

“FIINIT GRIINIT” - THE USE OF ENGLISH IN A FINNISH GOLF MAGAZINE

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<p>Abstract</p> <p>Englannin kielen asema suomalaisessa mediassa on kasvanut hurjasti viimeisten vuosikymmenten aikana. Kielenvaihtelu englannin-ja suomen kielen välillä on yhä normaalimpi näky niin katukuvassa kuin myös (sosiaalisessa) mediassa.</p> <p>Tutkimukseni käsittelee englannin kielen käyttöä suomalaisen golflehdien otsikoissa. Keskityin suurimmaksi osaksi kielenvaihtoon, sanojen kirjoitusasuun sekä sanavalintojen motiiveihin. Tavoitteeni oli selvittää, miksi kyseinen golflehti on käyttänyt englannin kieltä ja mitä sillä on yritetty saavuttaa. Pohjana tutkimukselleni käytin aiempia tutkimuksia liittyen englannin kieleen globaalina kielenä, kielenvaihtoon ja käyttötarkoituksiin. Käsitellen tekstissänini myös jonkun verran englannin kielen historiaa, ja sitä kuinka kieli on saanut paikkansa Suomessa ja kuinka se näkyy mm. suomalaisessa mediassa. Aineistonani käytin suomalaista urheilulehteä nimeltä 'Golflehti', joka nimensä mukaan keskittyy uutisiin ja mainoksiin liittyen kaikkeen golfin ympärillä. Kaikki aineistoista keräämäni esimerkit ovat vuodelta 2020, jotta tutkimuksen kohde olisi mahdollisimman uusi. Päädyin valitsemaan Golflehdien, koska olen huomannut, että englannin kieltä käytetään paljon golfin pelaamisessa, ja varsinkin monet englanninkieliset termit ovat myös Suomessa yleisessä käytössä.</p> <p>Analyysitapana käytin diskurssianalyysiä, jonka avulla analysoin löytämiäni tekstiaineistoja ja tutkin kielen avulla luotuja merkityksiä. Diskurssianalyysi on laadullinen menetelmä, jonka avulla voidaan syventyä kielenkäytön ja viestinnän prosesseihin ja konteksteihin. Tutkimuksen tuloksena sain selville, että suurin osa englannin kielen käytöstä Golflehdien otsikoissa liittyy urheilulajin sanastoon tai yleisesti tuttuihin sanontoihin- ja termeihin kuten 'hole-in-one'. Tutkimuksen tuloksista kävi ilmi, että kielenkäyttö ei aina ole suoraa lainausta englannista, vaan golf termejä on myös muunneltu näyttämään ja/tai kuulostamaan enemmän suomen kieleltä. Monet sanat, joissa on myös englannin kielen ominaisuuksia, ovat jo niin vahvasti normalisoituneet osaksi termistöä, että monet golfpelaajat eivät välttämättä edes huomaa käyttävänsä englannin kieltä puhuessaan golfista.</p>	
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1 INTRODUCTION

English has been present in the Finnish society from early on, and from the 60s the spread continued to popular culture. Nowadays, roadside advertisements, restaurant names and everyday language is full of English expressions. When it comes to magazines, one can see English in catch phrases and titles in almost all genres, especially in sports. Most sports are played globally and many of them include vocabulary that is not translated. In this study, I will be taking a closer look at how a Finnish golf magazine 'Golflehti' uses English in their magazine titles.

There have been many previous studies on code-switching and advertising, for example, Nederstigt & Hilberink-Schulpen (2017), studied how congruency affects advertising in non-English speaking countries. Although, their study was made in the Netherlands, and focused on other languages such as French, Spanish, German, and Dutch, they found that using German in slogans, was less effective compared to Spanish, and slogans with the native language.

Leppänen & Nikula (2007) found that the motive for many Finnish people to use and learn English is to be part of a group or to participate in a specific lifestyle. They investigated uses on English across multiple domains in many contact situations, so their study was much broader.

Palmgren (2007) studied Finnish technical communicators' attitudes to working in globalized environments and their language identities. Palmgren's (2007) study focus stays around Finglish, and how the spread of English affects different parts of the Finnish society such as working life and everyday language. Palmgren (2007) also paid some attention to overall attitudes towards multilingualism.

