megahyvä* [mega good] (12/2016), *tiiserikuva* [teaser photo] (12/2016) and *musliiniliina* [muslin cloth] (12/2016) from Eyeshadow and Flame; and *klassikko* [classic] (20/10/2009), *nostalginen* [nostalgic] (23/10/2009) and *hyaluronihapposeerumi* [hyaluronic acid serum] (14/12/2016) from Nutturapää. As can be noticed from the examples, most of the borrowings had naturalized spelling and the morpheme *super-* was also commonly used.

Hybrids were the second most common type of active Anglicisms; altogether there were 51 hybrids in the beauty blogs. Hybrids can be either partial or expanded borrowings and there were examples of both in the material. *Randomsuosikki* [random favorite] (All Them Shiny Things, 16/03/2011), *blotting-paperi* [blotting paper] (DIXI, 27/09/2016), *smokymeikki* [smoky makeup] (Eyeshadow and Flame, 12/2016) and *extraluukku* [extra hatch] (Nutturapää, 01/12/2016) were examples of partial borrowings, whereas *sololuomiväri* [solo eyeshadow] (All Them Shiny Things, 01/04/2011) *meikkivoidestick* [foundation stick] (All Them Shiny Things, 01/12/2015) and *highlightöverit* [highlight overdose] (Eyeshadow and Flame, 12/2016) were examples of expanded borrowings. The least number of hybrids was again identified in the blog Nutturapää, while the number was quite comparable among other blogs.

Loan translations, which constitute either compound or multi-word substitutes, were the third most frequently used type of active Anglicisms with 26 findings. All Them Shiny Things used over twice as much loan translations in comparison to the other three bloggers. There was only one compound substitute, *sotamaalaus* [war paint] (All Them Shiny Things, 15/03/2011) in the material. The remaining 25 cases were all multi-word substitutes, such as “Tulin kuitenkin järkiini.” [I came to my senses though] (All Them Shiny Things, 23/08/2016), “Tänä syksynä kynsissä on in...” [In nails it is in this fall to...] (DIXI, 23/09/2012), ”Toi ei näytä kuvissa läheskään niin hyvältä kuin se näyttää tosielämässä.” [In photos that does not look nearly as good as it does in real life] (Eyeshadow and Flame, 12/2016) and “Tekee hiuksille ihmeitä!” [Does wonders to your hair!] (Nutturapää, 22/10/2009).

Pseudo-Anglicisms, which can be archaisms, semantic slides, conversions or recombinations, were not common in the material. Moreover, the five cases found were all semantic slides in which English is applied “wrongly”. In addition, three of the five cases were the same pseudo-Anglicism; examples of this case were from the blog All Them Shiny Things (01/12/2015), “...ei ole vaaraa että menisi överiksi.” [...there is no danger to go overboard] and from the blog DIXI (07/09/2012), “Pitkäkestoisuudella markkinointi on mennyt meikeissä vähän överiksi.” [In makeup, marketing with longevity has gone a little overboard]. The Finnish expression “mennä överiksi” is a translation from the English phrase “go overboard”. However, in these cases the bloggers have literally translated the term “go over” which has a different meaning than “go overboard” thus making it a false Anglicism. All beauty blogs contained at least one pseudo-Anglicism, except the blog Nutturapää where there were no instances.

Morphosyntactic calques refer to native multi-word expressions that have, nevertheless, been directly translated from English. There were no cases of morphosyntactic calques found in the beauty blogs. Therefore, it seems that although English is highly influential among Finnish beauty bloggers, so called word for word translations are not preferred, but for

example the word order remains according to the Finnish grammatical rules, as in loan translations.

