

Anglicisms in Croatian Fitness Terminology

Popić, Silvia

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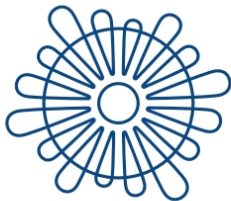
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Odjel za anglistiku

Diplomski sveučilišni studij anglistike; smjer: nastavnički (dvopredmetni)

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Silvia Popić

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Zadar, 2022.



Izjava o akademskoj čestitosti

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Zadar, 16. lipnja, 2022.

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1. INTRODUCTION

Nowadays, the phenomenon of language contact, which is an indispensable part of the development of almost every human language, is more prominent than ever. The reason for that is primarily the accelerated progress in the field of information and communication technologies, which by improving and promoting communication among people, turned the world into a large connected community, the so-called global village. In connection with this, the most dominant language in this process of globalization is certainly (American) English. The reason why today the English language has the status of *lingua franca* and global language is primarily the economic, political, and military power of the United States, which manifests itself in all human activities and domains, so the language is no exception. Thus, speakers of almost all world languages, including Croatian, use Anglicisms, i.e., words or constructions borrowed from the English language, in all areas of human interest such as economy, tourism, advertising, fashion, computer sciences, but also in the one that will be the focus of this thesis - fitness industry. It is exactly the ubiquity and inevitability of English in Croatian fitness terminology that is the main motivation for this thesis, i.e., for a more thorough analysis of Anglicisms in Croatian.

As previously mentioned, the focus of this thesis will be the adaptation of Anglicisms in the Croatian language in the field of fitness industry, one of the fastest-growing and developing industries in the world. The term *fitness*, Anglicism itself, primarily refers to a type of exercise aimed at increasing physical strength and shaping the body. However, today this term has a much broader meaning, so the umbrella term of the fitness industry includes nutrition, exercise equipment, clothing items, dietary supplements, different types of training, terms related to body anatomy and physiotherapy, etc. Furthermore, given the fact that the fitness industry in Croatia is heavily influenced by the United States, and accordingly its terminology by the English language, in Croatian, the vast majority of fitness terms are borrowed and adapted from English. Moreover, Croatian equivalents are non-existent or rarely used.

Thus, this paper aims to present, show and describe how Anglicisms are adapted in the Croatian fitness terminology. The analysis will be based on the methodological framework proposed by Croatian linguist Rudolf Filipović (1986, 1990) meaning that the changes and the process of adaptation are to be demonstrated on four levels: phonological, semantic, orthographic, and morphological. In this way, the paper also aims to provide insight and raise awareness of the enormous number of Anglicisms in the Croatian language and draw attention

to the huge dominance and influence of the English language, on the example of fitness terminology.

2. METHODOLOGY AND CORPUS

In this section, a brief overview of the flow and components of the work as well as the corpus will be presented. Firstly, the paper will begin with the theoretical and historical overview of the development of the concept of language contact and contact linguistics as a discipline. In that section, we will refer to the conceptual periodization of Rudolf Filipović (1986), closely connecting it with the chronological one of Jovan Ajduković (2004). After that, definitions and links between particular concepts that will be important for understanding the work as a whole are to be provided. Furthermore, we will touch on the predominance and status that the English language enjoys in today's world, and we will connect this with the influence that it has on our mother tongue - Croatian. Before the analysis itself, we will look at the definition and division of Anglicisms as well as the ways and levels in which their adaptation to another language can be studied. Also, the concept of fitness and the fitness industry will be briefly discussed.

After that, the focus will be transferred to the main part of the paper, i.e., to the analysis of Anglicisms. Referring primarily to the methodology and work of Rudolf Filipović, we will analyze them on all four levels - phonological, semantic, orthographic, and morphological. The methodological procedure of the analysis itself, for each level, will be elaborated in detail before its presentation. Anglicisms selected and used for the purpose of this paper were found by regular reading and following the posts, publications, articles, and, blogs of some of the most famous Croatian fitness portals, primarily *Fitness.com.hr* (<https://www.fitness.com.hr/>) and *BuildingBody.com* (<https://www.building-body.com/>). *Table 1* below alphabetically lists the model, replica, source, and the context from which Anglicism was extracted in order to give an impression of its meaning and use in this particular fitness-related context. For the purpose of analysis, 53 Anglicisms were found and selected. After the analysis, we will give a brief overview of it, commenting on new findings and results that will help us draw conclusions, suggest new ways of research, and although it is already known, point out the really huge dominance and presence of English in Croatian.

2.1. Table 1: CORPUS

MODEL	REPLICA	EXAMPLE OF USE	SOURCE OF RESPECTED REPLICA
aerobics	aerobik(a)	“Aerobik je skupina vježbi u kojima veliki mišići (noge, leđa, ruke...) rade dulje od 20 minuta pri naporu koji tjera vaše srce da lupa na 60 do 80 % maksimalne brzine.”	“Aerobik ili pilates - koji trening odabrati?” (2017, June 14) Kreni zdravo https://www.krenizdravo.hr/budi-fit/vjezbe-vitalnost/aerobik-ili-pilates-koji-trening-odabrati
bench	benč	“Gotovo je nemoguće zamisliti da vas netko, kad kažete da idete u teretanu, ne pita onu čuvenu: Koliko dižeš u benču ?”	Lepčin, I. (2019). “Kako povećati benč potisak?” <i>Fitness.com.hr</i> , https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Kako-povecati-bench-potisak.aspx
bodybuilding	bodybuilding	“ Bodybuilding zahtjeva velika naprezanja i odricanja, a nije nimalo jeftin sport. U stvari to sve treba gledati kao pozitivno, jer da je sve lagano onda bi svatko imao lijepo mišićavo tijelo, pa onda možda ne bi imali ni motivaciju za rad.”	“Bodybuilding vodič za početnike”(2020) <i>Fitness.com.hr</i> . https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/BB-vodic.aspx
booster	buster	“Pre-workout napitci se najčešće uzimaju 30-ak minuta prije treninga koliko im treba da počnu „raditi“ i posluže kao energetske i budnosne buster potreban za odraditi jak,	Jagodić, Z., (2021) “Vodič kroz pre-workout dodatke prehrani: Kako odabrati najučinkovitiji?”, <i>Fitness.com.hr</i> . https://www.fitness.com.hr/prehrana/dodaci-

		intenzivan i dovoljno dugačak trening.”	prehrani/Vodic-kroz-pre-workout-dodatke-prehrani.aspx
bulking	bulking	“Prema nekoj standardnoj definiciji bulking podrazumijeva razdoblje u kojem treningom i prehranom želimo povećati postotak mišićne mase i razinu snage, što je popraćeno s povećanjem razine masti u tijelu. Naravno, uvijek možete nastaviti istim tempom, samo to je jako jako dug i težak put, a većina ipak teži nekom bržem rješenju.”	“Tri učinkovite strategije za zimski bulk.” (2019) <i>BuildingBody.com</i> https://www.building-body.com/3-ucinkovite-strategije-jednostavni-zimski-bulk/
cardio	kardio	“Deighton i suradnici su proveli istraživanje u kojem su uspoređivali kardio natašte s kardijem nakon obroka. Kardio natašte je rezultirao većim apetitom te čak i nešto većim ukupnim unosom hrane tijekom dana. Još jedan minus za kardio natašte.”	Rupčić, D. (2018) Razbijamo mitove: Ima li prednosti kardio natašte i zašto ne? <i>Fitness.com.hr</i> . https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Mit-kardio-nataste.aspx
coach	coach/ kouč	“Web administracija tkz. Workout Builder je namijenjena za sve koučeve i nudi širok spektar funkcionalnosti, poput kreiranju programa za sebe i svoje klijente.”	Kaufmann, N. (October 7, 2021.) <i>Što je coaching I što očekivati od coachinga?</i> <i>Krenizdravo.hr</i> https://www.krenizdravo.hr/zivotni-stil/put-ka-sreci/sto-je-coaching-i-sto-

			<u>ocekivati-od-coachinga</u>
coaching	coaching/ koučing	“Online personal koučing postao je posebno popularan unazad nekoliko godina, a mišljenja su o kvaliteti takve usluge podijeljena. Mnogi ovakav način suradnje s trenerom smatraju izvrsnim rješenjem, dok oni drugi smatraju kako je to jedno veliko bacanje novaca.”	Kaufmann, N. (October 7, 2021.) <i>Što je coaching I što očekivati od coachinga?</i> <i>Krenizdravo.hr</i> https://www.krenizdravo.hr/zivotni-stil/put-ka-sreci/sto-je-coaching-i-sto-ocekivati-od-coachinga
core	core	“ Core je most koji povezuje zdjelicu i ramena. Povećanje stabilnosti corea pomaže u prijenosu sile i pokreta između donjih i gornjih ekstremiteta. Slab i nefunkcionalan core narušava izvedbu pokreta i stvara podlogu za disbalans i ozljede.”	Novota, L. (2022). “Za snažni core: 54 načina izvedbe dinamičkog planka.” <i>Fitness.com.hr</i> . https://www.fitness.com.hr/vjezbe/vjezbe/Dinamicki-plank-54-izvedbe.aspx
cracker	kreker	“Zdravi krekeri koje možete kupiti na policama naših supermarketata su Wasa Original, Wasa Fibre, Finn Crisp i Burger Ballaststoff. Krekeri ovih brendova naš su odabir. Evo i zašto.”	Jagodić, Z. (2015). “Biramo za vas-koje zdrave krekerke odabrati?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/nutricionizam/Biramo-za-vas-Koje-krekere-odabrati.aspx
CrossFit	crossift	“Zbog vrlo intenzivnih treninga i činjenicom da za napraviti trening ne treba puno opreme, sve veći broj ljudi intrigira crossfit način treniranja. Činjenica da nakon treninga obično ne mogu stajati	Petrinić, D. (2012). “Uvod u Crossfit” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/programi-treninga/Uvod-u-crossfit.aspx

		na nogama je isto tako za fitness freakove vrlo privlačna.”	
deadlift	deadlift	“Kod deadlifta je aktivirano 100% mišića nogu, a prilikom njegovog izvođenja, veliki zahtjevi za funkcionalnom stabilnosti su postavljeni pred gotovo sve ostale mišićne skupine u tijelu.”	Lepčin, I. (2018). “Kako povećati težine na deadliftu?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/vjezbe/Kako-povecati-tezine-na-dead-liftu.aspx
deload	deload	“Većini ljudi deload vrlo vjerojatno zapravo i nije potreban. Do stanja pretreniranosti nije lako doći, jer u ovom stanju vam je od teških treninga do otkaza centralni živčani sustav „spržen“ i jednostavno ne možete više trenirati istim intenzitetom kao prije.”	Puclin, V. (2020) “Deload – nužna faza za najbolji napredak u treningu.” <i>BuildingBody.com</i> https://www.building-body.com/deload-nuzna-faza-bolji-napredak-treningu/
doping	doping	“Prema WADA-i, doping je definiran kao svaka upotreba sredstva ili metoda koje poboljšavaju sportsku izvedbu, a da pri tome može više ili manje naštetiti zdravlju sportaša. U velikoj mjeri riječ je o legalnim medikamentima koji se koriste za liječenje brojnih bolesti ljudi i životinja.”	Jurek, T. (2012) “Doping u sportu” <i>Fitness.com.hr</i> https://www.fitness.com.hr/lifestyle/slobodno-vrijeme/Doping-u-sportu.aspx
expander	ekspander	“Tako čovjek svoja fizička svojstva može razviti ako se suprotstavi vanjskom otporu ili ga svlada. A za to može koristiti	Kolac, M. (2012). « 12 vježbi s vrećom pijeska” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/vj

		težinu svog tijela, otpor partnera, prirodni otpor, utege, trenažere, girje, ekspandere , medicinke, rastezljive gume, razne prsluke s opterećenjem, vreće s pijeskom, električnu stimulaciju mišića i dr.”	ezbe/12-vjezbi-s-vrecom-s-pijeskom.aspx
fasting	fasting	“Kod promišljanja o provedbi fastinga , razmislite o svojem zdravstvenom stanju, ali i o svim vanjskim faktorima koji provedbu ovog teškog režima prehrane mogu otežati i ugroziti vam zdravlje.”	Jagodić, Z., (2019). “Intermittent fasting (dijeta povremenog posta) – Tko bi ga trebao izbjegavati?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/dijete/Intermittent-fasting-izbjegavati.aspx
finisher	finišer	“U osnovne vježbe se ubrajaju čučanj, sklek, zgib, potisak za ramena i mrtvo dizanje. Radi se o višezglobnim vježbama koje se uvijek izvodi na početku treninga te koje aktiviraju veći broj i zglobova i mišićnih skupina. Izolacijske vježbe se izvode zadnje, kao finišer na kraju treninga.”	Jagodić, Z. (2019) “Za početnike: Kako krenuti s treningom snage u teretani?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/savjeti-za-vjezbanje/Kako-krenuti-s-treningom.aspx
fit	fit	“Ako želite što prije postati fit , razmislite o uključivanju sprinteva u svoj plan trening.”	Jagodić, Z. (2021) “Ako želite što prije postati fit, razmislite o uključivanju sprinteva u svoj plan trening.” <i>Fitness.com.hr</i>