My study falls somewhere in between these three topics. I will focus on how English can be seen in the titles specifically in a golf magazine, and what may be the reason why these linguistic choices have been made. The studies I mentioned above also had a much broader topic, and this study focuses strictly on the magazine titles. I will use

discourse analysis as a method to show how English is used in real life context and how people can use language as a resource.

The background section is structured so that I first introduce the topics of English as a lingua franca, code-switching, and congruency. Then I move on to explain how English can be seen in Finland, in the Finnish media and how English has affected the way Finnish people speak. Then I move on to the present study. I present my aim and method of analysis and then I showcase the example I have collected from the magazine and in the discussion, I further analyze my findings.

2 ENGLISH AS A GLOBAL LANGUAGE AND ITS USE

The number of people who speak English as a second or a foreign language has nowadays surpassed the number of native speakers in countries such as the UK, Australia, the USA, and Canada. To illustrate the numbers, approximately 20% of the world's population speaks English, which is around two billion people, and only around 360 million people speak English as their first language. In addition to this, English is also at the top of the list of the most widely studied foreign languages, French being a far second (Lyons 2017). In Europe, the linguistic landscape is much affected by immigration, open borders, easy mobility for work and study. All of these and other political and economic changes bring new additions to Europe's linguistic diversity (Berns, et al. 2007: 16).

Oxford University Press lexicographers define *lingua franca* as:

“A language that is adopted as a common language between speakers whose native languages are different.” - (2021 Lexico.com)

Fiedler (201: 80) says that English is now used by non-native speakers as a language of communication, but not as a language of identification. Meaning that the function of the language that is being used is only for practical communicative purposes such as correctness and for different stylistic features. This shows that the use of English may not be necessary connected to one's linguistic identity but rather just used as a tool to make communication easier if needed.

However, the rapid spread of English also raises concerns. Some worry that the expansion of English could possibly lead to a monolingual world. According to Mauranen (2015: 3) this worry of a monolingual and homogeneous world can be questioned because language and culture are very much intertwined, and because of this, the culture of North America will follow the spread of the language. This is also a concern in Europe, such as Nordic countries where, according to Mauranen (2015: 3), many scholars claim that English is a threat to small national languages. In Finland, the worry among the public does not seem to be as extensive. In a national survey

conducted by University of Jyväskylä in 2011, 55% of the respondents said that it is rather unlikely that in 20 years' time, English would become one of the official languages of Finland. However, according to the same study, most of the responders also said that the importance of English will increase in the future (Leppänen et al. 2009).

2.1 English for specific purposes

Ever since the need for English language skyrocketed in the 1950s and 1960s, language instructors have had to pay much more attention to the needs of the learner and to the context in which English is used. This development resulted in the creation of English for specific purposes (ESP). It means that the method of teaching is decided based on the learner's motivation and reasons they want to learn (Chien, Lao, & Kao 2008: 116). Tahir (2009: 97) gives ESP a little more detailed definition, stating that ESP is a type of language learning that focuses on all aspects of language in a specific field of human activity, such as science, technology, leisure, academic and medicine (Tahir 2009:106). Furthermore, Tahir (2009) refers to Carver (1983:20f), who identified that there are three different types of ESP which are:

1. English as a restricted language (for example language used by air traffic controllers etc.)
2. English for academic and occupational purposes (for example language that is learned for an occupation or for studies)
3. English with specific topics, which includes situational language

ESP is an important aspect to consider when it comes to discourse analysis, because it can give insight on the motivation of using foreign languages.

The difference between English for specific purpose and general English can be a difficult to differentiate. Tahir (2009: 106) quotes Hutchinson et al. (1987: 53), who explains that in theory there barely is any difference but in practise the difference is

quite significant. However, their book was written in 1987, and at the time teachers rarely analysed the needs of the students even though they might have acknowledged what their specific purposes for the language learning were (Tahir 2009: 106).

Nowadays, teachers tend to pay much more attention on the individual needs of the students, and the learning materials are carefully written while keeping in mind the goals of the learners.

2.2 Code-switching and congruency

Many bilingual people use different languages, dialects, and other varieties in their speech in their daily lives without much thought. This common practice is a phenomenon called code-switching, and it is a major part of sociolinguistics. Gardner-Chloros (2009: 65) considers code-switching a sociolinguistic phenomenon, she describes it as a linguistic product of language contact which is determined by the social circumstances in which it appears. Luna & Peracchio (2015: 1) explain code-switching as such:

“Code-switching refers to the insertion of a foreign word or expression into a sentence (e.g., into an advertising slogan), resulting in a mixed- language message.” (Luna & Peracchio 2005: 1).

