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Anglicisms In The German Language In Spite Of Linguistic Purism

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BBC Languages - German Resource Review - Deutsch lernen *English used WEIRDLY in French | Bizarre anglicisms! English words used in French ???* *Anglicisms In The German Language*

Zocken has undergone an evolution in the past few years. Here's what you need to know, writes Antonia Harrison.

German word of the day: Zocken

English words tend to take a surprising turn in the German language, as Henning shows with the help of a few examples. Find out what you could do with a "Smoking" in Germany and what an "Evergreen ...

What's so funny about German? - Pseudo-anglicisms

To be sure, initiatives to curtail the use of Anglicisms have

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been launched ... to use a loanword in English from German, "gemütlich". Our column "Word!" appears every two weeks. It is dedicated to ...

How do Foreign Words make it into the "Duden"?

What are the ideas and values that characterize a given society? And what do debates about the role and use of language have to do with that? Our new columnist, Henning Lobin, the director of the ...

Current controversies over language

The concept of "Denglish" — a hybrid of German and English which makes use of anglicisms and pseudo-anglicisms ... term was actually coined in the language as early as 1965.

Denglish: How to use English to sound like a true German

The week of July 8.

Free Will Astrology

The German Leaving Certificate papers ... being an extract from a gripping story, the language was particularly accessible as it was full of Anglicisms like "filmset-designer", "teenie ...

Leaving Cert German: Students have more time in topical paper

We have lifted the paywall on this story. To support essential reporting, please consider becoming a subscriber. ARIES (March 21-April 19): Poet Joshua Jennifer Espinoza writes, "i name my body girl ...

Free Will Astrology for the Week of July 8

Free will astrology for the week of July 7 ...

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Rob Breznsny's Astrology: July 7-13

But many languages do. In Spanish, the word for "bridge" is puente, which is masculine. In German, "bridge" is Brücke ... generation of French people is inclined to do. Among anglicisms that don't ...

Astrology 7/8

The interaction between word formation and borrowing is not a topic that has been studied widely. A likely reason for this is that word formation and borrowing have been studied from different ...

The Interaction of Borrowing and Word Formation

Poet Joshua Jennifer Espinoza writes, "i name my body girl of my dreams / i name my body proximity / i name my body full of hope despite everything." I love her idea that we might give playful names ...

Your horoscope for the week July 8-14

From Helena Zengel to Felix Jaehn: These are the actors, authors, DJs and artists are getting noticed, and not only in their home country. Coronavirus digest: Elderly Belgian woman infected with 2 ...

German homes and how the Germans live

But many languages do. In Spanish, the word for "bridge" is puente, which is masculine. In German, "bridge" is brücke ... younger generation of French people is inclined to do. Among anglicisms that ...

Horoscopes for JUL 8 - 14

Poet Joshua Jennifer Espinoza writes, "i name my body girl of my dreams / i name my body proximity / i name my body full of hope despite everything." I like her concept that we

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would give playful ...

Week of July 7 | Free Will Astrology

Try something lyrical and daring ...

Offers a detailed account of the influence of English in German based on a large scale corpus analysis of the newsmagazine "Der Spiegel". This book presents a study that is structured into three parts, each of which deals with fundamental questions and as of yet unsolved and disputed issues in the domain of anglicism research and language contact.

Seminar paper from the year 2002 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, Technical University of Braunschweig (Englisches Seminar), course: Language in Advertisement, 9 entries in the bibliography, language: English, abstract: Language is not stable, it is a communication system used by human beings. As people and the environment they live in change and develop, it is natural for language to change and to get influenced, as well. The amount of English words in the German language increased highly since 1945 and especially since advertising plays an important role in our society. After the second World War the connection between Germany and the Western world got stronger and more intensive than it had been before. Especially the areas media, literature, music and theatre, but also politics, sports and economy have very high influences on the growing use of English words in German language. The German Academy of Language in Berlin says that no more than five per cent lexical amount of anglicisms are existing in the German language. That, indeed, is not

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much, but this does not propose anything about how often these words are used in the every-day language. There are no concrete guidelines or laws about the usage of Anglicisms, and advertising agencies tend to plead that they only orientate on those English words which are already used by Germans. This has to be doubted thinking that the words mail express logistics finance, Stimulating Facial Freshener, or Concentrated Line Smoother are not always understood directly nor by many Germans. But the understanding of Anglicisms will not be the subject of this paper. In my research paper I want to point out which influence the English language has on the language of advertising and how anglicisms are seen in our society. I refer to the audio-visual media (TV-advertisement) and try to conclude about the importance and influence of Anglicisms in general. In this paper the term Anglicism stands for English and American borrowings, as well. To supply evidence for my thesis I give and analyse a few examples of advertising spots from the German channel ARD, and I also present my results of a questionnaire about "Anglicisms in the German language" which was filled in by 60 Germans. At the beginning I want to go into the terms "anglicism", "language of advertising" and I point out the most important reasons for the usage of Anglicisms, to give the reader a clear view in which way these terms have to be looked at and dealt with in this paper.