Some deductions can be made from the results. All in all, the results indicate that the use of active Anglicisms is greater on the lexical level than on the syntactical level, because overt and covert lexical borrowings and hybrids were the two most frequently occurring types. Additionally, one possible explanation for the huge popularity of overt and covert lexical borrowings and hybrids in these beauty blogs is that the beauty industry and its products are constantly changing and evolving. Hence new words and concepts often emerge, especially in English, which is a dominant language in the beauty industry. American and British beauty bloggers acquire these fresh words first and thereafter they spread worldwide into the vocabulary of the beauty blogging community. As a result, Finnish beauty bloggers imbibe these words and use them for many reasons, such as to maintain a sense of community, sound trendy and appeal to the international audience. Nevertheless, as mentioned in 4.2, it is noteworthy that the words are rarely adopted as they are, but usually with naturalized spelling or by attaching them together with a Finnish word, as is done in hybrids. These actions show the importance and appreciation towards the Finnish language as well, because they bring the words closer to the Finnish readers. Beauty bloggers have to take both readerships into account, they cannot forget English, but neither can they abandon their Finnish readers.

4.3.2 Reactive Anglicisms

According to Gottlieb (2004: 48), reactive Anglicisms are “sub-clause items that have been inspired or boosted by English models”. Reactive Anglicisms can be further separated into five subcategories: semantic loans, changes in either spelling, punctuation or pronunciation of existing words and preference for English lookalikes. There were 222 reactive Anglicisms found in the beauty blogs; the number in total is distributed into subcategories and further illustrated in table 5.

Table 5. Reactive Anglicisms in the beauty blogs

	Semantic loans	Changes in the spelling of existing words	Changes in punctuation	Changes in the pronunciation of existing words	Preference for English lookalikes	In total
All Them Shiny Things	2	0	4	0	36	42
DIXI	6	0	3	0	55	64
Eyeshadow and Flame	6	0	0	0	38	44
Nutturapää	1	0	0	0	71	72
In total	15	0	7	0	200	222

Table 5 shows clearly that the most frequently used type of reactive Anglicisms, with 200 findings, was preference for English lookalikes. This subcategory refers mostly to lexical items whose prevalence is boosted by their similitude to English counterparts. Some examples of these preferences were *nyanssi* [nuance] (15/03/2011), *primeri* [primer] (27/07/2016) and *kosmetiikka-addiktio* [cosmetics addiction] (27/07/2016) from All Them Shiny Things; *fiksata* [to fix] (12/09/2012), *simppele* [simple] (10/09/2016) and *printti* [print] (10/09/2016) from DIXI; *meikkiarsenaali* [makeup arsenal] (04/2013), *pigmentti* [pigment] (04/2013) and *skipata* [to skip] (12/2016) from Eyeshadow and Flame; and *blondi* [blond] (22/10/2009), *synteettinen* [synthetic] (16/12/2016) and *boksi* [box] (09/12/2016) from Nutturapää. The results show that Nutturapää used more preference for English lookalikes than other bloggers, but in proportion she used less overt and covert lexical borrowings than others, so that balances out the difference between the numbers and equals the situation.

Because of the similar appearance of these words, it can be confusing to comprehend what the difference between overt and covert lexical borrowings and preference for English lookalikes is. In the first one the borrowings are usually new words that are used to refer to new objects or phenomena whereas in the latter one, as its name suggests, there is always a native option, in this case a Finnish word, but the blogger has decided to prefer and use the form that resembles English as much as possible.

The second most frequent type of reactive Anglicisms were semantic loans that denote existing words that have acquired either a new meaning or a new homonym. In the material, 15 semantic loans were identified, and all the blogs included at least one case. One example from the blog All Them Shiny Things (01/12/2015) is ”...on ollut nyt se kuumin juttu meikki-intoilijoiden kesken...” [...has now been the hottest thing among makeup enthusiasts...]. In this example the expression “the hottest thing” has gone through a semantic change, both in Finnish and English, from meaning a thing that is physically hot to meaning a thing that is hip and popular. Another example comes from the blog Eyeshadow and Flame (12/2016): “Lord of misrule on TAIVAALLINEN.” [Lord of misrule is HEAVENLY]. Here, the adjective heavenly has absorbed a new meaning, because it could also refer to something celestial, but is used here to describe that something is lovely or wonderful.

