
Anglicisms In The German Language In Spite Of Linguistic Purism

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The attitudes towards anglicisms in German. A survey analysis focussing on age-related differences

Reichtum und Armut der deutschen Sprache

Anglicisms and their Usage in the German Newspaper Die Zeit

English Influence on German

Anglicisms in the German Newsmagazines "FOCUS" and "Der Spiegel"

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Anglicisms in the German language - in spite of linguistic purism? GRIN Verlag
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.

An Investigation of Anglicisms in the German Language Based on the Swiss Newspaper "Die Weltwoche" Oxford University Press on Demand

Seminar paper from the year 2006 in the subject English - Pedagogy, Didactics, Literature Studies, grade: 2,0, Humboldt-University of Berlin (Institut für Anglistik/Amerikanistik), course: The Politics of English as a Global Language, 25 entries in the bibliography, language: English, abstract: "English influence on German" deals with the question why we tend to use anglicisms and which problems might occur when using them. There will also be a focus on the classification of the borrowing and on the negative reactions to anglicisms.

Studien zum Einfluß der englischen Sprache auf das Deutsche GRIN Verlag

Bachelor Thesis from the year 2018 in the subject Communications - Language, grade: 1,0, Vienna University of Economics and Business (Department for Foreign Languages), language: English, abstract: This thesis analyses both the omnipresence and importance of both Anglicisms in advertisement by assessing their extent for essentiality for German print advertisements. The fashion and lifestyle magazine InStyle was chosen as a representative in order to analyse the number of Anglicisms and their effects on the reader. The first section will deal with the influence of the English language on the German by defining the most critical terminology, analysing the history of the English language in Germany and how it became so influential.

Anglicism Usage in German Political Language: Anglicism Usage in German Political Language Walter

de Gruyter

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, 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 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.

The Influence of English on German Business Language a Corpus-based Study of the Use of Anglicisms in the German Business Press GRIN Verlag

The present volume deals with the influence of the English lexis on other European languages in various fields of discourse, social attitudes towards this phenomenon and its reflections in recent lexicographical work. It contains some of the papers read at the conference Anglicisms in Europe 2006, which took place at the University of Regensburg, Germany. It links linguistic aspects with psychological, social, political and cultural issues, tracing relationships and differences between the respective research interests and findings. Its aim is to put the influx of anglicisms into languages other than English into a wide perspective encompassing the European heterogeneity of cultures, traditions and developments. The volume is divided into four parts, which reflect the particular foci of interest in the recent research on anglicisms in the languages of Europe: I. 'Cognitive and

Semantic Approaches to Anglicisms', comprising articles that deal with the cognitive, communicative and semantic motivation for contact-induced innovation; II. 'Attitudes Towards the Influx of Anglicisms', with contributions about various national attitudes towards anglicisms and their reflection in the respective languages; III. 'The Use of Anglicisms in Specialized Discourse', with articles focussing on particular practices and domains such as business, sports, the sciences, and on language varieties used in communication within particular subcultures; and IV. 'Anglicisms in Dictionaries', comprising articles that deal with the existing dictionaries of anglicisms in European languages and provide a future-oriented perspective by making suggestions and recommendations regarding future lexicographic works.

Anglicisms in Russian and German Blogs GRIN Verlag

The influence of English on German has been an ongoing subject of intense popular and academic interest in the German sphere. In order to better understand this language contact situation, this research project investigates Anglicisms -- instances of English language material in a German language context -- in the German hip hop community, where the use of novel Anglicisms is especially frequent. This investigation takes a methodologically diverse approach, including complementary corpus, sociolinguistic, and ethnographic analyses. In this dissertation, I focus primarily on an original 12.5-million-word German-language corpus of hip hop discussions from the Internet forums at MZEE.com which includes 11 years of computer-mediated discourse.

The Collocational Behavior of Anglicisms in German and American Business and News Magazines GRIN Verlag

English in Europe charts the English invasion of Europe since 1945. Sixteen distinguished European scholars report on the English words and phrases that have become integral parts of their languages. Each describes the effect of English on the host language, and shows how the process of incorporation often modifies pronunciation and spelling and frequently transforms meaning and use. The languages surveyed are Icelandic, Dutch, French, Spanish, Norwegian, German, Italian, Romanian, Polish, Croatian, Finnish, Albanian, Russian, Bulgarian, Hungarian, and Greek. The book is designed as a companion to A Dictionary of European Anglicisms but may be read as an independent work. This is the first systematic survey of a phenomenon that is fascinating, alarming, and apparently unstoppable.