			https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Sprinte-vi-hiit-trening.aspx
fitness	fitnes(s)	“ Fitness industrija izlazi iz tvrdih okvira i postaje multidisciplinarna - "kombinirat će se od svega nešto", kako bi se postigli najbolji rezultati, zaključuje Petersen.”	Jagodić, Z. (2015) “Hrvatski fitness gurui odgovaraju: Kako ostati fit i koji su dolazeći fitness trendovi?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/lif(estyle/slobodno-vrijeme/Fitness-com-hr-Aerobic-Fitness-Camp-trendovi-video.aspx
fix	fiksirati	“Nadlakticu, lakat i rame u potpunosti fiksirati , bučicu uhvatiti bliže vrhu, kako bi poluga prilikom supinacije (izvrtanja) podlaktice bila što nepovoljnija i kako bi pokret supinacije bio što teže izvediv za biceps.”	Lepčin, I. (2014). “Dipsevi - sve varijante i kako izgleda pravilna forma” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/vjezbe/Dipsevi.aspx
gainer	gejner	“Međutim, u novije vrijeme su korisnici suplemenata educiraniji i bolje znaju što žele, a što ih može unazaditi pa se i situacija u pogledu kvalitete proteinskog sastava gejnera popravlja (no i stara garda je još uvijek na tržištu i vreba neupućene pa se zato najprije informirajte i čitajte pažljivo sastave!”	Lepčin, I. (2012) “Gaineri – što su i kome su namijenjeni?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/dodaci-prehrani/Gaineri.aspx

hoodie	hudica	“Omiljene majice s kapuljačom, popularne hudice ili dukserice, nikada ne izlaze iz mode, a ove su zime u posebnom fokusu. One su praktične, udobne, tople, nose ih muškarci i žene, dok ih djeca obožavaju.”	“Kad zima pokaže zube, mi pokazujemo svoje hudice.” (2018) <i>Sport&moda.hr</i> https://blog.sportmoda.hr/kad-zima-pokaze-zube-pokazujemo-hudice/
influencer	influenser	“Tenisice Reebok Nano X1 već su postale prvi izbor u fitness zajednici, a isprobali su ih i vrhunski svjetski sportaši poput fitness legende Richa Frominga Jr. te Camille Kostek, bivše profesionalne plesačice u sklopu „Official Shoe of Fitness“ programa. Među prvima u Hrvatskoj isprobali su ih fitness influenserica Tea Kravaršćan i Augustin Viličnik, „najfit muškarac u Hrvatskoj“.”	“Novosti iz Reeboka: Nano X1 sada u novim bojama i još održiviji” (2021) <i>Fitness.com.hr</i> https://www.fitness.com.hr/lifestyle/sportska-moda/Reebok-nano-x1-boje-vegan.aspx
instructor	instruktor	“Primjerice, osobni trener, mentor ili instruktor mora biti tjelesno i psihički potpuno zdrava osoba. Ovo znači da mora imati dobre govorne sposobnosti, biti informatički pismen, mora imati dobar vid i sluh, odgovarajuće psihičke osobine, primjerene sposobnosti i primjerena svojstva.”	Oberan, I. (2020). “Naučite prepoznati: Ovo su karakteristike kvalitetnog online osobnog trenera!” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Naucite-prepoznati-online-osobni-trener.aspx

insulin	inzulin	<p>“Prema rezultatima, za idealne rezultate, nakon treninga se preporučuje uzimati whey protein s 3-4 g leucina po mjerici za maksimiziranje sinteze proteina. Savjetuje se kombinirati s brzim šećerom, poput maltodekstrina i li glukoze jer će leucin pojačati sintezu u prisustvu inzulina.”</p>	<p>Jagodić, Z. (2021) “Koliko vrijeme unosa i vrsta proteina utječu na mišićni rast i snagu?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/dodaci-prehrani/Proteini-vrijeme-vrsta-hipertrofija.aspx</p>
jogging	jogging	<p>“Donosimo vam popis 10 najpoznatijih fast food namirnica uz navedeno vrijeme koje trebamo potrošiti na hodaње, jogging, plivanje ili bicikliranje kako bismo ih potrošili.”</p>	<p>Jagodić, Z. (2016) “Bolna istina: Koliko treba hodati, trčati, plivati ili biciklirati da potrošite 10 najpoznatijih fast food namirnica?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/nutricionizam/Hodanje-plivanje-trcanje-bicikl-fast-food.aspx</p>
lifting shoes	lifterice	<p>“Osim korištenja povišenja, moguće je koristiti lifterice - posebno dizajnirane tenisice za trening koje imaju povišene pete.”</p>	<p>Pleša, L. (2021.) “Problem dugačkih nogu u izvedbi čučnja – ima nade i za nas?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/savjeti-za-vjezbanje/Problem-dugackih-nogu-u-izvedbi-cucnja.aspx</p>
medicine ball	medicinka	<p>“Uhvatite medicinku s rukama prema gore,</p>	<p>Ajduković. I. (2014). “Super</p>

		legnite na leđa i podignite noge. Bez micanja nogu ili savijanja laktova, simultano podižite ruke i torzo dok lopta ne dosegne nožne prste.”	trening: 10 vježbi s medicinkom » <i>Fitness.com.hr</i> . https://www.fitness.com.hr/zdravlje/um-tijelo/Sportska-masaza-prednosti.aspx
periodization	periodizacija	“ Periodizacija je vjerojatno najviše proučen koncept u svijetu treninga, a zapravo treba biti jednostavna. Progresivni otpor je ključ uspjeha.”	Laštre, D. (2021) « Funkcionalni trening - koje su prednosti i kako isplanirati trening i odabrati najbolje vježbe? » <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/savjeti-za-vjezbanje/Funkcionalni-trening-principi-prednosti.aspx
pilates	pilates	“ Pilates predstavlja jedinstveni sustav vježbi istezanja i snage usmjeren na tijelo i um koji je početkom 20. stoljeća osmislio Joseph. H. Pilates s ciljem da stvori metodu koja istovremeno jača i oblikuje mišiće, ispravlja držanje te pospješuje gipkost i ravnotežu.”	Soldo, M., (2020). “Yoga vs Pilates - koje su bitne razlike?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/fitness-discipline/Yoga-vs-Pilates-razlike.aspx
plank	plank	“Moj savjet je da u trening uvrstite sve varijacije plankova u svim ravninama zatim vježbe dead bug, medvjede puzanje (bear crawl), bočni plank, Ab rollout, Chop and lift,	Laštre, D. (2021) « Funkcionalni trening - koje su prednosti i kako isplanirati trening i odabrati najbolje vježbe? » <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/savjeti-za-vjezbanje/Funkcionalni-trening-principi-prednosti.aspx

		farmerov hod, tursko dizanje i sl.”	vjeti-za-vjezbanje/Funkcionalni-trening-principi-prednosti.aspx
powerlifting	powerlifting	“U powerliftingu se mogu natjecati i žene i muškarci, dok dobnog ograničenja gotovo da i nema te su nerijetki primjeri powerliftera u zrelijoj dobi kao i srednjoškolaca.”	Mamić, F. (2013) “Powerlifting – sport koji ne poznaje granice” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/fitness-discipline/Powerlifting-sport-koji-ne-poznaje-granice.aspx
program	program	“Ovi programi treninga namijenjeni su iskusnijim vježbačima, ali svakako treba napomenuti da prije svakog treninga potrebno je odraditi zagrijavanje 10-15 minuta i na kraju svakog treninga istezanje svih mišićnih grupa koje su sudjelovale u radu.”	Škiljić, M. (2020). “Program treninga za razvoj mišićne mase” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/programi-treninga/Trening-masa.aspx
refeed	refeed	“Povremene pauze od dijete (refeed) Dugoročna restrikcija kalorija je jedna od većih grešaka koju ljudi rade, pogotovo kada tako nešto traje godinama.”	Banić, M., (2021) “5 savjeta osobi koja godinama pokušava smršavjeti, a nikako ne uspijeva!” <i>Fitness.com.hr</i> https://www.fitness.com.hr/mrsavljenje/savjeti/5-savjeta-koje-dajem-za-mrsavljenje.aspx

relaxation	relaksacija	“Beneficija položaja planka ostvaruje se nakon 10 sekundi zadržavanja položaja. Nakon toga može se izvesti modifikacija koja osigurava 1 do 2 sekunde relaksacije mišića i nakon toga opet ponoviti zadržavanje položaja.”	Novota, L. (2022). “Za snažni core: 54 načina izvedbe dinamičkog planka.” <i>Fitness.com.hr</i> . https://www.fitness.com.hr/vjezbe/vjezbe/Dinamicki-plank-54-izvedbe.aspx
roller	roler	“Masaža potpomognuta rolerom opušta napete mišiće jednostavnim ležanjem ili oslanjanjem željenih dijelova tijela na njega, te se rolajući po njemu vlastitom tjelesnom težinom postiže efekt oslobađanja nagomilanog opterećenja i stresa u pojedinim dijelovima tijela.”	Tićak, K., (2011). “Vježbe s foam rollerom” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/vjezbe/Foam-roller.aspx
shaker	šejker	“Što nakon treninga u kućnom gymu? Trebate samo 3 stvari: proteine, šejker i tuš.”	Jagodić, Z., (2020). “Kućna teretana - što nam je sve potrebno od opreme?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Kucna-teretana.aspx

shorts	šorc	“Ženski fitness šorc Aesthetic jesu udobni šorcevi za vježbanje s logom GymBeam. Napravljeni su od udobnog materijala, zahvaljujući čemu dobro stoje svim vrstama figure. Prigodni su za sve vrste sportskih aktivnosti i za slobodno vrijeme.”	<i>GymBeam.hr – fitness odjeća</i> https://gymbeam.hr/zenski-fitness-sorc-aesthetic-blue-gymbeam.html
skip	skipati	“Kratko zagrijavanje i razgibavanje - lagano skipati ; nastaviti skakutati: naprijed-nazad, lijevo-desno.”	Žuljević, S. (2019) “Sanja Žuljević trenira s vama: Kružni trening za cijelo tijelo” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/programi-treninga/Sanja-zuljevic-kruzni-trening.aspx
smoothie	smoothie	“Čokoladni banana smoothie s kikirikijem je bogat proteinima, vitaminima i mineralima.”	Jagodić, Z., (2021). “Smoothie svih smoothieja: Čokoladni banana smoothie s kikirikijem” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/planirana-prehrana/Smoothie-svih-smoothieja-cokoladni.aspx
snack	snack	“Dakle, način pripreme kokica ključan je u tome da kokice ostanu ono što jesu – zdrav i niskokaloričan snack .”	Jagodić, Z. (2020). “Kokice – zdrav, niskokalorični snack?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/planirana-prehrana/Kokice-zdrav-niskokaloricki-snack.aspx

			s.com.hr/prehrana/nutricionizam/Ko-kice-zdrav-niskokaloricni-snack.aspx
sport	sport	“Funkcionalni trening pomaže vam razviti snagu, stabilnost i mobilnost koja vam je potrebna za napredovanje u vašem životu ili sportu .”	Laštre, D. (2021) « Funkcionalni trening - koje su prednosti i kako isplanirati trening i odabrati najbolje vježbe?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Funkcionalni-trening-principi-prednosti.aspx
spotter	spoter	“U nekim vježbama je spoter jako važan i omogućit će vam da odradite još koju seriju ili ponavljanje koje inače ne biste uspjeli, bez trening partnera.”	Jagodić, Z., (2015). “Trening partner - prednosti treninga u dvoje i primjeri vježbi” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Trening-partner-Prednosti-i-primjeri-vjezbi.aspx
sprint	sprint	“Ako želite što prije postati fit, razmislite o uključivanju sprinteva u svoj plan trening.”	Jagodić, Z. (2021) “Ako želite što prije postati fit, razmislite o uključivanju sprinteva u svoj plan trening.” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Sprintevi-hiit-trening.aspx
stepper	steper	“ Steper je efikasna sprava za brzu	Soldo, M., (2020). “Yoga vs Pilates -