Halmari & Cooper (1998) also talk about code-switching as mixing two or more language within the same conversational exchange and sentence. They also say that code-switching can give interesting insight about a bilingual mind, and how two (or more) different grammar systems work together. The reason this linguistic phenomenon is so interesting is because it violates the expectation that only one language will be used. This is because using one language is considered normal and using more than one needs an explanation (Heikkilä 2011: 20). Code-switching is also not generally visible, because, as Heikkilä (2011) refers to Gumperz (1982: 64), code-switching tends to occur amongst language minorities and within informal conversations. Heikkilä (2011) also brings up that Wardhaugh (1992: 107) explains that

code-switching is often subconscious, that people may not even be aware that they have switched between languages. Heikkilä (2011) describes two types of code-switching; conversational code-switching, which is when the switch happens within the same conversation, and inter-sentential switching, which is when the switching appears in either clauses or between sentences.

Mixing languages is also common in advertising, especially English can be frequently seen in ads in non-English speaking countries. Nederstigt & Hilberink-Schulpen (2017: 2) bring up a theory on congruent and incongruent use of language. Vrerink (2016: 16) explains congruency as:

“A fit or no fit between the information that is processed to the consumer and the consumers’ previously developed expectations.”

For example, the use of French as a foreign language in a perfume advertisement would have congruent relationship between the product and the language. If the same advertisement would use Russian as a foreign language, the relation between the product and the language would be incongruent, because Russia is not typically associated with perfume products (Nederstigt & Hilberink-Schulpen 2017: 2). Vrenik compares this theory to the old saying “*Birds of a feather flock together*”, meaning that the cohesion between different elements is important. There have been quite a few studies done on congruent and incongruent advertising and according to Nederstigt & Hilberink-Schulpen (2017: 2) the overall result has been that congruent advertisements are more effective. This could also be applied to current study, since the focus is on sports, and the use of foreign language in a specific context that has an audience that may have certain expectation on the published magazine.

3 ENGLISH IN FINLAND

English has traditionally played the part of *the* 'foreign language' in the Finnish society. However, its significance has been changing due to the development of language use in multiple social domains such as media, education, and business life (Leppänen 2007:149). In many non-anglophone countries, English has become a common resource in contexts where it is used alongside the national language, or it is mixed/combined in many different ways. This kind of rapid spread of a language can have consequences on a societal level, where it might create a shift in the status of the languages. On an individual level, it can be seen as mixing the languages (Leppänen & Nikula 2007: 334).

In Finland, English started to spread more rapidly around the 1960s, when Finland slowly started to associate itself more closely with Anglo-American politics, ways of life and popular culture, and this way Finland started to slowly turn away from the culture and values of former rulers Sweden and Russia. Because of this, the position on English also changed in the context of education, since it changed from a marginal foreign language (which meant being less important than German and French) into the first foreign language par excellence. This happened because most Finns born in and after the 1950s started studying English in schools (Leppänen & Nikula 2007: 339).

In modern Finland, English is still considered a foreign language due to its lack of official status, and because it is not used as a common communication language amongst Finns (Heikkilä 2011: 12). However, English has become the number one choice of language of bilingual communication in contexts such as new media (fanfiction, chat rooms etc.) and hobbies & lifestyle (for example cultural activities like skateboarding, hip-hop music etc.) These kinds of language contact situations utilize elements from both English and Finnish. What makes this phenomenon unique compared to bilingual situations in North America, Britain or central Europe is that it does not originate from an ethnic or interethnic communication strategies. The kind of bilingualism that can be seen in Finland, is a communicative practice which comes

from local motivation for example wanting to be a part of a group, listening to a specific type of music, or wanting to practice a specific lifestyle that has an element of English language (Leppänen & Nikula 2007: 356).

3.1 English in Finnish media

English language has been present in the Finnish media since the Second World War. At that time, English music, films and dubbed television shows started to become popular among Finns (Laitinen 2020: 12). English has also been popular amongst the Finnish youth, and it has played a big part in the development of youth language. Grzegorz (2016:41) studied how English was used in a music themed youth magazine from 1969 to 2009. Grzegorz (2016) found that this Finnish magazine used a lot of English words related to music such as 'single' and 'backstage'. This type of vocabulary is still being used to this day in Finland, especially in the music scene. However, it is also common to come across words that stem from English but are modified to sound more Finnish such as 'bäkkäri' (backstage) and 'sinkku' (single). This is similar to what Palmgren (2003), describes as *Finglish*. A variation of language that consist of elements from both Finnish and English. For example, the word 'bäkkäri' comes from the word backstage, however the pronunciation and spelling have been modified to look and sound more like Finnish. This Grzegorz (2016:42) also talks about how it is necessary for media outlets such as magazines to use the type of language that the target audience uses in order to be successful, and it is important for the media outlets to be aware of the kind of linguistic repertoire commonly used.