Changes in punctuation was the third most popular subcategory of reactive Anglicisms, even though there were only seven cases of these changes identified in the beauty blogs. Furthermore, only All Them Shiny Things and DIXI had these changes, whereas Eyeshadow and Flame and Nutturapää did not have any. All changes in punctuation were added commas in places where in Finnish a comma would not be necessary or it would be considered incorrect as per the Finnish punctuation rules. “Tosin, jos mustan haluat, niin sitten tulee mukana tervasaippua.” [However, if you want a black one, then it comes with a tar soap] (All Them Shiny Things, 04/02/2016) and ”Levittäessäsi ripsiväriä, heiluta ripsiväriharjaa sivuttain eestaas.” [When you apply mascara, wiggle the mascara wand sideways back and forth] (DIXI, 10/09/2012) are examples of changes in punctuation.

In the material, there were no cases of the subcategories changes in the spelling or pronunciation of existing words. On the whole, as with active Anglicisms, the influence of English in reactive Anglicisms is greater on the lexical level than on any other level, such as on orthographic or phonetic level. One possible explanation for the lack of changes in spelling and punctuation is that, as mentioned in 1.3, Finnish and English are not kindred languages with each other. On this account, the English language does not historically have an influence in the Finnish vocabulary, but the effect of English and its popularity is a newer phenomenon in Finland, closely related to English becoming a lingua franca, the rise of the American popular culture in Europe after the Second World War, the invention of the Internet, globalization and increased co-operation between Finland and the United States.

On balance, the popularity of preference for English lookalikes seems to support all the conclusions that were suggested earlier in this analysis. The influence of English is powerful, beauty bloggers have a tight community in which the English language and, as a result, Anglicisms are closely related to. Beauty bloggers prefer to use words derived from English, because they want to be considered trendy, relatable and a part of the international beauty community. Some reasons for the frequent use of English lookalikes among beauty bloggers can also be three of the motives stated by Grosjean (2010: 53–54): something is expressed better in another language, in this case English, the English lookalike fills a linguistic hole or it is utilized as a communicative or social strategy, for example to raise one's status or show expertise. Even though Finnish beauty bloggers prefer to use words that resemble English instead of their native equivalents, naturalized spelling is also present with these preferences, for example Finnish endings are added or there is otherwise a domestic feature present. This indicates that the roots of the Finnish language are not completely forgotten and both languages are taken into consideration.

4.3.3 Code Shifts

The third main category of Anglicisms is called code shifts and they can be defined as “clause, sentence or text items that are either adapted or adopted from English” (Gottlieb 2004: 48). Code shifts are further divided into five subcategories: bilingual wordplay, repeated shifts, quotes, stand-alones and total shifts. In the material of this study, there were altogether 163 code shifts. This result and the apportionment between subcategories are demonstrated in table 6.

Table 6. Code shifts in the beauty blogs

	Bilingual wordplay	Repeated shifts	Quotes	Stand-alones	Total shifts	In total
All Them Shiny Things	0	17	17	7	0	41
DIXI	0	24	0	0	0	24
Eyeshadow and Flame	0	27	2	6	0	35
Nutturapää	0	57	1	5	0	63
In total	0	125	20	18	0	163

As table 6 illustrates, repeated shifts, that is English words, expressions or clauses occurring often in a discourse, was clearly the most employed subcategory of code shifts. There were 125 repeated shifts identified in the beauty blogs and the number spread quite evenly between All Them Shiny Things, DIXI and Eyeshadow and Flame, whereas in the blog Nutturapää there were over twice as many cases compared to others. Examples of repeated shifts from

the material included “Moni niistä tulee Lushilta, I wonder why...” [Many of them come from Lush, I wonder why...] (All Them Shiny Things, 16/03/2011), “...mutta hei, the greatest view comes after the hardest climb ynnä muita kliseitä!” [...but hey, the greatest view comes after the hardest climb plus other clichés!] (DIXI, 09/10/2016), “Tässä vielä kuva Double Gleamista ihan in action!” [Here is yet a photo of Double Gleam in action!] (Eyeshadow and Flame, 12/2016) and ”Kalenteri on ollut jo pidempään loppuumyyty, sorry.” [The calendar has been sold out already for quite a long time, sorry] (Nutturapää, 01/12/2016).