		potrošnju kalorija i oblikovanje donjeg dijela tijela. Steperi omogućavaju trening nogu i stražnjice u udobnosti vlastitog doma, a pritom ne zauzimaju puno prostora i možete ga smjestiti i ispred televizora.”	koje su bitne razlike?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/fitness-discipline/Yoga-vs-Pilates-razlike.aspx
steroid	steroid	“Po sastavu je steroidni hormon, ali za razliku od npr. testosterona koji je anabolički steroid , kortizol je katabolički steroid.”	Mavrin Jeličić, M., (2011) “Utjecaj vježbanja na razinu kortizola.” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/savjeti-za-vježbanje/Kortizol-i-vježbanje.aspx
supercompensation	superkompenzacija	“Sto puta smo čuli onu “što te ne ubije, to te ojača”. To (u mrvicu ograničenom smislu) vrijedi kad pričamo o treningu snage i upravo je to najjednostavnija definicija superkompenzacije .”	Lepčin, I. (2021) "Superkompenzacija - Kako je iskoristiti za napredak i rast?" <i>Fitness.com.hr</i> , https://www.fitness.com.hr/vjezbe/savjeti-za-vježbanje/Superkompenzacija-kako-je-iskoristiti.aspx
supplement	suplement	“Međutim, u novije vrijeme su korisnici suplemenata educiraniji i bolje znaju što žele, a što ih može unazaditi pa se i situacija u pogledu kvalitete proteinskog sastava gainera popravlja (no i stara garda je još uvijek na tržištu i vreba neupućene pa se zato najprije informirajte i čitajte pažljivo sastave!”	Lepčin, I. (2012) “Gaineri – što su i kome su namijenjeni?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/dodaci-prehrani/Gaineri.aspx

tights	tajice	“Visoko na popisu odjevnih promašaja u teretani su muškarci u tajicama . One su udobne, u njima se može slobodno kretati, ali i pokazuju više nego što bi itko poželio vidjeti.”	“Modne fitness katastrofe” (2009). <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Modne-fitness-katastrofe.aspx
trainer	trener	“Primjerice, osobni trener , mentor ili instruktor mora biti tjelesno i psihički potpuno zdrava osoba. Ovo znači da mora imati dobre govorne sposobnosti, biti informatički pismen, mora imati dobar vid i sluh, odgovarajuće psihičke osobine, primjerene sposobnosti i primjerena svojstva.”	Oberan, I. (2020). “Naučite prepoznati: Ovo su karakteristike kvalitetnog online osobnog trenera!” <i>Fitness.com.hr</i> https://www.fitness.com.hr/vjezbe/sa-vjeti-za-vjezbanje/Naucite-prepoznati-online-osobni-trener.aspx
training	trening	“Stoga, u situacijama poput ovih, kad ne želimo odustati od treninga posežemo za „pre-workout“ napitcima kojima je zadatak upravo to: povećanje budnosti i fokusa i bolja motiviranost za trening .”	Jagodić, Z., (2021) “Vodič kroz pre-workout dodatke prehrani: Kako odabrati najučinkovitiji?”, <i>Fitness.com.hr</i> . https://www.fitness.com.hr/prehrana/dodaci-prehrani/Vodic-kroz-pre-workout-dodatke-prehrani.aspx
transformation	transformacija	“Prema tome, formula bi bila: Tjelesna transformacija = kalorijski deficit (tjelesna težina x 0,7) + 3 g proteina po kg tjelesne mase + optimalan trening snage.”	Jagodić, Z., (2020). "Najveći vodič za postizanje tjelesne transformacije" <i>Fitness.com.hr</i> https://www.fitness.com.hr/Tag/rekompozicija.aspx

whey	whey	<p>“Whey je drugi oblik proteina prisutan u kravljem mlijeku, je tekući oblik mlijeka koji ostaje nakon procesa proizvodnje sira. S BV od 104 te PDCAAS od 1.00, sirutka je superioran izvor proteina, i nad kazeinom i nad mlijekom.”</p>	<p>Jagodić, Z. (2021) “Koliko vrijeme unosa i vrsta proteina utječu na mišićni rast i snagu?” <i>Fitness.com.hr</i> https://www.fitness.com.hr/prehrana/dodaci-prehrani/Proteini-vrijeme-vrsta-hipertrofija.aspx</p>
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3. HISTORICAL (TERMINOLOGICAL) OVERVIEW

From today's perspective, with all the linguistic achievements and available knowledge, it is safe to say that language contact is as old as language communication itself and that no language is immune to the influences of other languages (Thomason, 2001). These linguistic aspects, i.e., language influence and contacts, gained importance only in the 18th century when philologists and lexicographers encountered difficulties and ambiguities while collecting data for dictionaries, especially in analysing the origin of words. The term language contact, although perhaps self-explanatory, is much more complex than it seems and has been understood and defined differently by many linguists and other scholars throughout history.

The development of the aforementioned, but many other related concepts, was marked by numerous new findings and, consequently, terminological changes. Filipović (1986; 1990) presents the terminological development of contact linguistics as a discipline and the concept of language contact by focusing on terminological changes. On the other hand, the Serbian linguist, Jovan Ajduković (2004), offers a more chronologically oriented overview. Below, we will briefly present both of them since they ultimately complement and coincide with each other.

To begin with, Filipović (1986) states that, in the 18th and 19th centuries, when, as has been said, this linguistic aspect was gaining importance, the focus was on the concepts of *mixed languages* and *language mixture*. Many linguists (Rask, Grimm, Bopp, Miller, Schleicher) had challenged these terms, explaining that mixed language does not exist, or that one language only mixes with another at certain levels. Related to this, most linguists considered that mixture to be a lexical-level mixture. Besides, Whitney (1881:14, as cited in Filipović, 1986:19) held

that there is no mixture between the two languages as such, but rather a modification of certain features, but that each language ultimately retains its identity. Windich (1897) and Schuchardt (1884, as cited in Filipović, 1986: 20) went a step further, linking mixture with bilingualism and foreign words in the language, i.e., borrowings. Additionally, the findings of Herman Paul (1886: 337-349, as cited in Filipović, 1986:20), another in a series of German linguists, were particularly significant during this period. Namely, he pointed out that language mixture implies the influence of one language on another and states the principles of language borrowing, the fact that: 1.) linguistic elements of one language are formed according to linguistic principles valid in another language and 2) that borrowing it can be the cause of need or actuality. Paul also touches on how words are adapted to another language, focusing primarily on phonetic adaptation. (Filipović, 1986: 19-24)

Furthermore, the second phase of linguistic research on this issue, i.e., the first half of the 20th century, continues with the persistence in finding a more adequate term than that of the *language mixture*. Many linguists such as Meillet (*Linguistique historique et linguistique generale*), Bloomfield (“Cultural Borrowing”, “Intimate Borrowing”, “Dialect Borrowing” in *Language*), Sapir (*Language*), and Haugen (*The Analysis of Linguistic Borrowing*) were not proponents of this concept and in their works, they used the term of language borrowing instead. Apart from the lexical language borrowing, which they are of course focused on, they also touch on other forms of borrowing, such as the cultural one, thus already pointing out the influences of non-linguistic elements on borrowing and connections between languages. (Filipović, 1986: 25, 28)

Finally, in the third period, i.e., the second half of the 20th century, the emphasis was on the use of terms – “*languages in contact*” and “*contact of languages*” (language contact.) In connection with this, Weinreich, (1953, as cited in Filipović 1986:26) focuses on the main aspects of those terms and explains that according to him: 1) “languages are in contact in situations where they are alternately used by one or more speakers” 2) “bilingualism presupposes the phenomenon of one person using two languages.” 3) “*interference* is a term used to describe a consequence of bilingualism, i.e., an overlapping and subsequently the deviation of language norms.” In addition to Weinreich, aforementioned Haugen also touches on bilingualism and linguistic contacts, emphasizing the connection between linguistic elements and changes with the extralinguistic ones, i.e., social, psychological, geographical, etc. It was these two German linguists who greatly influenced Filipović’s approach to languages in contact. (Petrov, 2015)

On the other hand, it is with research on the topic of borrowing at different linguistic levels (lexical, morphological, syntactic, and phonological) of these two linguists that the periodization according to Jovan Ajduković begins (the 1950s). Furthermore, during the second period, meaning in the 1960s, the focus was on the sociolinguistic perception of language borrowing and its impact on the functioning and relationship between language and the social aspect of its speakers. This direction was followed in the third period, i.e., in the '70s, as well, since scholars tried to connect linguistic and non-linguistic elements of language borrowing and adaptation, i.e., to combine research in the field of linguistics, sociology, anthropology, etc. Special emphasis in this period was put on the concepts of *bilingualism*, *code-switching*, and *interference* (later known as *transfer*).

In the eighties or the fourth period, Ajduković (2004) states, the name *contact linguistics* appears, which designs the branch of linguistics, in the center of which are language contacts. During this period, too, great attention was paid to bilingualism, but more and more to other situations in which there is contact between languages, such as language acquisition, code-switching, and borrowing. In addition, the dominance of individual languages has directed researchers to study the phenomenon of language loss and change as well as language planning and policies. In the 1990s, according to Ajduković, in the last period, the situation with language contacts is being studied more and more thoroughly, and the causes, consequences, and changes that result from these contacts are being sought. The links between languages are sought in territorial and administrative conquests and divisions (Thomas, 2001) or deeper political, social, or religious issues. (Kurtböke, 1998). Terms such as “code copying”, which presupposes patterns and elements of one language being copied into another, and the “Matrix language Framework Model” relative to a language dominance during code-switching (Johanson 1992, Myers-Scotton 1993, as cited in Ajduković 1997) also appeared.

4. KEY CONCEPTS

After a brief insight into the chronological and terminological development of languages in contact, we can conclude that different linguists, philologists, and other experts have interpreted certain terms differently throughout history. In the following sections, we will clarify this multitude of different definitions and data by defining some of the key terms that will be crucial for the corpus analysis of this paper, i.e., its main part.

Thus, we will start with the term **language contact**. According to Filipović (1986: 17) language contact occurs in two situations, that is first of all, during the process of learning and acquiring a foreign language. In that case, the mother tongue and the foreign language come into contact. In addition, depending on the (dis)similarity of the two language systems, their relationship may facilitate learning (*positive transfer*) or make it more difficult by leading the learner to make mistakes due to incorrectly transmitted norms and rules (*negative transfer*). (Saville Troike, Barto, 2017:5)

Another situation, more important in terms of this paper, presupposes a **receiving language (LR)** taking and adapting a word or expression from the so-called **lending, donor, or giving language (LD)**. This process is known as **language borrowing**. Filipović (1986: 47) distinguishes between *direct* and *indirect borrowing*. Direct borrowing means contact, i.e., communication between speakers of two different languages, or within one bilingual speaker. On the other hand, *indirect borrowing* implies another language or means, such as written and digital media, through which a certain element passes from one language to another. As we can see, language borrowing takes place between donor and receiving language, that is, in a narrower sense between the **model**, a word in its original donor- language form and **replica**, borrowed and adapted word. This latter connection is mediated by a **compromise replica**, which presupposes all the different forms and stages that the word goes through during the transfer. Besides, these processes presuppose **substitution** - replacement of the elements of the model with the corresponding ones in the receiving language or **importation**, i.e., operation in which the replica receives completely new elements.

In addition to the linguistic aspect of borrowing, attention should be paid to the social one as well, or more precisely to the acceptance and use of the replica in a particular language community. Accordingly, Filipović (1986: 38) distinguishes three cases:

1. *code-switching*, which implies the alternating use of two languages, and accordingly, the use of a replica in an unadapted form.
2. *interference* – overlap, but also a deviation from the norms due to language contact
3. *integration* – the stage of adaptation in which the foreign word, i.e., the **loanword**, has become completely adapted and established in the recipient language.

Although there are certainly many more concepts, problems, and perceptions of the same, we will focus and dwell on these so as not to ultimately cause terminological confusion and move away from the very aims of the work.