Currently, some major news outlets also publish news completely in English. For example, Helsinki Times, established in 2007, is the first ever English language newspaper that reported on Finland related daily news. It continues to be published online to this day (HelsinkiTimes.fi). Also, The Finnish Broadcasting Company YLE has been publishing online articles in English for over a decade. According to YLE, their team includes multilingual journalists from all over the English-speaking world (yle.fi).

3.2 Finglish

The English language has a prominent role in modern Finland thanks to internationalization. Almost all children start learning English in school, and over 90% of Finnish children choose English as their first foreign language (Palmgren 2007: 16). Children also are affected by English at home, thanks to television. In Finland most tv shows are not dubbed, instead they have Finnish subtitles. This allows the viewers to hear English while reading the text in Finnish (Heikkilä 2011: 12).

The younger population has normalized a variation of language contact called 'Finglish', which is a mixture of English and Finnish. According to Palmgren (2007: 25), most Finglish speakers are 15–35-year-old nerds who spend time with computers. Maybe this is just a generalization, but from my own experience I also notice a lot of Finglish online and in social media. However, according to Heikkilä (2011:13), internet communities create rules on how to use English and, hence, the use of English is rarely random. English is commonly used for expressing ideas in an interesting way, or it is used to emphasize one's knowledge on a topic. Another motivation for this type of language use could be that some expressions and words are hard to express completely in Finnish. As I mentioned before, Grzegorz (2016) discovered that using mixed language has been popular in youth magazines for a long time. Young people also tend to adopt English words and sayings into their everyday speech because especially young Finns are all the time submerged into American pop culture. For example, in Europe, since 1988 MTV (The music television) started broadcasting reality shows like Jackass, Pimp My Ride, SouthPark, The Hills, Jersey Shore etc. in 1988. These shows include catchy slogans and expressions which have affected youth language and youth culture also in Finland (Heikkilä 2011: 13).

According to Hellstrom (1976), Finglish is a variation of Finnish language that has adopted words from English and it includes loan words that have been altered to fit the Finnish sound system and combined in sentences by using aspects of Finnish grammar. Randell (2004) explains that this is an outcome of The Great Famine of the late 1860s which devastated Finland's economy and led to many Finns emigrating to

America for a better future. This mixture of Finnish and English happened after Finns adapted to the English-speaking environments of America and Canada.

According to Palmgren (2007:23), Finglish as a term was used in a scientific context for the first time in the 1920s, in a Michigan Suomi College by professor Martti Nisonen. According to Nisonen, this form of mixed language could be found in all English-speaking countries where there are a lot of Finnish immigrants. What makes Finglish interesting is that it is not understood by English and Finnish speakers, and it is mostly used in smaller communities. Finglish speakers also tend to switch to either English or Finnish when they come into contact with Americans or Finns (Palmgren 2007: 24).

4 THE PRESENT STUDY

The present study focuses on the use of English language in the titles of a Finnish golf magazine called 'Golflehti'. I will try and find answers to the following research question:

How is English used in magazine titles in a Finnish golf magazine?

I will look at the overall topic of the article and the context in which the English words/phrases have been used. I will also see if it is possible to categorize the findings into specific types for example quotes, terminology etc.

4.1 Aim and method of analysis

The aim for my study is to find out how a Finnish sports magazine uses a foreign language, in this case English, and in what context it usually takes place. I want to investigate the role that English plays in this context, and why a Finnish sports magazine uses English in such a way when most of the content is in Finnish.