Seminar paper from the year 2008 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, University of Frankfurt (Main) (Institut für England- und Amerikastudien), language: English, abstract: Hatte ich vorsichtshalber den Times-Artikel über die 'German linguistic submissivness', unsere bekannte sprachliche Unterwürfigkeit, überflogen, muß ich die Travel-Service-Hostess hinter dem Counter ziemlich perplex angestarrt

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haben, als sie loslegte: „Jetten sie single or double, IT, Comfort oder Business Class? Carrier? In London Bed & Breakfast oder Full Service, Fly-And-Drive-Arrangement, Rent-a-car oder nur Transfer vom Airport zur City-Lodge? (Pollmeier 1994, in Spitzmüller 2005: 117). Most linguist are consistent with the fact that German linguistic purism came to an end with the abolition of the 'Allgemeiner Deutscher Sprachverein (ADSV)' in 1940 (Pfalzgraf 2006: 9). Since the late 1990s, however, the debate about foreign words in German has become more intense. A number of politicians from all parties have recently criticized the overuse of Anglicisms. Furthermore, there have been demands for a law to protect the German language - as France did in 1975. Nationally supported associations as well as private organizations and internet homepages combat the so-called 'flood' of Anglicisms in German. In 1899, Hermann Dunger wrote an article on *Wider die Engländerei in der deutschen Sprache*, but the opposition to the English influence has existed since the 17th century.

Bachelor Thesis from the year 2020 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Innsbruck, language: English, abstract: In order to analyse the frequency of anglicism usage in the German language, this paper analyses articles from the German newspaper *Die Zeit*. Media and the press, for instance, mimic the use and competence of English words in the German language among German native speakers. Therefore, analysing newspaper articles is an efficient and effective way to demonstrate the spread of anglicisms. At the beginning of this thesis there is a general explanation of anglicisms. This not only includes a definition but also further information on the different forms of anglicisms, such as direct or indirect loan influences as well as hybrid anglicisms. Moreover, it

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illustrates the transmission processes with its parameters and the grammar of anglicism within the German language system. Consequently, this lexical productivity is summarized, and the types of integration of anglicisms into the German lexicon are further evaluated. This is then followed by a chapter that highlights diachronic aspects of integrating English borrowings into the German language and the motives of using these. Subsequently, it provides information on the impact it has on German and the reasons why some German linguists believe their language to be endangered. The analysis in this paper encompasses a broad sample of 60 articles in total from six different news categories that were published between October 2019 and February 2020 on the online platform of the German newspaper Die Zeit. Since Second World War, the use of anglicisms in the German language has drastically increased, and thus, English words are borrowed more frequently. Nowadays, in the year 2020, one can confidently argue that nearly every German native speaker uses anglicisms in their everyday life.

Seminar paper from the year 2013 in the subject English Language and Literature Studies - Linguistics, grade: 1,0, University of Trier, language: English, abstract: For quite some time, advertising is a gateway for anglicisms into the German language. The VDS (Verein Deutscher Sprache/ Association of German Language) also shares this opinion. They say that the main transmitters for anglicisms in Germany are the mass media and the advertising and entertaining industry. Although anglicisms belong to the most explored aspects of advertising language, there haven't been many empirical studies yet. Their proportion in a temporal comparative and in connection with various product groups is rarely studied in the German-speaking area. Especially the researches of Dagmar Schütte and the database slogans.de

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offer a basis to investigate these questions. In this paper, it will be mainly referred to slogans since they appear in every kind of media and because they are the main representatives of the trends in the advertising language. First the evaluation of Schütte (1996), which reaches until 1991, should be checked. Then it should be examined whether the increase of English slogans continues onwards in the 1990s and the 2000s. Furthermore the sectoral distribution of English slogans will be analyzed. In order to provide a prospect to the future, this work will also contain a chapter about the new language trend in German advertising. Schütte defines an anglicism as a linguistic sign, consisting wholly or partly of English morphemes, regardless of whether it is connected to a common meaning in the English language usage or not. In the following, this definition is adopted, what means that the term anglicism is generally an English coined word or expression.