5. THE STATUS OF ENGLISH

Nowadays, English is undoubtedly the most widespread and used language in the world. Accordingly, names such as *lingua franca*, international, world, or global language are completely justified. The English language began its first significant expansion during the British colonization in the 17th and 18th centuries, primarily on the American continent, Australia, New Zealand, South Africa, India, etc. The English language gained in importance and prestige slowly and gradually, first in the field of education and then in other aspects of human activities. The English language achieved its true world dominance after the Second World War, primarily due to the status and power of the United States in the field of economy and military forces (Crystal, 1997). Accordingly, the American version of English is dominant today. This dominance was further strengthened by the advent and development of computers and information technology. As we are all aware, technology works to bring people together, speed up our work and daily activities, and facilitate communication. The presence and influence of English are evident in all human fields, as in the already mentioned information technology, business, fashion, media, fitness, etc., and is accordingly one of the greatest factors of globalization (Mackenzie, 2014). In this context, Opačić (2006) further specifies the concept of globalization, stating that this expansion of American English can also be seen as cultural globalization. A lot of people, thus abandoning the autochthony of their own country and culture, strive for the American lifestyle, at least the one presented in the media. So, it is the media, Opačić (2009), Nikolić-Hyot, Sočanec (2006) and Thomason (2001) agree, that are the main "culprits" for this unstoppable spread and unavoidable influence of American English. Although the purist tendency, that is, the tendency to preserve linguistic identity, is quite strong in many languages, including Croatian, it is really difficult for them to resist this inevitable and unstoppable penetration of the English language, i.e., Anglicisms, which will be discussed and analysed later in this paper. (Opačić, 2009)

6. ENGLISH AND CROATIAN

Relying on the previous paragraph, we will briefly analyse the relationship between Croatian, English, and some other European languages. Namely, throughout its history and development, the Croatian language has come into contact with many other languages, primarily because of the spatial proximity of their speakers, but also because of their common rulers and administrative structure. Those were above all: German and Italian, but also Hungarian and French. Today, loanwords from these languages are fully ingrained, and new ones rarely arrive. Accordingly, throughout the 19th and the first half of the 20th century, German and French were taught as foreign languages in the majority of Croatian schools, while English was included only in the curriculum of some private schools (Filipović, 1982). In connection with this, Croatian came into contact with the English language primarily through German as an intermediary language, which was manifested primarily in the spelling and pronunciation of certain words (“*sport* / *šport*, *sprint* / *šprint*”) or morphology (“*Eng: camp Ger.: Kamp-ier- en Cro.: Kamp-ira-ti or Eng: train Ger: train-ier-en, Cro: tren-ira-ti*”). (Bosnar – Valković et. al., 2007). Today, however, English is undoubtedly the most dominant foreign language in Croatia, and its prestige is manifested primarily in the fact that its knowledge and high proficiency are valued in all aspects of life and are therefore an important factor in professional and social progress. Concerning the language itself, this is manifested in the multitude of Anglicisms, which are used at the expense of or due to the absence of native words. In addition to more or less adapted English words, the case of code-switching is common, especially among the younger, teenage generations. (Nikolić-Hyot, Sočanec, 2006). Although the use of the English language and Anglicisms signifies prestige, modernity, and social progress, Opačić (2006) points out that people in fact do not realize that that is slowly but surely fading much of the national identity.

7. ANGLICISMS - DEFINITION AND DIVISION

As already mentioned, due to various historical, social, and cultural changes as well as technological advances, there is a need to name new things, phenomena, and ideas that are emerging. These new words can be formed by combining already existing elements of a particular language, but it is a much more common phenomenon to borrow and adapt words from a foreign language or to expand the meaning of an already existing word. If that foreign language, from which the words were taken over and adapted to another language, is English, we are talking about Anglicisms.

In this regard, it is important to point out that the English inventory of words includes several groups of words: primarily words of Anglo-Saxon origin, then words borrowed from other European or world languages that have become an integral part of the English language. Accordingly, Anglicisms presuppose all those loanwords that are, not necessarily of English origin, but that have already been previously integrated into the English language system or denote concepts belonging to English or American culture. (Filipović, 1990: 18).

Furthermore, Anglicisms can be divided into primary or direct and secondary or indirect. The first group involves words from the English language that have been adapted into the recipient language to the point that they seem like native words. The majority of Anglicisms in the Croatian language would fall into this group. This group also presupposes the so-called internationalisms, i.e., professional and technical terms used in various domains and scientific disciplines (Opačić, 2007). We consider them Anglicisms because we associate their discoveries and naming with English and American research, that is, with experts from the English-speaking areas. However, according to their origin, these words are mostly of Latin or Greek origin and are used in a similar form in many other world and European languages, hence the already mentioned name internationalisms or europeanisms. (Menac et al., 2000).

On the other hand, those secondary, also known as pseudo-Anglicisms, of which there are significantly fewer, are not entirely taken from English but are formed and adapted in the receiving language through various procedures, i.e., by composition, derivation, or ellipsis. Composition implies conjunction with the word *man* (e.g., *goal* + *man* = *golman*), derivation adds suffixes such as *-er* and *-ist* (e.g., *jazz* + *er* = *džezzer*), and ellipsis presupposes the omission of some part of the compound, most often the suffix *-ing* (*surfing*, *boxing* = *surf*, *boks*) (Filipović, 1990: 19-23).

8. ADAPTATION AND ANALYSIS OF ANGLICISMS

8.1. Analysis of Anglicisms

Filipović (1990: 24) states that the most complete approach to the analysis of Anglicisms should be organized through three main stages, i.e., studying its 1) origin, 2) development in terms of pronunciation, orthography, and morphology, and finally its 3) meaning. In this paper, we will focus on the second and third degrees.

Furthermore, when it comes to changes that occur during the adaptation of a loanword,

Filipović (1980: 56) distinguishes between primary and secondary changes, which he analyses and explains using two key elements, the chronological and the qualitative one. From the chronological aspect, the primary changes, which include “the period from the transfer of the model to the integration of the replica,” precede the secondary changes, i.e., those that take place at some point after the integration, which is indefinite. All changes that occur in the first, that is, the second period of the adaptation process, are accordingly called primary (I) and secondary adaptation (II).

Considering the other, more significant, qualitative aspect, Filipović (1980: 57) explains, that the primary changes are closely related to bilingualism and reflect unstable and inconsistent contacts and relations between the two languages. On the other hand, secondary changes, typical of monolingualism, are permanent and fixed, which means that the borrowed word does not change or the process of change is long and slow and in accordance with the recipient language.

In the following sections, we will touch upon the formation of Anglicisms in terms of their orthography, pronunciation, morphology, and ultimately meaning. We will highlight some of the characteristics of each of these levels and thus further strengthen the foundations for the analysis that will follow.

8.2. Orthographic level

When it comes to studying and analysing the process of adaptation at the orthographic level, the relationship, closeness, and contact of languages, as well as the similarities and differences of their graphic systems, are extremely important. In this regard, the orthography of English and Croatian differs greatly, since English orthography, unlike Croatian, does not always follow the principle of “one grapheme - one phoneme” (Menac et al., 2000).

Within the orthographic adaptation, Filipović (1990: 24) lists four ways in which the orthography of Anglicism can be formed, and those are, (along with the index by which they are marked):

- 1. “according to the model's pronunciation” ^(a)**
- 2. “according to the model's orthography” ^(b)**
- 3. “combination of pronunciation and orthography of the model” ^(c)**

4. “the influence of the intermediary language.” ^(d)

The first type of adaptation ^(a) can be observed in situations when donor-language, i.e., English phonemes, are replaced by the Croatian graphemes which are equivalent to them. It applies to both vowels and consonants (e.g., *jet* → *džet*, *nylon* → *najlon*, *ranch* → *ranč*). In the second way of adaptation ^(b), the replica is formed following the model’s orthography and the principle of “grapheme for grapheme”, so that an Anglicism in the vast majority of cases, retains the original orthography of the model (e.g., *generator* → *generator*, *marketing* → *marketing*, *promoter* → *promoter*). Despite very similar alphabets of the two languages, some English graphemes, such as <x>, <y>, <w>, <q>, do not exist in Croatian and are accordingly replaced by the corresponding Croatian graphemes, while on the other hand some Croatian graphemes such as <ć>, <nj>, <đ>, <lj> are not used in the adaptation of Anglicisms. Also, it is important to mention that during the adaptation, Croatian often does not keep double consonants, but only one, but this change is not entirely without exception, bearing in mind the previously mentioned influence and dominance of the English language (e.g., *processor* → *processor*, *fitness* → *fitnes(s)*) (Nikolić – Hoyt, 2000: 159-160). The third principle ^(c) is actually a combination of the first two, which means that during the adaptation of Anglicisms, one part of the replica was formed after the example of English pronunciation, while the other was formed following the model’s orthography (e.g., *interview* → *intervju*, *leader* → *lider*, *peeling* → *piling*). So, in our case, the original orthography is often taken over, while the pronunciation is adapted to the receiving language i.e., Croatian (Filipović, 1986: 57). In the fourth type of adaptation ^(d), besides the donor and receiving languages, the impact on the formation of the replica has another so-called, intermediary language. In accordance with that, the transfer between English and Croatian is not always direct, but the replica has more or less obvious features of another language, in the case of our language, mostly German and French. (e.g., *jury* → *žiri*, *shampoo* → *šampon*) (Filipović, 1986: 190).

8.3. Phonological level

If we observe the adaptation of Anglicisms at the phonological level, we obviously focus on the phonological systems of the two languages, i.e., on the similarities and differences in the characteristics of phonemes within the model and replica as well as their pronunciation. It is useful to note that, transphonemization can take place, i.e., the pronunciation of the replica can

be formed following either the orthography or the pronunciation of the model, or a combination of the two. Therefore, in the pronunciation of both the model and Anglicism, we can often distinguish several variants. However, as in Filipović's work, in this paper the emphasis will be on adaptation according to the principle of pronunciation. Since the English and Croatian pronunciations, i.e., phonological systems, are quite different, Anglicisms at this level are subject to various changes known as transphonemization. In this regard, Filipović (1990: 30) mentions three different types of transphonemization.

1. **Complete or zero transphonemization (F₀)**
2. **Compromise transphonemization (F₁)**
3. **Free transphonemization (F₂)**

Complete or zero transphonemization (F₀) implies the same phonemes in both the model and the replica. More precisely, there is no difference in terms of manner or place of articulation and the level of openness in the case of vowels. (e.g., *rugby* → *ragbi*, *golf* → *golſ*). We observe this type in the following phonemes “/i:/, /e/, /ʌ/, /ɔ:/, /u:/ /b/, /g/, /m/, /n/, /f/, /v/, /l/, /h/, /s/, /z/, /ʃ/, /ʒ/, /tʃ/, /dʒ/, /j/, /r/ → /i/, /e/, /a/, /o//u/ and /b/, /g/, /m/, /n/, /f/, /v/, /l/, /h/, /s/, /z/, /ʃ/, /ʒ/, /č/, /dž/, /j/ /r/.” In compromise transphonemization (F₁) also known as partitive transphonemization, the pronunciation of the model and the replica is somewhat similar, meaning that some phonemes are similar in characteristics to those of the donor language, while others are replaced and adapted to the system of receiving language (e.g., *clerk* → *klerk*, *punch* → *punč*). Phonemes involved in this type of adaptation are: “/ɪ/, /æ/, /a:/, /ɒ/, /ʊ/, /p/, /t/, /d/, /k/ → /i/, /e/, /a/, /o/, /u/ /p/, /t/, /d/, /k/.” Free transphonemization (F₂) implies the replacement of replica phonemes with those of recipient language phonemes that have completely different features. In such cases, the pronunciation is most often formed according to orthography. (e.g., *grape* → *grejp*, *primer* → *prajmer*, *pudding* → *punding*). Thus, here we include diphthongs and certain consonants: “/eɪ/, /aɪ/, /ɔɪ/, /aʊ/ /θ/, /ð/, /ŋ/, /w/ → /ej/, /aj/, /oj/, /au-ov/, /t/, /d/, /ng/, /v/.” (Filipović, 1986: 73 – 76).

8.4. Morphological level

Although the languages in contact usually do not have much influence on each other in the field of morphology, compared to other language levels, it is nevertheless important to keep

in mind the characteristics of morphological systems of both languages. Accordingly, similarly to phonetic substitution in terms of morphological one, we also distinguish between three types of transmorphemization:

1. **Complete or zero transmorphemization (M₀)**
2. **Compromise transmorphemization (M₁)**
3. **Free transmorphemization (M₂)**

If there are no changes or the need to adapt the replica, i.e., if the word is taken as a free morpheme without the bound one, we are talking about zero transmorphemization (e.g., *hooligan* → *huligan*, *lift* → *lift*, *summit* → *samit*). The second type of substitution, the so-called compromise transmorphemization, implies that the borrowed word retains the bound morpheme, i.e., the model's suffix, which, although morphologically not corresponding to the recipient's language system, is phonologically adapted. Suffixes that most often appear in the form of this type of morphological adaptation are *-er* and *-ing*, but also some others such as *-ist*, *-s*, *-et*, *-or*. (e.g., *expand* + *-er* → *ekspander*, *park* + *-ing* → *parking*, *train* + *-ing* → *trening*). The third type of transmorphemization, known as free transmorphemization, designs a complete adaptation of the borrowed bound morpheme. In the compromise replica stage, the word retained the bound morpheme of the model, and eventually replaced it with the corresponding morpheme of the receiving language. Although this first-mentioned phase, i.e., the one of compromise transformorphemization, can be skipped in this stage, the entire replica is ultimately completely adapted to the morphological system of the language into which it transfers. (e.g., *boxer* → *bokser* → *boksač*, *puritan* → *puritanic*, *striker* → *štrajkaš*). In complete transmorphemization, it is important to mention the phenomenon of contamination, which occurs in the replica in order to denote the female gender in Croatian. (e.g., *jungle* + ∅ → *džungl* + *-a*) (Filipović: 1986, 120-123).

8.5. Semantic level

Semantics, as a linguistic branch, deals with all aspects of the meaning of a particular word or expression and, accordingly, with changes in meaning. There are various causes of semantic changes and they can be attributed to the nature and development of language itself or some historical or social events. For this paper, however, the most important are those changes that occur due to some foreign influence or language and the need to introduce and

form new words. If we find ourselves in the context of linguistic borrowing, as in the previously mentioned levels of adaptation, the semantic one also implies three types and several subtypes.