For my analysis, I am going to be doing a discourse analysis on the written data. Discourse analysis focuses on how language is used in social contexts in real life situations. It looks at language as a resource that language users can choose to use in ways, they find helpful depending on the context (Mäntynen & Pietikäinen 2019). Linguistic society of America describes it as an analysis that is done beyond the sentence, meaning that discourse analysis is used to study bigger 'chunks' of language that goes beyond grammar study and other smaller aspects of language. Discourse analysis is a qualitative method of analysis, and it explores meanings created by language use, the contexts, processes, and practices that are caused by meanings. It is a great way to analyze text, pictures, practices, films etc. Regardless of what is being analyzed with this method, the common factor that unites different variations of this

is the common philosophical base which is social constructionism's and linguistics (Jyväskylän yliopisto 2021).

I approached my analysis first by going through all the magazine's page-by-page looking for any English words or Finglish that stood out. I marked the pages which I thought had the most interesting examples by circling the titles and marking down the pages. Then I took pictures of the pages. After finding the examples I was going to analyze, I went to the website that publishes the online versions of this magazine and searched information on the magazine's demographic. I started my discourse analysis by looking at the article titles I collected and how they were written, and the spelling of the words. Then I took a closer look at the context of the title and what it referred to in the article. I tried to discover how and why those language choices were made and what affect they had on delivering the message. Lastly, I tried to explain what the use of English says about the magazine and how the language use reflects the language use in a more general way.

Because in my research I will analyze text, I wanted to keep my data as new as possible so all the data and examples which I will use are from the newest magazines all published in 2020.

4.2 Golflehti magazine - The Data

My data includes eight golf magazines, all of which have been published in 2020. The magazine is called 'Golflehti', and it is the largest magazine in Finland dedicated to sports and exercise. It is published by Otava Media. All the magazines from the year 2020 included topics such as news, advertisements, interviews with professional golf players, holiday packages etc., all connected to the topic of golf. This magazine also has a license agreement with the world's largest golf publication called 'Golf Digest'. Therefore, about 20% of Golflehti content is translated from Golf Digest (Golf.com). According to Otava Media (Otavamedia.fi), Golflehti has really active readers, and the announcements in the magazine are noticed well. Golfers also typically prefer high quality, and it comes naturally for them to talk about their passions (Otavamedia.fi).

When I went through the magazines, I noticed that many of them include English in their headlines so this will be my main focus. I will examine what kind of topics are introduced using English words/phrases and explore the logic behind them. I am going to collect four examples, which I will then use in my analysis and take a closer look by using the background theory to try to explain my findings.

5 FINDINGS AND ANALYSIS

In the following section I will present my findings from the magazine that I investigated, and I will also analyze the use of English in the titles of these examples.

As mentioned in the 'The Data' section, I collected these findings from the latest releases of *Golflehti* in 2020. I expected to find quite a lot of English from this magazine. I have noticed that many golf terms are in English and have not been translated to Finnish. This is evident by looking at golf dictionaries that include golf terms and what they mean. Many are just English words, and some have been modified to sound or look more Finnish. This gives the impression that golf is a global sport, and it includes terminology that cannot be translated while keeping the same meaning. This is probably because so many of the terms are technique related and changing the language could influence how players understand certain aspects of golf.

5.1 English as a lingua franca

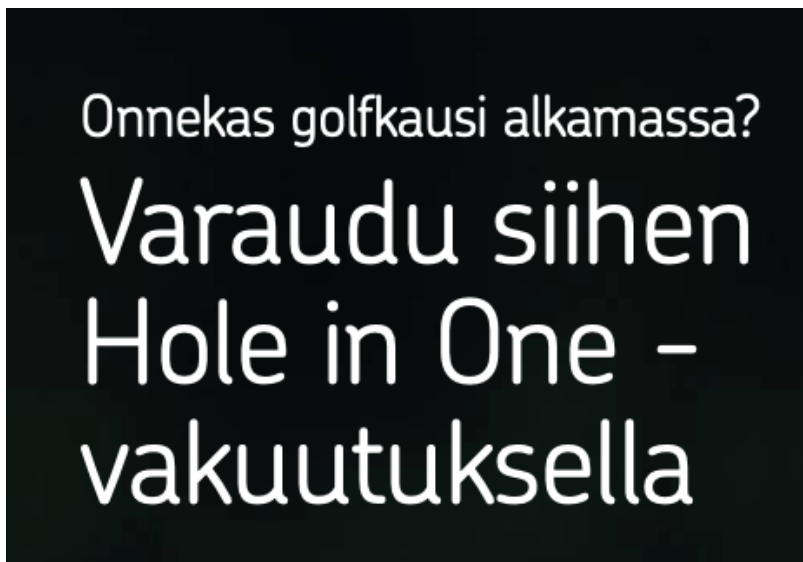


(Figure 1. 'Major-debyytti', *golflehti*, 5/2020 p. 19)