There were 20 cases of quotes found in the material, making them the second most common type of code shifts with a slim majority over the third one. Quotes are complete sentences that are added to non-English discourse, in this study Finnish discourse. The dispersion of quotes among the bloggers was quite significant, because out of the total 20, All Them Shiny Things had 17, Eyeshadow and Flame two, Nutturapää one and DIXI zero quotes in their blog posts. Some examples of quotes were “This miracle eyeshadow primer is unmatched [...] that are super powered eyeshadow magnets.” (16/03/2011), “Bepanthen got nothing on this! And everything is better with cherry on/in it.” (16/03/2011) and “GIRLS. This shit is da bomb!” (08/03/2015) from All Them Shiny Things and “sweet almond oil, olive oil, beeswax [...] lavandin oil & flower extract, eucalyptus oil.” (24/10/2009) from Nutturapää, inserted into otherwise Finnish blog entries.

The third most popular subcategory of code shifts was stand-alones with 18 findings. This subcategory refers to English items, such as expressions or sentences, that do not have any non-English discourse elements. It can be difficult to separate stand-alones from quotes, because in code-switching terminology both stand-alones and quotes are regarded as embedded language. However, the difference is that stand-alones, as the name suggests, are not related to the text in the sense that they do not convey any added value or information. On the other hand, quotes are closely associated with the text and offer informative or additional value to the message. Therefore, it is possible for embedded language to have a double-edged role. The blogs All Them Shiny Things, Eyeshadow and Flame and Nutturapää

had approximately the same number of stand-alones, whereas in the blog DIXI there were no cases of stand-alones. 11 of the 18 stand-alones were headlines of blog posts, such as “Slow down?” (All Them Shiny Things, 17/03/2011), “Dressed to kill” (Eyeshadow and Flame, 04/2013) and “BITCH perfect” (Eyeshadow and Flame, 12/2016). The remaining seven cases were inserted in the text, such as “Ällöä, joo. I’m Joey, I’m disgusting.” [Gross, yes. I’m Joey, I’m disgusting] (Eyeshadow and Flame, 12/2016). This example is not only a stand-alone, which does not add value to the text, but can also be confusing if the reader is not familiar with the TV show Friends.

In bilingual wordplay it is crucial to comprehend the watchwords in both languages in order to interpret the wordplay; in the beauty blogs no cases of this subcategory were identified. The reason for this could again be the fact that Finnish and English are not kinship languages, thus there is not a great deal of resemblances between these languages both on the lexical and structural level and bilingual wordplay is somewhat challenging to achieve. Furthermore, bilingual wordplay usually appears in advertisements that have required a great deal of time and careful planning in a group which are not features in blog posts that are somewhat spontaneous, quickly practicable and written by a single person.

Total shifts are entire texts written in English although the texts would represent a non-English person or company, for example. None of the four Finnish beauty bloggers featured in this study write their blogs exclusively in English. For that reason, it is not surprising that no total shifts were found in the material.

In code-switching terms, the results indicate that in these beauty blogs out of the 163 code shifts the majority, 86, were intrasentential switches that occur within sentences. Moreover, 64 switches were intersentential which means that they are made between sentences, whereas there were 13 cases of extrasentential switches which refer to tags in a foreign language that are added to a monolingual sentence. Thus, it seems that English, especially individual words and terms, is mixed in with Finnish quite naturally by these beauty bloggers, as was

concluded earlier in the analysis as well. The popularity of code-switching in these Finnish beauty blogs also further confirms the conclusions that the English language is influential and bloggers have several reasons for the use of English. It is though somewhat surprising that the number of extrasentential switches was so low. An explanation to this might be that they occur more in speech rather than in written form and in the Finnish language tags are also more rarely used than in English, therefore Finnish bloggers are not accustomed to utilizing them in their writing.