1. **Zero extension (S₀)**
2. **Restriction of meaning (S₁)**
3. **Expansion of meaning (S₂)**

The first type of semantic adaptation or zero extension (S₀) refers to the fact that the meaning of the borrowed word remains unchanged in relation to the meaning of the model. So, the meaning of Anglicism is the same as that of the model in the sense of both number and the semantic field. This phenomenon most often occurs in areas of interest such as sports (e.g., *water-polo* → *vaterpolo*), music and dance (e.g., *ragtime* → *regtajm*, *shimmy* → *šimi*) certain animal species (e.g. *poodle* → *pudl*), clothing (e.g., *pullover* → *pullover*), occupations (e.g., *congressman* → *kongresmen*) and the like. Furthermore, another phenomenon presupposes restriction of meaning (S₁) whether it is restricted in terms of the number (S_{1n}) of meanings that the loanword has, whether in terms of semantic field and context of use (S_{1f}). This is also the general tendency of words that come into the receiving language. They are most often used only in certain, specialized contexts, which in the case of Anglicisms usually presuppose: information technology, business, economics, fashion, and thus the topic of this paper – fitness. The expansion of meaning (S₂) in both the number (S_{2n}) and the semantic field (S_{2f}) falls under the category of secondary type of adaptation and is a much rarer phenomenon in terms of adaptation. This type of secondary adaptation takes place when the borrowed word is fully integrated into the system of the language in which it came, and therefore their use is much freer and wider. (Filipović, 1990: 37-41)

9. FITNESS INDUSTRY

As mentioned earlier, in today's world, i.e., in the hectic global village, the English language, in the form of Anglicisms, is present in almost all world languages. This dominance and ubiquity are manifested primarily in the fields of marketing, information technology, sports, fashion, political discourse, and one of these areas is the fitness industry.

Due to the fast way of life and lack of time, most people are exposed to stress, poor eating habits, lack of physical activity, obesity, and similar problems that greatly impair both mental and physical health. This is why many people are turning to healthier lifestyles and

exercise, which are being promoted more and more today, so it is not surprising that fitness is one of the fastest-growing industries in the world. Although fitness culture has been present since the beginning of the last century, the real growth trend has started over the last ten years. The very concept of fitness implies primarily physical activities designed to improve appearance, strength, posture, and ultimately life, health and, well-being in general. However, since the main goal of fitness is to promote a healthier lifestyle, the domain of fitness itself is much broader and includes many elements of nutrition, physiotherapy, medicine, chemistry, and other branches of science. (Jellum, et. al, 2018)

Fitness is primarily popular among the younger generations, but increasingly also among the elderly. Precisely because of the great interest and involvement of young people, the main means through which the fitness community is expanding are social networks. Like other activities, fitness is heavily influenced by the United States and American lifestyle, so most fitness content and literature are in English. Moreover, for many exercises, equipment, exercise techniques, or food products, almost no language has its own equivalents. Due to this huge predominance of English in the world of fitness, as already mentioned, the main topic of this paper will be the analysis of English words used in the Croatian language in fitness terminology.

10. CORPUS ANALYSIS

10.1. Methodological Procedure

As mentioned earlier we will analyse Anglicisms on four levels. *Table 2* demonstrates the analysis at the orthographic, phonological, and morphological levels. Regarding the first column, the formation of orthography, we will use indices (a,b,c,d) and corresponding descriptions of how the orthography was formed. As far as phonology is concerned, the degree of transphonemization and the pronunciation of both the model and the replica are stated in order to better notice the change, adaptation, and replacement of English phonemes into Croatian ones. Finally, we will deal with transmorphemization and list its degrees as well as morphemes by which the basic forms of Anglicisms were created.

In the analysis, we will present the American variants of pronunciation and orthography, because as we have previously pointed out, fitness is another branch of activity in which the process of Americanization is observed.

10.2. Table 2: Adaptation on phonological, morphological and orthographic levels

MODEL and REPLICA	LEVEL OF ADAPTATION		
	ORTHOGRAPHIC	PHONOLOGICAL	MORPHOLOGICAL
aerobics aerobik(a)	c pronunciation + orthography	F₂ /er'ou.bɪks/ → /aerobik/ var. /aerobika/	M₀ aerobik + ∅ M₂ var. aerobik + -a
bench benč	a pronunciation	F₀ /bentʃ/ → /benč/	M₀ benč + ∅
bodybuilding bodybuilding	c pronunciation + orthography	F₂ /'bɒd.i.bɪl.dɪŋ/ → /bodibilding/	M₁ bodybuild + -ing
booster buster	c pronunciation + orthography	F₂ /'bu:.stər/ → /buster/	M₁ bust + -er
bulking bulking	c pronunciation + orthography	F₂ /bʌlkɪŋ/ → /balking/	M₁ bulk + -ing
cardio kardio	c pronunciation + orthography	F₂ /'kɑ:ɪ.di.ou/ → /kardio/	M₀ kardio + ∅
coach coach/kouč	c pronunciation + orthography	F₂ /'kəʊ.tʃ/ → /kouč/	M₀ coach/kouč + ∅
coaching	c	F₂	M₁

coaching/kouč ing	pronunciation + orthography	/ˈkəʊ.tʃɪŋ/ → /koučing/	coach/kouč + - ing
core core	b orthography	F₀ /kɔːr/ → /kor/	M₀ core + ∅
cracker kreker	c pronunciation + orthography	F₂ /ˈkræk.ə/ → /kreker/	M₁ krek + - er
CrossFit crossfit	b orthography	F₁ /ˈkrɒs.fɪt/ → /krosfit/	M₀ crossfit + ∅
deadlift deadlift	b orthography	F₁ /ˈdɛd.lɪft/ → /dedlift/	M₀ deadlift + ∅
deload deload	b orthography	F₂ /ˌdiːˈləʊd/ → /dilod/	M₀ deload + ∅
doping doping	c pronunciation + orthography	F₂ /ˈdəʊ.pɪŋ/ → /doping/	M₁ dop + - ing
expander ekspander	c pronunciation + orthography	F₂ /ɪkˈspændə/ → /ekspander/	M₁ ekspand + - er
fasting fasting	c pronunciation + orthography	F₂ /ˈfæstɪŋ/ → /fasting/	M₁ fasting + - ing
finisher finašer	c pronunciation + orthography	F₂ /ˈfɪnɪʃər/ → /finašer/	M₁ finaš + - er
fit fit	b orthography	F₁ /fɪt/ → /fit/	M₀ fit + ∅
fitness	b	F₁	M₀

fitnes(s)	orthography	/ˈfitnis/ → /fitnes/	fitnes(s) + Ø
fix fiksirati	a pronunciation	F₁ /fiks/ → /fiksirati/	M₂ fiks + -ira + ti
gainer gejner	c pronunciation + orthography	F₂ /ˈgeɪ.nər/ → /gejner/	M₁ gejn + -er
hoodie hudica	a pronunciation	F₁ /ˈhudi/ → /hudica/	M₂ hudi + -ca
influencer influenser	c pronunciation + orthography	F₂ /ˈɪn.flu.ən.sər/ → /influenser/	M₁ influens(e) + -er
instructor instruktor	c pronunciation + orthography	F₂ /ɪnˈstrʌk.tər/ → /instruktor/	M₁ instrukt + -or
insulin inzulin	c pronunciation + orthography	F₁ /ˈɪn.sjʊ.lɪn/ → /inzulin/	M₀ inzulin + Ø
jogging jogging	c pronunciation + orthography	F₂ /ˈdʒɒɡ.ɪŋ/ → /džoging/	M₁ jogg + -ing
lifting shoes lifterice	c pronunciation + orthography	F₂ /ˈlɪftɪŋ ʃuːz/ → /lifterice/	M₂ lift + -er + ice
medicine ball medicinka	c pronunciation + orthography	F₁ /ˈmed.ɪ.sən bɑːl/ → /medicinka/	M₂ medicin + -ka
periodization periodizacija	c pronunciation + orthography	F₂ /ˌpɪə.ri.ə.dɑːˈzeɪ.ʃən/ → /periodizacija/	M₂ period + -iz + -acija
pilates pilates	b orthography	F₁ /pɪˈlɑːtiːz/ → /pilates/	M₀ pilates + Ø

plank plank	b orthography	F₂ <i>/plæŋk/ → /plank/</i>	M₀ plank + Ø
powerlifting powerlifting	c pronunciation + orthography	F₂ <i>/'pauəlɪftɪŋ/ →</i> <i>/paverlifting/</i>	M₁ powerlift + <i>-ing</i>
program program	b orthography	F₂ <i>/'proʊ.græm/ →</i> <i>/program/</i>	M₀ program + Ø
refeed refeed	b orthography	F₁ <i>/'rē-, fēd/ → /rifid/</i>	M₀ refeed + Ø
relaxation relaksacija	c pronunciation + orthography	F₂ <i>/,ri:.læk'sei.fən/ →</i> <i>/relaksacija/</i>	M₂ relaks+ <i>-acija</i>
roller roler	b orthography	F₀ <i>/'rou.lə/ → /roler/</i>	M₁ rol + <i>-er</i>
shaker šejker	c pronunciation + orthography	F₂ <i>/'ʃekə/ → /šejker/</i>	M₁ šejk + <i>-er</i>
shorts šorts	c pronunciation + orthography	F₂ <i>/ʃɔ:rts/ → /šorts/</i>	M₁ šort + <i>-s</i>
skip skipati	b orthography	F₁ <i>/skɪp/ → /skipati/</i>	M₂ skip + <i>-ati</i>
smoothie smoothie	b orthography	F₂ <i>/'smu:ði/ → /smuti/</i>	M₀ smoothie + Ø
snack snack	b orthography	F₁ <i>/snæk/ → /snek/</i>	M₀ snack + Ø
sport sport	b orthography	F₁ <i>/spɔ:rt/ → /sport/</i>	M₀ sport + Ø

spotter spoter	b orthography	F₂ /'spɒt.ər/ → /spoter/	M₁ spot + -er
sprint sprint	b orthography	F₁ /sprint/ → /sprint/	M₀ sprint + ∅
stepper steper	b orthography	F₂ /'stɛpər/ → /steper/	M₁ steper + -er
steroid steroid	b orthography	F₁ /'ster.ɔɪd/ → /steroid/	M₀ steroid + ∅
supercompens ation superkompen zacija	c pronunciation + orthography	F₂ /'su:.pə.kɑ:m.pen'seɪ.fən / → /superkompenczacija/	M₂ superkompenz + - acija
supplement suplement	b orthography	F₂ /'sʌp.lə.mənt/ → /suplement/	M₀ suplement + ∅
tights tajice	a pronunciation	F₂ /taɪts/ → /tajice/	M₁ tajic + -e
training trening	c pronunciation + orthography	F₂ /'treɪnɪŋ/ → /trening/	M₁ tren + -ing
trainer trener	c pronunciation + orthography	F₂ /'treɪ.nə/ → /trener/	M₁ tren + -er
transformatio n transformacij a	c pronunciation + orthography	F₂ /,træns.fə'meɪ.fən/ → /transformacija/	M₂ transform + -acija
whey whey	b orthography	F₂ /weɪ/ → /vej/	M₀ whey + ∅

10.3. Analysis Overview

According to the data in the table, we can draw some results and conclusions. Firstly, regarding orthographic adaptation, we notice that the orthography of most Anglicisms was formed according to the combination of both pronunciation and orthography (°). This principle was followed by 52% (28/53) of selected Anglicisms. In connection with this should be noted that a large part of the words has retained original English spelling, and on the other hand, very few of them are based on the model's pronunciation. Besides, in the word *CrossFit* (*crossfit*), we distinguish between uppercase and lowercase letters in the model and the replica due to the broader meaning that the model has in relation to the replica, which will be further clarified in semantic analysis. All these observations can be attributed to the already mentioned linguistic dominance of the English language as well as the fact that fitness is still a relatively new and developing industry that is spreading primarily through social networks.

Furthermore, we move on to the transphonemization of the analysed Anglicisms. Most of them, or more precisely, their pronunciation was formed on the basis of free transphonemization. On the one hand, the reason for this may be the phonological nature of the two languages, i.e., it can be attributed to the fact that the English and Croatian phonological systems are quite different, especially because Croatian does not have diphthongs and some consonants that are very common in English (“/ θ /, / ð /, / ŋ /, / w /”). The other, “non-phonological” reason for this is probably easier, i.e., more “natural” pronunciation and greater fluidity of speech. In other words, the speech organs are less strained during the articulation if we adapt English phonemes to Croatian ones, which would not be the case if, while speaking in Croatian, we pronounced Anglicisms in the way in which we would pronounce model. This can also be seen in the analysis because it has just gone through a process of complete transphonemization.