In this article headline the 'major-debyytti' refers to one of the major golf competitions 'the four majors'. The word 'major' has been kept in English, because in professional golf, the annual 'major' competitions are international events. People from all over the

world participate and follow these events, therefore it makes sense for the competition name to be in English. This is a good example of how English as a lingua franca works as a bridge between people with different native languages in the context of international competitions. However, because the magazine revolves around a specific sport, this kind of bilingualism could also be similar to a language practice described by Leppänen & Nikula (2007: 356), called ‘communicative practice’. It means that the use of English is motivated by wanting to be part of a group or a specific lifestyle that has elements of English language. Golf certainly falls under this description. Official golf websites refer to golf as a lifestyle and magazines write articles about different aspects of it such as clothing, appropriate golf behavior etc. (golfpiste.fi). Therefore, here the use of English has a clear purpose, which is to use English as a lingua franca by referring to the competition with its original non-translated name even though the magazines demographic is mostly Finnish speaking.

5.2 Code-switching



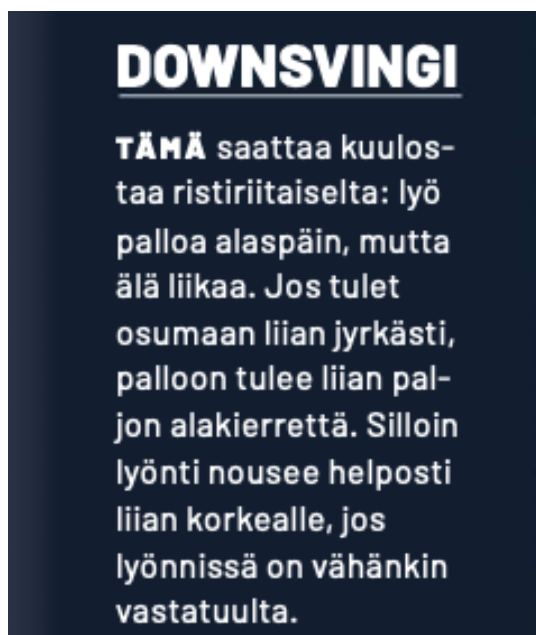
(Figure 2. ‘Hole in One’, Golflehti, 1/2020 p. 108)

This is a good example of inter-sentential code-switching. As Heikkilä (2011) explains, it is when the switch between two languages (in this case between Finnish and English), happens between sentences. Here one can clearly see that the title starts with a question ‘Onnekas golfkausi alkamassa?’ that is written in a smaller font probably

indicating that this is not the main part of the title which the writers want the readers to focus on. The next sentence answers the question first beginning with Finnish, and then switching into an English phrase 'hole-in-one'. What makes this interesting is that the English phrase does not stand on its own, it is connected to a Finnish word 'vakuutuksella', making it a mixed phrase.

This figure 2 ('hole-in-one') is an expression and is written completely in English with no modification. This is because it does not have a straight translation, therefore using English is more convenient because it is such a famous expression that most golf players are familiar with, hence it does not need to be modified or translated. This is also an example of code-switching. In this example the title starts with Finnish but changes to English in the middle of the sentence. However, what makes this example interesting is that in this context the phrase 'hole-in-one' is a name for the type of insurance that is being advertised. This also contributes to why it has not been translated, since names are not usually translated regardless of language.

5.3 Finglish



(Figure 3. 'Downsvingi', golflehti, 4/2020 p. 39)

This article headline is referring to a specific type of technique to hit a golf ball called a 'down swing'. In this example, the word *svingi* has been changed to resemble Finnish by changing the spelling of 'swing' to 'svingi'. This can be described as 'Finglish', a mixture between English and Finnish. Palmgren (2007: 25) describes this phenomenon as written and spoken language that has elements from both Finnish and English. Another point Palmgren (2007: 23) brings up is that even though English is a common scene in Finland's linguistic landscape, for example in advertisements, names of restaurants, brand names etc., it is not always 'pure English' but a variation of English, what she calls 'Finnish English'. This phenomenon started getting more mainstream in Finland in the 2000s, and due to its rapid spread, it has started to become its own variation of language that includes a lot of aspects of English yet it is still considered a variation of Finnish (Palmgren 2007:25).