Seminar paper from the year 2010 in the subject English - Pedagogy, Didactics, Literature Studies, grade: 1,0, Ernst Moritz Arndt University of Greifswald (Institut für Fremdsprachliche Philogien), course: Contact Linguistics, language: English, abstract: Most of all linguists who find themselves engaged in Contact Linguistics agree upon the fact that the influence of the English language on German is constantly increasing and has especially risen during the last decades of the 20th century. (cf. Viereck 1980: 11; Götzeler 2008: 58-59) Due to the close collaboration in the political and economical sector, the contact between the two language regions has become more intense and has thus led to a higher frequency of borrowings from English. As a direct consequence of this process, a public discussion on the drawbacks of the use of anglicisms in German has started and found his peek in the foundation of the Verein Deutsche

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Sprache formerly called the Verein zur Rettung der deutschen Sprache in 1997. (cf. Götzeler 2008: 61) The increasing presence of loanwords, as commonly believed, as well as the ongoing public discussion on their use is reason enough to analyze the use of anglicisms in the German language by using the example of the German newsmagazine FOCUS. In this context it shall be examined, whether the frequency of anglicisms in 2009 is higher than the frequency in 1993. Furthermore, as the corpus consists of texts from two different categories, namely Deutschland and Modernes Leben, numerical differences concerning those sections is also subject of the study. As a result, proof for the following theses is expected: 1. The frequency of anglicisms used in 2009 is higher than in 1993. 2. The number of borrowings in the section Modernes Leben will be greater than in the section Deutschland.

Bachelor Thesis from the year 2010 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, Ruhr-University of Bochum, language: English, abstract: This paper tries to describe the contact situation between the two languages English and German as it was in the past, and how it has developed until the present day. On the basis of a research on how anglicisms are integrated into the German morpho-syntactic system, it will be possible to make predictions about the future development of the contact scenario and its implications for German.

Studienarbeit aus dem Jahr 2012 im Fachbereich Anglistik - Linguistik, Note: 1,7, Ernst-Moritz-Arndt-Universität Greifswald (Anglistik), Veranstaltung: Lexicology, Sprache: Deutsch, Abstract: [...] Language contact, however, is a normal phenomenon and "as a historical fact has been acknowledged since antiquity, but not, however, as a

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phenomenon worthy of study [...] But only in the last decades of the nineteenth century did questions of language contact become an area of scientific interest (Oksaar 1996; If.)" (Svetlana, 20). Most of the older studies focus on the synchronic aspects whereas newer studies also take a diachronic view into consideration (cf. Burmasova, 10). Furthermore, morphological and orthographic aspects play a role in addition of the frequency of use (cf. Burmasova, 11). Nowadays, there are a lot of critical voices which reject the use of anglicisms because they fear a loss of German language heritage. There are even some initiatives providing equivalents for every English word. The Verein deutscher Sprache (Association of the German Language), for instance, emphasizes the importance of German equivalents. Thus, the question is whether it is possible to find equivalents for every anglicisms and if those equivalents are suitable. Moreover, the question arises if anglicisms are on the rise to an extent where they may threaten the German language. In this term paper, I want to take a closer look on the use of anglicisms in the press in order to find an answer to these questions. In the course of this, I want to refer to studies by NICOLE PLUMER, ALEXANDRA ZURN and CHRISTIANE GOTZELER. I also want to provide some samples from Stern and Bild and present my own results. Before that, a definition of the term anglicism will be given. Moreover, I want to take historical developments into consideration, including German reactions to certain changes. After that, a classification of anglicisms will be provided in order to become aware of the different types. Furthermore, I want to present some linguistic changes connected to anglicisms. Lastly, I want to provide some considerations concerning the language of the press and present my own little study in this field before I come to my conclusion.

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Seminar paper from the year 2016 in the subject English - Pedagogy, Didactics, Literature Studies, grade: 1,0, University of Würzburg, language: English, abstract: The following paper is a research on the quantitative use of Anglicisms in two German magazines. The analysis will feature a selection of two issues of the German Cosmopolitan and Spiegel from December 2015. I chose these magazines because this type of material has not been considered in studies yet. There are many researches about the usage of Anglicisms in Spiegel over the years, or the integration of Anglicisms in advertisements found in magazines. As there is a gap of statistics including the comparison of the number of Anglicisms in a news magazine and a lifestyle magazine, I chose it to become the topic of this seminar paper. Further, this paper will analyze the usage of Anglicisms and their percentage distribution with regard to the different word classes. First, I will give a comprehensive overview over Thomason (2001) and Winford's (2003, 2010) theories of language contact and borrowing. Following that, I will give some definitions concerning linguistic jargon and give samples of how Anglicisms are integrated into the German morphological and inflectional pattern. The main part of this paper will be the evaluation of the data I collected and the comparison of the quantitative impact of Anglicisms in Cosmopolitan and Spiegel. I conclude with a closer examination of the compounds found in the two magazines.

Every four years on Election Day, German citizens make their way to the ballot boxes to vote for the political party and candidate they would favour entering the government. What these voters are not aware of, is that whether their choice has resulted from political conviction or not, the set of political attitudes that found their favour is the result of a complex communication strategy the individual party's carried out long

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beforehand. Simply put: through political language, parties exercise power. This study looks at the mechanisms behind the communication strategy the Greens (BÜNDNIS90/DIE GRÜNEN) carried out. It focusses hereby on the language shown in their election manifesto of 2009, specifically analysing the many Anglicisms used. With this, the study gives a theoretical and empirical approach to the question what role the English Language plays in the political Language of German politics, particularly German Green politics.

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