As far as morphological adaptation is concerned, analysis demonstrates that most Anglicisms, 22/53 of them, have adapted through complete transformation, i.e., borrowed words came to the Croatian language in the form of *free + zero morpheme*. By compromise transmorphemization, 21 Anglicisms from the corpus were formed, while 10 of them morphologically fully adapted to the Croatian morphological system. As in previous cases, this can be attributed to the dominance of the English language and the reduced tendency to use Croatian suffixes.

10.4. Adaptation on semantic level

In the following five tables, we will classify anglicisms according to the level of their semantic extension. In most cases, we used the *Cambridge Dictionary* for English definitions and the *Hrvatski jezični portal* for Croatian, and in rare cases, other sources were used due to the lack of explanation explained in the previously mentioned ones. Additionally, in the case of a reduction in the number of meanings, the number in parentheses will indicate which meaning of the model has been taken over.

10.5. Table 3 - Zero semantic extension (S₀)

MODEL	REPLICA
AEROBICS 1. “energetic physical exercises, often performed with a group of people to music, that make the heart, lungs, and muscles stronger and increase the amount of oxygen in the blood” (Cambridge Dictionary)	AEROBIK 1. “bilo koja ustrajna ritmička vježba (kao npr. brzo hodanje, trčanje ili plesanje) koja koristi veliku grupu mišića na tijelu i iskorištava kapacitet srca od 50 do 90 % njegovog maksimuma.” (centarzdavlja.hr)
BODYBUILDING 1. “special exercises that you do regularly to make your muscles bigger.” (Cambridge Dictionary)	BODYBUILDING 1. “Planski, sustavni i trajni proces hipertrofije, definicije muskulaturnog sustava i tjelesne simetrije. Osobe koje se bave ovim sportom nazivaju se bodibilderima.” (Wikipedia.org)
CARDIO 1. “physical exercise that increases the rate at which your heart works.” (Cambridge Dictionary)	KARDIO 1. “bilo koja vježba koja podiže puls srca između 60 do 85 posto maksimalnog broja

	otkucaj.” (centarzdavlja.hr)
COACHING 1. “the job or activity of providing training for people or helping to prepare them for something” (Cambridge Dictionary)	COACHING/KOUČING 1. “Coaching je smisleni razgovor ili aktivnost između coacha i klijenta koji ih inspirira da izađu iz svojih zona udobnosti i poduzmu početne korake prema onome što žele raditi i biti.” (krenizdravo.dnevnik.hr)
DELOAD 1. “a reduction in the intensity of one's physical training, as a short recovery period.” (en.wiktionary.org)	DELOAD 1. “deload je period, uglavnom u trajanju od tjedan dana, u kojemu smanjimo volumen i po potrebi intenzitet treninga kako bismo umanjili zamor, šansu za ozljedom i dugoročno optimizirali naš napredak u teretani.” (fitness.com.hr)
DEADLIFT 1. “a type of lift where the weight or barbell is lifted off the ground until the lifter is standing up straight.” (collinsdictionary.com)	DEADLIFT 1. “Deadlift je jedna od primarnih, temeljnih vježbi u svim ozbiljnijim dizačkim programima.” (Fitness.com.hr)
FASTING 1. “abstention from all or some kinds of food or drink, especially as a religious observance” (Cambridge Dictionary)	FASTING 1. “skupni naziv za različite obrasce prehrane kojima je zajedničko to što uključuju izmjenu perioda bez ili s niskim unosom energije (period posta) te perioda kod kojeg je unos energije normala” (nutriofit.hr)

HOODIE 1. “a sweatshirt (= cotton clothing for the upper body) that has a hood to cover the head.” (Cambridge Dictionary)	HOODICA 1. “majica s kapuljačom.” (rječnik.com)
INFLUENCER 1. “a person who is paid by a company to show and describe its products and services on social media, encouraging other people to buy them” (Cambridge Dictionary)	INFLUENSER 1. “Influencer u svijetu društvenih medija digitalnog svijeta označava utjecajnu osobu koja je sposobna utjecati na odluke brojnih ljudi koji ih prate na Društvenim mrežama. Taj se pojam često rabi za opis značajnih publicista na internetu koji imaju veliku publiku.” (wikipedija.org)
INSTRUCTOR 1. “a person whose job is to teach people a skill” 2. “An instructor is also a teacher at a college or university, ranking lower than a professor” (Cambridge Dictionary)	INSTRUKTOR 1. “podučavatelj vještina i praktičnih predmeta [letački instruktor]” 2. “učitelj pojedinih predmeta izvan redovne školske nastave [instruktor engleskog jezika]” (hjp.znanje.hr)
INSULIN 1. “a hormone in the body that controls the amount of sugar in the blood.” 2. “chemical substance in the body that controls the amount of sugar in the blood” (Cambridge Dictionary)	INZULIN 1. “biol. hormon žlijezde gušterače koji upravlja metabolizmom glukoze i ostale hrane u organizmu” 2. “farm. taj hormon (dobiven genetskim inženjeringom iz gušterače svinje ili goveda) kao lijek

	protiv šećerne bolesti [uzimati/primati inzulin]” (hjp.znanje.hr)
JOGGING 1. “to run at a slow, regular speed, especially as a form of exercise.” (Cambridge Dictionary)	JOGGING 1. “redovito rekreativno trčanje radi održavanja tjelesne kondicije.” (hjp.znanje.hr)
LIFTING SHOES 1. “supportive pieces of strength gear that athletes will use to improve their lifting performance” (thatfitfriend.com)	LIFTERICE 1. “posebno dizajnirane tenisice za trening koje imaju povišene pet” (fitness.com.hr)
MEDICINE BALL 1. “a type of heavy ball that is used for exercise and in physiotherapy (= the use of physical methods to treat pain and injury of the body)” (Cambridge Dictionary)	MEDICINKA 1. “teška, punjena lopta većeg obujma, služi u fizioterapiji i u posebnim vježbama za jačanje” (hjp.znanje.hr)
PERIODIZATION 1. “The process of categorizing something (e.g. history) into named periods.” 2. “Training in segments of a few weeks or months, so that training begins at lower intensity and is gradually increased to high intensity.” (Cambridge Dictionary)	PERIODIZACIJA 1. “podjela prema periodima, na razdoblja koja prema nekim osobinama čine cjelinu [periodizacija hrvatske književnosti; provesti periodizaciju]” (hjp.znanje.hr) 2. “Periodizacija je oblik trening snage koja nudi dobro uravnotežiti oporavka i opterećenja i obećava ciljano poboljšanje i izgradnju mišića s malim rizikom od ozljeda.” (ozdraviti.com)
PILATES	PILATES

<p>1. “system of physical exercise involving controlled movements, stretching, and breathing” (Cambridge Dictionary)</p>	<p>1. “jedna od novih metoda tjelovježbe koja se izvodi uz pomoć posebne opreme, učinkovito djeluje na jačanje muskulature i opće kondicije (osmislili su je Joseph i Clara Pilates)” (hjp.znanje.hr)</p>
<p>POWERLIFING</p> <p>1. “the sport of lifting heavy weights in three different ways from a standing or lying position, but without lifting the weights above the head” (Cambride Dictionary)</p>	<p>POWERLIFTING</p> <p>1. “Powerlifting je šport u kojem natjecatelj ima zadatak podići što veću težinu utega u trima disciplinama: čučanj, potisak s klupe i mrtvo dizanje” (wikipedija.org)</p>
<p>PROGRAM</p> <p>1. “a series of instructions that can be put into a computer in order to make it perform an operation”</p> <p>2. “a group of activities or things to be achieved; a training program”</p> <p>3. “a broadcast or series of broadcasts on television or radio”</p> <p>4. “a series of instructions that make a computer perform an operation”</p> <p>5. “an officially organized system of services, activities, or opportunities that help people achieve something”</p> <p>6. “a course of study, especially at a college or university”</p> <p>7. “a planned series of related events or activities” (Cambridge Dictionary)</p>	<p>PROGRAM</p> <p>1. “sadržaj i cilj rada kakve djelatnosti koji treba izvršiti [nastavni program]”</p> <p>2. “sadržaj koji želi ostvariti politička stranka, društvena organizacija, organ državne vlasti i sl.”</p> <p>3. “popis točaka koje se izvode na priredbi, koncertu [(prva) točka programa] b. popis emisija radija, televizije itd. i njihov raspored [na programu]”</p> <p>4. “praktičan rad u tehnici crtanja na nekim fakultetima [program iz nacrtne geometrije]”</p> <p>5. “radio ili TV emisija na određenoj frekvenciji”</p> <p>6. “inform. popis operacija i naredbi koje računalo razumije u svrhu obavljanja neke zadaće [računalni program]”</p>

	<p>7. “(+ potenc.) ono što se proizvodi u jednoj tvornici itd. u planu za jednu sezonu, ono što se proizvodi ili poduzimlje smišljeno s jasno određenim standardima kvalitete, načina rada, ciljevima itd.” (hjp.znanje.hr)</p>
<p>REFEED</p> <p>1. “the periodic controlled intake of excess calories usually in the form of carbohydrates typically to improve weight loss during dieting” (merriem.webster.com)</p>	<p>REFEED</p> <p>1. “kratkotrajni planirani period ishrane, od 1 do 3 dana kada iz deficita podižete unos kalorija na onoliki broj kalorija s kojima održavate kilažu ili i preko toga” (fitness.com.hr)</p>
<p>SPRINT</p> <p>1. “a short and very fast race, such as the 100 metres, or the last part of a longer race that is run as fast as possible”</p> <p>2. “a very fast run that someone makes when they are in a great hurry to get somewhere” (Cambridge Dictionary)</p>	<p>SPRINT</p> <p>1. “utrkiavanje najvećom mogućom brzinom na kratke udaljenosti; u trčanju (do 200 m), plivanju (do 200 m), biciklizmu, brzom klizanju (do 1000 m)”</p> <p>2. “razg. a. povećanje brzine pod kraj trke b. općenito, vrlo brzo trčanje” (hjp.znanje.hr)</p>
<p>STEROID</p> <p>1. “any of a large group of chemical substances produced in the body or in a plant, or an artificial form of these substances used to treat various medical conditions or to illegally improve sports performance” (Cambridge Dictionary)</p>	<p>STEROID</p> <p>1. “lipidni spojevi s više prstena u molekuli, prisutni su u svim živim stanicama; većina ih ima određene fiziološke funkcije; neki među njima, sintetički proizvedeni, zabranjeni za upotrebu sportašima” (hjp.znanje.hr)</p>
<p>SUPERCOMPENSATION</p>	<p>SUPERKOMPENZACIJA</p>

1. "Process by which the muscle repairs and enhances damaged fibers and reloads substrates after overload exercise." (Cambridge Dictionary)	1. "biološki proces u organizmu koji se oporavlja od dugotrajnih iscrpljujućih fizičkih napora (ob. kod vrhunskih sportaša)" (hjp.znanje.hr)
TIGHTS 1. "a piece of clothing made of very thin material that tightly covers the feet, legs, and lower part of the body below the waist, often worn under skirts and dresses" (Cambridge Dictionary)	TAJICE 1. "ženske hlače od rastezljivog materijala koje prijanjaju uz nogu cijelom dužinom." (hjp.znanje.hr)
TRAINING 1. "the process of learning the skills you need to do a particular job or activity" 2. "the action of undertaking a course of exercise and diet in preparation for a sporting event" (Cambridge Dictionary)	TRENING 1. "vježbanje radi stjecanja određenih sposobnosti" 2. "sport sportsko-pedagoški proces kojim se odgovarajućim tjelesnim vježbama sportaš osposobljava za viša dostignuća [biti u treningu, sport žarg. biti dobro fizički pripremljen, ob. kao rezultat stalnog i dobrog treniranja" (hjp.znanje.org)
TRANSFORMATION 1. "a complete change in the appearance or character of something or someone, especially so that that thing or person is improved." 2. "a process by which one figure, expression, or function is converted into another one of similar value." 3. "a process by which an element in the underlying logical deep structure of a sentence is converted to an element in the surface structure." 4. "the genetic alteration of a cell by introduction of extraneous DNA, especially by a plasmid." (Cambridge Dictionary)	TRANSFORMACIJA 1. "radikalna promjena oblika, izgleda, stanja, osobina; preobražaj, pretvaranje, metamorfoza" 2. "fiz. a. svaka promjena koja je popraćena značajnim mijenjanjem fizičkih ili kemijskih svojstava (npr. promjena faze: kruto u tekuće, tekuće u plinovito itd.) b. term. pretvaranje električne struje visokog u struju niskog napona i obratno" 3. "mat. a. preslikavanje, propis prema kojemu se neki skup pretvara u neki drugi b. preračunavanje koordinata