In a national survey conducted by Leppänen et al. (2009: 124), they asked: "*Why do you mix English and Finnish when talking or writing?*" and over 80% of participants said that they do it without noticing, so for many people, using mixed language comes naturally. The second most popular answer (42%) was that they mix languages when

using professional language or specific terms. This would make sense when talking about sports, such as golf, since it includes many terms that are needed to understand the game and the culture surrounding it, especially if one plays golf professionally. However, it is important to note that mixing language was most common in bigger cities and within the younger population.

Figure 3 ('downsvingi') is a modification and would be considered Finglish because it has elements from both Finnish and English and the other half of the word ('svingi') has been modified to fit the Finnish sound system. Even though study by Hellstrom (1976) and more recent studies like Palmgren's (2007), describe that Finglish is mostly used by Finnish immigrants in English speaking countries, I think Finglish has started to become more mainstream also amongst Finnish people in Finland, especially online. Heikkilä (2011) mentioned that online communities play a big part in creating the rules for the use of English, and because people nowadays are so involved with social media, the impact of online communication has reached farther than ever before and Finglish is going to become more and more visible also in real life interactions.

5.4 The “cool factor”



(Figure 4. ‘Fiinit Griinit’, *Golflehti*, 3/2020 p. 68)

In this example, the word ‘Fiinit’ is casual spoken language, and means ‘fine’, and ‘Griinit’ is a slang word that golf players use, and it refers to the grass that golf is typically played on, which in English is called ‘greens’. Just like in the previous example, this would be considered Finglish, because it has elements from both Finnish and English. As Palmgren (2007: 23) mentions, the use of English language in non-English speaking countries is not always ‘pure’ and this example fits this description very well. Jousmäki (2006) also talks about a non-pure form of English that is created due to language contact, which often happens thanks to international connections. Jousmäki (2006) also refers to Holmes (2001: 42), who characterizes borrowing as:

“normally adapted to the new language in terms of pronunciation and grammar.”

This is evident in the title that I presented. The ‘fiinit griinit’, is a Finnish modified version of the English words ‘fine greens’. Therefore, the grammar is modified to look more Finnish, yet the general sound of the words still sounds a little bit like a non-pure

form of English. This is different from code-switching, because in this example there is not a clear 'switch' from English to Finnish (Jousmäki (2006: 9). It is also important to notice that the word 'fiinit' can also root from the Swedish word 'Fin', which would not be surprising considering that Finland has two official languages which are Finnish and Swedish.

Figure 4 could fit into a category I would call 'the cool factor'. This is something that I think comes from the rise of popular culture and especially internet culture. Mielick (2017) explains in his study that digital age allows people to access knowledge and it creates an opportunity to relate to different identities. From figure 4 one can see that the title has aspects of English, yet the spelling and pronunciation are more Finnish like. From this example I got the feeling that the magazine used English to create this image of being cool or modern. The motivation for this could be explained by again referring to Mielick (2017), whose research discovered that sometimes people find their own native language old-fashioned, which is why using a modification of English like 'Fiinit griinit', could be a way to seem cooler yet still being understandable to those who may not understand pure English.

6 DISCUSSION AND CONCLUSION

In this study I found that the use of English is most prominent in magazine titles in articles that revolve around golf competitions or golf terms. This is not necessarily surprising, considering the international appeal of golf. This result is similar to Grzegorz (2016), who found that using English in music magazine headings was quite frequent. Another similarity to Grzegorz's (2016) study was that the titles in *Golflehti* were almost always in bigger font and printed in a different color so that it stood out from the rest of the text. According to Grzegorz (2016), this is a way to make the reader pay attention to the title and using English in the titles draws the reader's attention even more.

I found that the type of examples that gathered can be categorized into two different types: technical terminology, and 'the cool factor'.

The vocabulary that is shared within the golf community includes a lot of English words, or words that have been modified to sound or look more like Finnish ones. This type of mixed language was noticeable in *Golflehti* from words like 'svingi' or 'holari', which are also common terms that golfers use. These terms have become part of such an everyday language for them that they might not even recognize that some of terms originate from English.

