Loanwords

The borrowing of words from other languages is often a byproduct of contact between populations, exchange of knowledge, product trade, and spread of ideas.

However, it is not always a simple matter of naming something associated with another culture or a new technology; the prestige of a population and its language also plays a crucial role. As a result, non-essential words are sometimes borrowed purely for the sake of imitation, in an attempt to elevate one's own language and acquire prestige.

This tendency is particularly evident in contemporary Italian, with the use of English words to express meanings already conveyed by existing Italian words; for example, "baby sitter", "record", "news, "train manager", "act", and "audience" are all loanwords that have replaced, or are in the process of replacing, the original Italian words – respectively "bambinaia", "primate", "capotreno", "decreto legge", "pubblico". In addition to being common in the scientific and technological field, English loanwords are also frequent in administrative and institutional communication and in the business sector. Some examples of these loanwords are "asset", "authority", "caregiver", "compliance", "facility", "flat tax", "governance", "jobs act", "know-how", "manager", "mission", "price cap", "smart working", "spending review", and "stakeholder".

In conclusion, the adoption of loanwords is not a simple or straightforward process, and it is not always driven by necessity. Instead, it involves cultural exchanges, languages prestige, and the desire to be recognized as part of an international community.

Denotation is the component of meaning that addresses the specific thing, state, or event referred to by a linguistic expression. As such, it is primarily objective in nature and is recognized and agreed upon by all speakers of a language. Essentially, denotation represents the referential meaning of a word or morpheme.

In contrast, **connotation** encompasses all the non-referential effects that can arise from the use of a linguistic expression, such as particular attitudes or emotional overtones. Consider the words "dog", "doggy", and "canine": they all denote the same referent but exhibit different connotations: what do they evoke? What associations or emotions are attached to them?

Connotation is not strictly related to a word itself, but it is rather influenced by personal, cultural, and social factors. For instance, the word "war" can evoke different connotations for different individuals based on their attitudes and experiences.

Consequently, while the denotation of a word is commonly accepted and relatively stable, its connotation is more fluid and subject to different interpretations according to an individual's attitude. Nevertheless, connotation is not always purely subjective: even though it is experienced subjectively, it possesses a conventional component often shared within a community.

In conclusion, the **denotative meaning** of a word is neutral and objective as it simply identifies an object or a concept; on the other hand, **connotation** describes additional components of meaning that are non-objective, as they express affective or symbolic values that extend beyond mere reference. Consider the word "mom" as an example: it denotes a female parent, and that's the core meaning of the word; however, when spoken, it also evokes affective and emotional connotations that go beyond the simple identification of the referent. This property becomes particularly clear if we compare "mom" to "mother".