	<p>geometrijskog elementa u jednom koordinatnom sustavu u koordinate u nekom drugom”</p> <p>4. “gram. formalni postupak pomoću kojega se, prema određenim pravilima, sintaktičke strukture što ih generira baza preoblikuju u dobro izgrađene i glasovno ostvarene rečenice” (hjp.znanje.hr)</p>
<p>WHEY</p> <p>1. “the liquid part of milk that is separated from the solid curds during the process of making cheese.” (Cambridge Dictionary)</p>	<p>WHEY</p> <p>1. “Whey je drugi oblik proteina prisutan u kravljem mlijeku, je tekući oblik mlijeka koji ostaje nakon procesa proizvodnje sira.” (Fitness.com.hr)</p>

10.6. Table 4: Restriction of meaning – number of meanings (S1n)

MODEL	REPLICA
<p>BENCH</p> <p>1. “a lift or exercise in which a weight is raised by extending the arms upward while lying on a bench.”</p> <p>2. “a long, usually hard seat for two or more people, often found in public places”</p> <p>3. “a long table for working on, for example when you are making something”</p> <p>4. “a long table that you lie on to do exercises (= physical activity), for example in a gym”</p> <p>5. “a seat or area of seats where players sit during a game when they are not playing”</p> <p>6. “the judge or magistrate in a law court, or the place where he or she sits”</p> <p>7. “to work as a judge or magistrate”</p> <p>8. “to become a judge”</p>	<p>BENČ</p> <p>1. “vježba tj. klupa s koje se ob. u ležećem položaju dižu utezi” (#4) (hjp.znanje.hr.)</p>

<p>BOOSTER</p> <ol style="list-style-type: none"> 1. “something that improves or increases something or makes it stronger.” 2. “a person who enthusiastically supports or promotes something (= tells people how good it is)” 3. “a small amount of a substance that is given to increase the effect of the same substance that was given some time before, to continue.” 4. “an engine on a spacecraft that gives extra power for the first part of a flight.” 5. “an action or thing that improves or increases something.” 6. “A booster is also someone who is an enthusiastic supporter of something.” 7. “the first stage of a rocket (= object sent into space) that pushes it off the ground.” (Cambridge Dictionary) 	<p>BOOSTER</p> <ol style="list-style-type: none"> 1. “imunizirajuća supstanca ili doza koja obnavlja ili povećava djelovanje nekog lijeka ili cjepiva.” (#2) (hjp.znanje.hr.)
<p>BULK(ING)</p> <ol style="list-style-type: none"> 1. “something that is very large; mass or amount” (Cambridge Dictionary) 2. “It generally refers to a progressive increase in the number of calories consumed beyond your body’s needs in combination with intense weight training.” (healthline.com) 	<p>BULK(ANJE)</p> <ol style="list-style-type: none"> 1. “Prema nekoj standardnoj definiciji bulking podrazumijeva razdoblje u kojem treningom i prehranom želimo povećati postotak mišićne mase i razinu snage, što je popraćeno s povećanjem razine masti u tijelu.” (#2) (buildingbody.com)
<p>COACH</p> <ol style="list-style-type: none"> 1. “someone whose job is to teach people to improve at a sport, skill, or school subject” 2. “a long motor vehicle with comfortable seats, used to take groups of people on journeys” 3. “an old-fashioned carriage pulled by horses, now used mainly in official or royal ceremonies” 	<p>COACH/KOUČ</p> <ol style="list-style-type: none"> 1. “sportski trener” (#1) (hjp.znanje.hr)

4. "the cheapest type of seats on a plane or train" (Cambridge Dictionary)	
CORE 1. "the basic and most important part of something" 2. "the hard central part of some fruits, such as apples, that contains the seeds" 3. "the centre of a planet" 4. "The core of a nuclear reactor (= a device in which atoms are changed to produce energy) is the place where fission (= the dividing of atoms) happens." 5. "the muscles around your pelvis, hips, and abdomen that you use in most body movements" 6. "a long, thin cylinder-shaped mass of material taken out of the earth for study." (Cambridge Dictionary)	CORE 1. "Core predstavljaju mišići čija je glavna funkcija stabilnost lumbalno - zdjelične regije, povezivanje gornjih i donjih ekstremiteta sa središtem tijela i stvaranje intraabdominalnog pritiska (disanje). Čine ga duboki mišići podupirači kralježnice, ali i mišići pozicionirani dalje od središta tijela." (#5) (Fitness.com.hr)
CRACKER 1. "a thin, flat, hard biscuit, especially one eaten with cheese" 2. "a paper tube with small toys, small pieces of sweet food, etc. inside, that is covered with bright paper and makes a short, sharp sound when both ends are pulled" 3. "a person or thing that is very good or has a special exciting quality" (Cambridge Dictionary)	KREKER 1. "hrskavi slain keks" (#1) (hjp.znanje.hr)
EXPANDER 1. "a device for exercising and developing the muscles of the body a chest expander" 2. "an electronic device for increasing the variations in signal amplitude in a transmission system according to a specified law" (collinsdictionary.com)	EKSPANDER 1. "sprava za jačanje pojedinih grupa mišića, prvenstveno mišića ruku" (#1) (hjp.znanje.hr)
FIT	FIT

<ol style="list-style-type: none"> 1. "healthy and strong, especially as a result of exercise" 2. "suitable for a particular purpose or activity" 3. "sexually attractive" (Cambridge Dictionary) 	<ol style="list-style-type: none"> 1. "sport žarg. koji je u dobroj formi, sposoban za napore [biti fit]" (#1)
<p>FITNESS</p> <ol style="list-style-type: none"> 1. "the condition of being physically strong and healthy" 2. "activities relating to keeping healthy and strong, especially through exercise" 3. "the quality of being suitable for someone or something" (Cambridge Dictionary) 	<p>FITNESS</p> <ol style="list-style-type: none"> 1. "fizička spremnost, kondicija, tjelesna sposobnost" (#1) 2. "vježbanje kojem je cilj povećanje fizičke spremnosti odnosno oblikovanje tijela b. meton. posebno opremljena gimnastička dvorana u kojoj se obavlja takvo vježbanje"(#2) (hjp.znanje.hr)
<p>FIX</p> <ol style="list-style-type: none"> 1. "to repair something" 2. "to arrange or agree a time, place, price, etc." 3. "to fasten something in position so that it cannot move" 4. "to keep something or someone in sight" 5. "to continue to think about or remember something" 6. "to do something dishonest to make certain that a competition, race, or election is won by a particular person" 7. "to make your hair, make-up, clothes, etc. look tidy" 8. "to cook or prepare food or drink" 9. "to be planning to do something" 10. "to punish especially someone who has been unfair" 11. "to treat something, especially photographic material, with chemicals to prevent its colours becoming pale" 12. "to remove the reproductive organs of an animal so that it is unable to produce young animals" 13. "to inject (= put into the body through a needle) an illegal drug" (Cambridge Dictionary) 	<p>FIKSIRATI</p> <ol style="list-style-type: none"> 1. "razg. učvrstiti/učvršćivati dio u cjelinu u određenom položaju ili cjelinu da se ne miče [fiksirati stolicu o pod]" (#3) 2. "dogovoriti/dogovarati, utvrditi/utvrđivati [fiksirati dan i sat predavanja]" (#2) 3. "razg. a. netremice fiksno promatrati koga ili što, piljiti u koga ili što [cijelo vrijeme fiksirati onu plavušu] b. uporno promicati kakvu ideju, želju, ambiciju koja je bez podloge u stvarnosti" (#4)

	<ol style="list-style-type: none"> 4. “odstraniti pomoću fiksira neosvijetljen srebrov bromid s fotografskog filma poslije razvijanja” (#11) 5. “umj. staviti/stavljati fiksativ na crtež, usp. Fiksativ” (hjp.znanje.hr)
GAINER <ol style="list-style-type: none"> 1. “something or someone that is in a better position or has more value at the end of a process.” (Cambridge Dictionary) 2. “Mass gainers are high-calorie supplements that contain various levels of protein, fat, carbohydrates, minerals, vitamins, amino acids, and various other supplements.” (myfitfuel.in) 	GEJNER <ol style="list-style-type: none"> 1. “U osnovnoj definiciji, gejneri su dodaci prehrani sa velikim brojem kalorija.” (#2) (fitness.com.hr)
PLANK <ol style="list-style-type: none"> 1. “a long, narrow, flat piece of wood or similar material, of the type used for making floors” 2. “an important principle on which the activities of a group, especially a political group, are based” 3. “an exercise in which you hold your body straight and parallel to the floor while resting on your toes and hands or elbows” (Cambridge Dictionary) 	PLANK <ol style="list-style-type: none"> 1. “Plank (ili na hrvatskom "izdržaj") je izometrička vježba koja služi jačanju mišića koje jednim imenom nazivamo core.” (#3) (fitness.com.hr)
RELAXATION <ol style="list-style-type: none"> 1. “the feeling of being relaxed” 2. “a pleasant activity that makes you become calm and less worried” 3. “the act of making rules or the control of something less severe” (Cambridge Dictionary) 4. “In the physical sciences, relaxation usually means the return of a perturbed system into equilibrium.” (Wikipedija.org) 	RELAKSACIJA <ol style="list-style-type: none"> 1. “fiz. povratak u ravnotežno stanje nekog sustava koji je pomaknut iz ravnoteže (npr. povratak u prvobitan položaj elastičnog tijela deformiranog silom nakon što je ta sila prestala djelovati).” (#4)

	2. “psih. opuštanje duha i tijela.” (#1) (hjp.znanje.hr)
ROLLER <ol style="list-style-type: none"> 1. “a revolving cylinder over or on which something is moved or which is used to press, shape, spread, or smooth something” 2. “a cylinder or rod on which something (such as a shade) is rolled up” 3. “a long heavy ocean wave” 4. “one that rolls or performs a rolling operation” 5. “a slowly rolling ground ball” (merriam.webster.com) 6. “a lightweight, cylindrical tube of compressed foam. It may be used for many reasons, including increasing flexibility, reducing soreness, and eliminating muscle knots.” (wikipedia.org) 	ROLER <ol style="list-style-type: none"> 1. “onaj koji vozi role i rolšue” (#4) 2. “tip motocikla sličan vespi” (hjp.znanje.hr) 3. “rekvizit koji ste možda imali prilike vidjeti ili vježbati na njemu u nekom fitness studiju valjkastog je oblika izrađen od guste spužve, lagan i jednostavan za korištenje. Rekvizit koji nudi velik raspon vježbi s ciljem stabilizacije trupa, jačanja, ravnoteže, masaže, istezanja i sl.” (#6) (Fitness.com.hr)
SHAKER <ol style="list-style-type: none"> 1. “a container with a tightly fitting lid in which liquids can be mixed together by moving the container quickly from side to side” 2. “a container with holes in its lid from which a powder can be put onto a surface, by holding the container upside down and shaking it” (Cambridge Dictionary) 	ŠEJKER <ol style="list-style-type: none"> 1. “posuda u kojoj se pripravlja shake ili koktel” (#1) (hjp.znanje.hr)
SHORTS <ol style="list-style-type: none"> 1. “trousers that end above the knee or reach the knee, often worn in hot weather or when playing a sport” 2. “government bonds that are paid back in a short time, usually less than two years” 3. “shares that someone has borrowed and sold, but does not own” (Cambridge Dictionary) 	ŠORC <ol style="list-style-type: none"> 1. “široke muške i ženske hlačice, ob. sintetičke, za razne sportske aktivnosti” (#1) (hjp.znanje.hr)
SKIP <ol style="list-style-type: none"> 1. “to move lightly and quickly, making a small jump after each step” 2. “to jump lightly over a rope that is held in both your hands, or by two other people, 	SKIPATI <ol style="list-style-type: none"> 1. “preskočiti (naprimjer pjesmu na plejlisti, sastanak, trening, odlazak u školu...)” (#5)