These findings could be categorized as using English in technical terms. It seems that using English or aspects of English when talking about technical terms is quite common when talking about a topic that includes a rich terminology such as sports, music etc. This is also something that Grzegorz (2016) found in her study on music magazines. Figures 1, 2, and 3 would fit this category of technical terminology with 'hole-in-one', 'downsvingi', and 'major-debyytti'. As I mentioned earlier, a motivation to use English words or variations of it could root from the inability to express oneself well enough in Finnish due to lack of equivalent translations. This was something that Mielick (2017) also discovered when he studied English use in Japan. According to his

research, Japanese students used English expressions when they couldn't express themselves as well in their native language. This shows that sometimes using English is simply just more convenient.

I think I was able to find an answer to my research question 'How is English used in magazine titles in a Finnish golf magazine?'. To summarize an answer to this question, the use of English is mostly based on terminology and because of the international appeal of golf, terminology is more convenient to be kept in English. Some golf terms have been modified for the sake of making the pronunciation feel more comfortable to Finnish speakers, for example 'svingi' or 'griinit'. However, this is not the case when it comes to names of golf competition such as golf 'majors' and names for products or services that include golf terminology like 'hole-in-one'.

I recognized that this study is just a small dip into the linguistic aspects of sports media, and many variables such as the personal motivation of writers, publishers and advertisers should be considered. This study could be continued further for example by conducting interviews with sports media writers, or by taking a more detailed look at the visual aspects of the titles and the whole article which the titles are introducing.

I think this phenomenon of using English titles in Finnish media reflects the state of Finnish people as English learners and speakers, and it shows that for many people the use of English comes through free time activities. This was also evident in the survey by Leppänen, Pitkänen- Huhta, et al. (2009), their study showed how most Finns use English during free time activities such as sports. It is interesting how English has integrated itself into the Finnish society in such a subtle way that people might not even pay attention to it anymore.

Official golf websites have golf vocabularies and by going through them, one can see just how many terms have been kept in English or have been modified to sound more Finnish but not fully translated (<https://golfpiste.com/golfsanasto/>). English for specific purposes (ESP) explains how knowing general vocabulary is not enough to be able to fluently speak on a professional subject (Kitkauskienė, 2006: 89). Instead, the need for learning a specific vocabulary and communicative practices depend on the

learners specialized field, in this case, golf. As mentioned earlier, golf is often described as a lifestyle, and it is surrounded by a culture that shapes the way it is appropriate to behave, dress, and communicate. According to Kitkauskiene. (2006: 90), communication is the most visible expression of culture, therefore the language that is used within the members of that culture should be universal considering that golf is a sport which is played all over the globe. A universal language makes communicating about the sport easier, especially when talking with people who do not share the same native language.

According to Karimova (2016: 3), who investigated language as a tool for communication, many people's interest for studying foreign languages results from intellectual or social needs. Sometimes the environment can also place demands on individuals to learn foreign languages. This is quite evident in my research since taking into consideration that golf is often popular amongst older generations, who may have not learned to use foreign language as sufficiently to be able to consider themselves to be bilingual. In Finnish golf association, 46% of male players and 59% of female players are over the age of 50 (golf.fi, 2018). It could be argued that within this golf magazines demographic the motivation to learn and speak English, comes from the social needs of being able to discuss all things golf and to be part of a community. On the other hand, Karimova (2016: 3) says that English language is mostly used by younger people as a tool for communication. However, some are not interested in learning grammar thinking that learning vocabulary is enough. Sure, this could be the case in my example considering that the English language that can be found in the magazine is mostly individual words, and not expressions for example. But when it comes to real life conversations, one needs more than just vocabulary.

Because the vocabulary and the language amongst golfers is very specific with terms that either cannot be translated fully or they hold a certain meaning, this type of language use would fall under Carver's (1983:20f) English with specific topics. It could also be part of the 'English for occupational purpose' if someone works on the field of golf professionally. This could also be the case in my research findings since we as readers can assume that the writers of *Golflehti* are professional journalists/writers.

Because of their occupation, they work around the topic of golf therefore they should also learn and know about the kind of language golfers use and are familiar with.

The position English language has in a Finnish society has changed a lot from being studied in the 60's to communicate with 'foreigners' to a tool for everyday communication in multiple platforms online and in real life. This change from a marginal foreign language to such a prominent part of modern life is a good example of the multilingualism phenomenon that has been happening in Finland for the past decades (Leppänen et al. :15). The constant rise of English use in Finland is a sign of linguistic development that enhances global communication and promotes multilingualism. This phenomenon is an outcome of peoples need and want to be able to further their English language skill, for many corporations to broaden their customer demographics and the need to develop social circles that use specific vocabulary.

7 BIBLIOGRAPHY

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