4.4 Anglicisms as Jargon

In the theory it was firmly suggested that beauty bloggers use a certain kind of language in their community. Therefore, I consider some of the Anglicisms used by beauty bloggers to be jargon among the beauty community. Jargon consists of words or expressions of a congenial group that are not easily understood by people who do not belong in the group. Furthermore, it is conventional that some of the words and expressions in jargon can be generally recognized, but they have another import inside the particular group; these are the type of words the jargon of beauty community mostly consists of. I believe that the existence of jargon is a crucial part of and further emphasizes the already close-knit beauty community.

In the material of this study there were a great deal of examples of jargon of the beauty blogging community and some examples have already been mentioned earlier in the analysis. However, I also wanted to introduce some specific examples in order to support the hypothesis of jargon and make it even clearer. The majority of jargon among the beauty community consists of names and expressions given to certain products, such as *kabuki* (All Them Shiny Things, 22/03/2011), *color tattoo* (DIXI, 07/09/2012), *paint pot* (DIXI, 07/09/2012), *cheek butter* (DIXI, 17/09/2012) and *baby lips* (Eyeshadow and Flame, 12/2016). If one is not familiar with these examples, one might be confused with these words and terms and think that, for example, *kabuki* refers to a form of Japanese theater (which the

word kabuki also means) instead of a type of makeup brush and baby lips mean actual lips of a baby instead of a certain type of lip balm.

In addition to product names, there are often words and expressions that describe the texture or finish of a product. These types of words are difficult to comprehend if one does not belong to the beauty blogging community. Examples from the material are, for instance, *blurraus-efekti* [blurring effect] (All Them Shiny Things, 11/10/2015), *liquid sand -koostumus* [liquid sand texture] (Eyeshadow and Flame, 04/2013) and *violetti-turkoosi-duochrome* [purple turquoise duochrome] (Nutturapää, 18/12/2016).

Sometimes abbreviations can be confusing if they have not been explained. Three examples in the material were *BB* (All Them Shiny Things, 27/07/2016) *LE* (Eyeshadow and Flame, 12/2016) and *INCI* (Nutturapää, 24/10/2009). Not everyone knows that LE stands for Limited Edition and INCI is an abbreviation of the words International Nomenclature Cosmetic Ingredient. BB can be particularly confusing, because it usually refers to BeautyBlender, but can also be easily mixed up with BB cream, that is, Beauty Balm cream.

5 CONCLUSIONS

In this MA thesis the use of English, more specifically Anglicisms, was studied in Finnish beauty blogging. The English language has a strong influence in Finnish beauty blogs and the usage of Anglicisms has become established among beauty bloggers. The aim of the thesis was to prove the frequent use of Anglicisms and to examine which type of Anglicisms the beauty bloggers utilize the most. Furthermore, it was believed that there are fundamental reasons behind the use of Anglicisms and that I consider the language of beauty bloggers with Anglicisms to be jargon.

Moreover, the aim was also to compare if there is a drastic change in the number of used Anglicisms from the first blog posts to more current ones. The hypothesis was that the influence of English is stronger and therefore the use of Anglicisms is more frequent in the beginning, because the beauty bloggers have absorbed lingual influence from their American and British predecessors. In the course of time, the beauty bloggers have developed a style of their own and that has curtailed the use of English.

The material of this study consisted of blog entries in four Finnish beauty blogs, All Them Shiny Things, DIXI, Eyeshadow and Flame and Nutturapäät. Altogether, 80 blog posts, 20 from every beauty blogger were taken into consideration. The first ten and the most recent ten blog posts from each blogger were chosen in order to make the comparison between them. In the material a total of 864 Anglicisms were found.