<p>and turned repeatedly under your legs and over your head as exercise or a game”</p> <ol style="list-style-type: none"> 3. “to leave one thing or place, especially quickly, in order to go to another” 4. “to throw a flat stone horizontally over water so that it touches and rises off the surface several times” 5. “to not do or not have something that you usually do or that you should do; to avoid” (Cambridge Dictionary) 	<ol style="list-style-type: none"> 2. “lagano trčati ili skakutati u mjestu” (jezikoslovac. com) (#1)
<p>SMOOTHIE</p> <ol style="list-style-type: none"> 1. “a thick, cold drink made from fruit and often yogurt or ice cream, mixed together until smooth” 2. “a man who is very polite, confident, and able to persuade people, but in a way that is not sincere” (Cambridge Dictionary) 	<p>SMOOTHIE</p> <ol style="list-style-type: none"> 1. “Smoothie je napitak koji se izrađuje od voća i povrća uz dodatak drugih sastojaka.” (#1) (hjp.znanje.hr)
<p>SNACK</p> <ol style="list-style-type: none"> 1. “a small amount of food that is eaten between meals, or a very small meal” 2. “an attractive person” (Cambridge Dictionary) 	<p>SNACK</p> <ol style="list-style-type: none"> 1. “Užina; manja količina, uglavnom slane, hrane koja se jede između obroka, a ponekad može biti i zamjena za obrok.” (#1) (rječnik.com)
<p>SPORT</p> <ol style="list-style-type: none"> 1. “the game, competition or activity played according to rules, for enjoyment and/or as a job” 2. “all types of physical activity done by sport people stay healthy or for fun” 3. “fun or enjoyment” 4. “a pleasant, positive, generous person who does not complain about things they are asked to do or about games that they lose” 5. “a friendly way of talking to a man or boy” (Cambridge Dictionary) 	<p>SPORT</p> <ol style="list-style-type: none"> 1. “tjelesna aktivnost radi natjecanja, održavanja zdravlja ili zabave” (#2) 2. “skup sportskih disciplina koje se temelje na određenim pravilima; njima se bave amateri ili profesionalci” (#1) 3. “igra ili borilačka vještina koja se izvodi

	prema zadanim pravilima” (#1) (hjp.znanje.hr)
SPOTTER <ol style="list-style-type: none"> 1. “someone who is good at noticing or finding something” 2. “someone who watches a place, looking for someone or something, especially in order to warn people” 3. “someone who works on a building site (= an area of land where something is being built) whose job is to make sure that vehicles and heavy machinery are used correctly and safely” 4. “someone who watches weather patterns, especially as a job” 5. “in weight training and gymnastics, someone who stands next to the person lifting weights or doing particular movements in order to make sure they do not injure themselves.” (Cambridge Dictionary) 	SPOTER <ol style="list-style-type: none"> 1. “Osoba koja priskače u pomoć kada vježbač dođe do točke izdržljivosti ili ako kod vježbača dođe do zamora mišića.” (#5) (gyms4u.com)
STEPPER <ol style="list-style-type: none"> 1. “a person or animal that steps, esp. a horse that lifts its front legs high at the knee” 2. “a dancer” (Collins Dictionary) 3. “An exercise stepper is a small exercise machine which simulates the sensation of ascending steps while working your legs up and down in place.” (fitday.com) 	STEPER <ol style="list-style-type: none"> 1. “onaj koji pleše step.” (#2) (hjp.znanje.hr) 2. “Steper je efikasna sprava za brzu potrošnju kalorija i oblikovanje donjeg dijela tijela.” (#3)
SUPPLEMET <ol style="list-style-type: none"> 1. “something that is added to something else in order to improve it or complete it; something extra” 2. “a part of a magazine or newspaper, either produced separately or as part of the magazine or newspaper” 3. “something that is added to something else in order to improve it or complete it; something extra” 4. “a medicine that contains substances that you need to stay healthy in addition to what you get in your food” 5. “an additional amount that you pay for a particular service, a better place to stay, etc.” 	SUPLEMENT <ol style="list-style-type: none"> 1. “ono što je čemu priloženo, što služi kao dopuna; dodatak, nadopuna, prilog” (#1) 2. “tisk. dopunski svezak, naknadni dodaci (ob. rječniku, leksikonu)” (#2) (hjp.znanje.hr) 3. “suplementi ili dodatci prehrani su

6. “an amount that you earn in addition to your basic salary” 7. “something that is done as an addition to an activity or process in order to improve it” (Cambridge Dictionary) 8. “food supplements are concentrated sources of nutrients (i.e. mineral and vitamins) or other substances with a nutritional or physiological effect that are marketed in “dose” form (e.g. pills, tablets, capsules, liquids in measured doses.” (efsa.europa.eu)	sve one aktivne tvari koje se uzimaju na usta sa svrhom obogaćivanja prehrane, preveniranja bolesti, pojačavanja snage, povećavanja mišićne mase, ali uz preduvjet da nije lijek.” (#8) (fitness.com.hr)
TRAINER 1. “a person who teaches skills to people or animals and prepares them for a job, activity, or sport” 2. “a type of light, comfortable shoe that can be worn for sport picture of trainer; a sneaker” 3. “a person who teaches skills to people or animals to prepare them for a job, activity, or sport.” (Cambridge Dictionary)	TRENER 1. “onaj koji vježba sportaše, onaj koji ih trenira, koji nadzire njihov trening; sportski učitelj.” (hjp.znanje.hr)

10.7. Table 5: Restriction of meaning – semantic field (S1f)

CROSSFIT 1. “a brand name for a fitness programme that includes many different types of exercise such as interval training, lifting weights, and gymnastics.” (Cambridge Dictionary)	CROSSFIT 1. “Crossfit je visoko intenzivan, konstantno varijabilan način vježbanja dizajniran za razvoj snage i kondicije.” (index.hr)
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10.8. Table 6: Expansion of meaning – number of meanings (S2n)

FINISHER 1. “a worker or machine involved in the last stage of making a product”	FINIŠER 1. “onaj koji obavlja završnu fazu nekog posla”
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2. “a person or animal that finishes an athletic competition” 3. “A finisher is a challenging workout method involving exercises done with high intensity at the end of a regular workout.” (setforset.com)	2. “stroj koji polaže asfaltnu masu na pripremljenu podlogu prilikom izgradnje ceste” 3. “sport trkač koji je sposoban snažno i brzo istrčati završnicu utrke, koji svoju priliku traži u finišu” (hjp,zanje.hr) 4. “Finišeri su kratki visokointenzivni treninzi koji stimuliraju adrenalin, potiču povećanu potrošnju energije, povećanu potrošnju kalorija i povećavaju koncentraciju mliječne kiseline u tijelu.” (BuildingBody.com)
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10.9. Table 7: Expansion of meaning – semantic field (S2f)

DOPING	DOPING
1. “the use of illegal drugs to improve the performance of a person or an animal in a sports competition” (Cambridge Dictionary)	1. “podizanje psihofizičkih sposobnosti i odgađanje umora unošenjem u organizam farmakoloških sredstava ili fizioloških supstanci u neprirodnim količinama ili onih koja su posve zabranjena, ob. radi postizanja iznimnih sportskih rezultata” (#1) 2. “ <i>meton.</i> sredstvo ili supstanca koji se uzimaju s tim ciljem” (hjp.znanje.hr)

10.10. Analysis Overview

Before we move on to commenting on the semantic analysis, we will look at some of the difficulties and issues that have arisen. Namely, due to the still undeveloped and completely fixed fitness terminology, both in English and in Croatian, it was difficult to find a suitable definition and explanation for certain selected words. Consequently, some other sources, apart from the standard *Cambridge Dictionary* or the *Hrvatski jezični portal* such as articles and

blogs, had to be used. Although these definitions are often not as descriptive and precise as those taken from dictionaries, they certainly served their purpose and highlighted the similarities and differences in the meanings of the model and the replica.

Therefore, after this extensive semantic analysis, some previously pointed tendencies of adapting Anglicisms at this level can be noticed. First of all, one can observe that the largest number of Anglicisms (26/53, 49%), took all the meanings and uses of the model, so they were adapted throughout zero semantic extension. But on the other hand, many Anglicisms are still, like the industry itself, only on the rise, so they have taken on a slightly smaller number of meanings than those that the model really has. Those examples that went through the reduction of meaning in terms of number (24/53, 46 %), most often retained the most general and the most widely used and known meaning and the one applicable to the fitness industry.

There are certainly fewer cases in which we recognize the reduction of the semantic field. Only one noun went through this type of adaptation and that is, the aforementioned – *CrossFit* (*crossfit*). In English, the word itself has a much broader meaning, because it designs both the principle of training and the brand of equipment, gym, and other training aids. That is why in English it is written in uppercase letters. This is not the case in the Croatian language, because obviously, Anglicism has not undergone that social and cultural adaptation, so in Croatia, *crossfit* is associated exclusively with the principle of training.

In the case of two Anglicisms, we noticed a secondary adaptation in terms of meaning, i.e., an extension in terms of the number of meanings in one and an extension in the semantic field in another word. Namely, the replica *finišer* has more meanings in the Croatian language than its corresponding English model. *Finišer*, in Croatian, has one additional meaning, and that is the asphaltting machine. Finally, the word *doping*, through metonymy, denoting both the illicit use and the illicit preparations themselves, is an example of the expansion of the field of meaning.

11. CONCLUSION

Finally, we emphasize once again the main goal of this paper, which was to analyze Anglicisms in Croatian fitness terminology, focusing on their adaptation at the orthographic, morphological, semantic, and phonological levels. After elaborating the theoretical background, primarily focusing on the terminology and methodology of the Zagreb linguist Rudolf Filipović, in practice, we have shown the absolute dominance of the English language at all levels of adaptation. Thus, in terms of orthography, meaning, and morphology, the tendency to retain English forms and meanings is always more pronounced than some additional changes that would emphasize the Croatian linguistic identity.

Through analysis, we saw that most of the words retained the original or combined orthography. In the process of transmorphemization, the largest number of words were adapted without a bound morpheme or containing English suffixes. Furthermore, most Anglicisms are fully adapted in terms of the number and broadness of meaning, or as in a few cases, these aspects have been somewhat reduced. Regarding transphonemization, whose implementation we focused on in terms of pronunciation, not orthography, we mostly notice that English phonemes in pronunciation are mostly adapted to the Croatian phonological system for the purpose of the easier and more economical speech.

This fast-growing industry is completely influenced by the culture and lifestyle of the United States. All these data and findings demonstrate that the fitness industry is just another in a series of areas mediated by Americanization and where the English language is the absolute ruler. In the current situation, it can be said that the Croatian versions of these loanwords are not even in sight. However, in the future, we hope to see at least a specialized dictionary of terms and definitions related to fitness, even with Anglicisms, in order to transfer a healthy lifestyle to those who do not know English so well or are not so active in social networks to be familiar with them.

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SUMMARY

The phenomenon of language contact is more noticeable in today's globalized society than ever before, and this is especially evident in the dominance and inevitable influence of the English language. The economic, political and military power of the United States, as well as its leading role in the development of information and communication technology, caused the spread of American culture, lifestyle, and thus language. In this regard, there is almost no world or European language that is not permeated with loanwords from English, i.e., Anglicisms. Words of English origin are found in all spheres of life and interests of other languages and peoples, such as information technology, but also economics, politics, fashion, tourism, music, advertising, and the fitness industry, which is the focus of this paper.

The focus of this thesis will be the adaptation of Anglicisms in the Croatian language in the field of the fitness industry, one of the fastest-growing and developing industries in the world. More precisely, this paper aims to present, show and describe how Anglicisms are adapted in the Croatian fitness terminology. The analysis will be based on the methodological framework proposed by Croatian linguist Rudolf Filipović (1986, 1990) meaning that the changes and the process of adaptation are to be demonstrated on four levels: orthographic, phonological, morphological, and semantic. In this way, the paper also aims to provide insight and raise awareness of the enormous number of Anglicisms in the Croatian language and draw attention to the huge dominance and influence of the English language, on the example of fitness terminology.

Key words: Anglicisms, language contact, English, Croatian, fitness, adaptation.

SAŽETAK – ANGLICIZMI U HRVATSKOJ FITNESS TERMINOLOGIJI

Fenomen jezičnog kontakta u današnjem je globaliziranom društvu uočljiviji nego ikada prije, a to je posebno vidljivo u dominaciji i neizbježnom utjecaju engleskog jezika. Ekonomska, politička i vojna moć Sjedinjenih Država, kao i njihova vodeća uloga u razvoju informacijske i komunikacijske tehnologije, uvjetovali su širenje američke kulture, stila života, a time i jezika. S tim u vezi, gotovo da nema svjetskog ili europskog jezika koji nije prožet posuđenicama iz engleskog jezika, odnosno, Anglicizmima. Riječi engleskog podrijetla javljaju se u svim sferama života i interesa drugih jezika i naroda, kao što su već spomenuta, informacijska tehnologija, ali i ekonomija, politika, moda, turizam, glazba, oglašavanje i fitness industrija, koja je u fokusu ovog rada.

Fokus ovog rada jest prilagodba anglicizama u hrvatskom jeziku u području fitness industrije, jedne od najbrže rastućih i razvijajućih industrija u svijetu. Točnije, cilj ovog rada je prikazati, pokazati i opisati kako su anglicizmi prilagođeni u hrvatskoj fitness terminologiji. Analiza će se temeljiti na metodološkom okviru koji je predložio hrvatski lingvist Rudolf Filipović (1986., 1990.) što znači da se promjene i proces prilagodbe prikazuju na četiri razine: ortografskoj, fonološkoj, morfološkoj i semantičkoj. Na taj način rad također želi dati uvid i osvijestiti ogroman broj anglicizama u hrvatskom jeziku, te skrenuti pozornost na golemu dominaciju i utjecaj engleskog jezika, na primjeru fitness terminologije.

Ključne riječi: anglicizmi, jezični kontakt, engleski, hrvatski, fitness, adaptacija.