Firstly, the results of the comparison in the amount of English between the first ten and the latest ten blog posts were ambiguous; therefore no definite conclusions could be made. The difference in the number of Anglicisms in the blog All Them Shiny Things was relatively minor so it was concluded that the use of English had remained the same. The hypothesis proved correct with the blogs DIXI and Eyeshadow and Flame, because in both blogs the number of Anglicisms had reduced. However, there was a significant change between the

two blogs, in the blog Eyeshadow and Flame the number had decreased roughly seven times more than in the blog DIXI. A possible explanation for this result, in addition to the hypothesis, was that the blogger included topics not related to beauty more than the other three bloggers. Consequently, the use of Anglicisms had reduced, because Anglicisms are tightly connected with the language associated with beauty and its products. Conversely, the hypothesis was incorrect with the blog Nutturapää, because the number of Anglicisms had increased. Some explanations for this phenomenon could be the fact that Nutturapää does not translate the English product names she mentions into Finnish. Additionally, the blog could have been initially aimed at Finnish-speaking audience, but with success is now targeted towards an international audience as well.

Secondly, the Anglicisms were categorized according to Henrik Gottlieb's taxonomy that is divided into three main categories: active Anglicisms, reactive Anglicisms and code shifts. Active Anglicisms are divided into overt lexical borrowings, covert lexical borrowings, loan translations, hybrids, pseudo-Anglicisms and morphosyntactic calques. In this study overt and covert lexical borrowings were combined into a single subcategory in order to avoid ambiguity. Reactive Anglicisms are further subcategorized into semantic loans, changes in the spelling of existing words, changes in punctuation, changes in the pronunciation of existing words and preference for English lookalikes. Code shifts are separated into bilingual wordplay, repeated shifts, quotes, stand-alones and total shifts.

The analysis exhibited that out of the total 864 Anglicisms the majority, 479, were active Anglicisms. The most frequent type of active Anglicisms was overt and covert lexical borrowings; this subcategory was also the most popular when compared to all the other subcategories as a whole. The second most common type of active Anglicisms was hybrids, whereas loan translations were the third most used type. There were a few cases of pseudo-Anglicisms in the material, but no morphosyntactic calques were identified.

The second most frequently used main category was reactive Anglicisms with 222 findings. A clear majority of them were preferences for English lookalikes. Semantic loans were the second and changes in punctuation the third most common type of reactive Anglicisms, whereas there were no cases of changes in the spelling or pronunciation of existing words found in the material.

The smallest number of appearances, 163, were identified in the main category code shifts. Most code shifts were repeated shifts, whereas quotes and stand-alones were the second and third most frequent types, respectively. In the beauty blogs there were not any cases of bilingual wordplay or total shifts.

All in all, the results indicated that the use of Anglicisms is most frequent on the lexical level than on, for example, the syntactical, orthographic or phonetic level. This means that the majority of Anglicisms are individual words, rather than longer expressions or changes in the grammar or spelling of words. The results also showed that in some subcategories no cases were identified. The main reason for the lack of cases is the fact that Finnish and English are not kindred languages. Therefore, the English language has not historically had an influence in the Finnish language and there is not a great deal of similarities between the two languages. The influence of English is a newer phenomenon in Finland that is closely related to English becoming a lingua franca, that is a language used worldwide, and it has affected all the fields from culture to business.

Overall, the results confirm the assumptions that the influence of English is strong in Finnish beauty blogs and Anglicisms are used for several reasons; beauty bloggers want to appeal to the international audience, to sound cool and trendy and, most of all, to create a sense of community inside their group. The language used by beauty bloggers with Anglicisms can be regarded as jargon, as there are specialized words that are not easily understood by people not belonging to the beauty blogging community. However, the results also indicate that there is a domestic aspect in the use of Anglicisms, because naturalized spelling is used with the

majority of Anglicisms. Therefore, it can be concluded that although the English language has a powerful influence, the beauty bloggers also have appreciation of the Finnish language and have the desire to appeal to the Finnish audience as well.

This study focused solely on Anglicisms in Finnish beauty blogs. Accordingly, it would be interesting to conduct a study that would concentrate on other topics of blogging, such as fashion or lifestyle. It would be useful to investigate and compare whether the use of Anglicisms is similar or how it differs from the beauty blogs and, furthermore, if there is a jargon present in those blogging communities.

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