Modern German Grammar Routledge

Is the world en route to becoming a linguistic colony of the United States? Or is this dramatic view an exaggeration, and there is no danger to linguistic diversity at all? The German language is at the center of an intensive debate on this issue. Its position in the world is under increasing pressure due to the growing importance of (American) English as the language of globalization. The articles in this volume deal with the national and international position of German in relation to English, language policies, the future of German as a language of science, German in the USA, and the intellectual and aesthetic dimensions of encountering a foreign language. They present critical assessments addressing the dangers for the future of languages other than English, as well as positions which perceive the growing importance of English as a challenge and resource rather than as a threat.

Globalization and the Future of German Cambridge Scholars Publishing

Essay from the year 2008 in the subject English Language and Literature Studies - Linguistics,

grade: 2,3, University of Frankfurt (Main) (Institut für England- und Amerikastudien), course: Magisterprüfung, 5 entries in the bibliography, language: English, abstract: This essay was written as an elaboration for my final oral exam in winter term 2008/2009. It is supposed to give information about the importance of the English language as a global language and the process of direct loaning as a result, the process of indirect loaning, pseudo and hybrid anglicisms, and aspects of direct and indirect loan coinage. It will also investigate on the prestige status of English and the loaning of sayings, phrases and idioms, and the role of the trend of internationalisation of languages like German or France. It will conclude with an attempt to approach the question whether English will make other languages obsolete in the future.

Wörterbuch überflüssiger Anglizismen Walter de Gruyter

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 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.

The Anglicization of European Lexis Springer Science & Business Media

The status of the German language has perhaps never aroused more heated debate: scholars argue that the language is in visible decline, that its lexicon and grammar are increasingly impoverished, not least through massive infiltration by Anglicisms. The newly published language report presents the findings of research studies in four areas that have characterized the debate in different ways: vocabulary, Anglicisms, flexion, and nominal style.

Empirische Untersuchung der Anglizismen im Deutschen GRIN Verlag

This white paper is part of a series that promotes knowledge about language technology and its potential. It addresses educators, journalists, politicians, language communities and others. The availability and use of language technology in Europe varies between languages. Consequently, the actions that are required to further support research and development of language technologies also differ for each language. The required actions depend on many factors, such as the complexity of a

given language and the size of its community. META-NET, a Network of Excellence funded by the European Commission, has conducted an analysis of current language resources and technologies. This analysis focused on the 23 official European languages as well as other important national and regional languages in Europe. The results of this analysis suggest that there are many significant research gaps for each language. A more detailed expert analysis and assessment of the current situation will help maximise the impact of additional research and minimize any risks. META-NET consists of 54 research centres from 33 countries that are working with stakeholders from commercial businesses, government agencies, industry, research organisations, software companies, technology providers and European universities. Together, they are creating a common technology vision while developing a strategic research agenda that shows how language technology applications can address any research gaps by 2020.

Reichtum Und Armut Der Deutschen Sprache Walter de Gruyter

Es bestehen unterschiedliche (auch gegensätzliche) Meinungen bezüglich der Verbreitung von Anglizismen im Deutschen. Selbst erfahrene Linguisten können durch ihre persönliche Beobachtung oder intuitive Bewertung sowie auf Grund der absoluten Zahlen einen falschen Eindruck über die Veränderungen im Subsystem der Anglizismen gewinnen und voreilige Urteile fällen. Ohne quantitative Untersuchungen ist eine Abschätzung fast unmöglich und kann nicht über den Status der Vermutungen und Spekulationen herausgehen. Die vorliegende empirische Untersuchung englischer Entlehnungen bietet eine solide Basis für die Aussagen über den Gebrauch und die Verbreitung der Anglizismen im Deutschen, da sie mittels statistischer Methoden die Dynamik des Entlehnungsprozesses aus dem Englischen ins Deutsche durch den Vergleich zweier Zeitebenen 1994/2004 und 1954/1964 aufzeigt. Somit befasst sich die vorliegende Arbeit mit der aktuellen Entwicklung der 1990er und 2000er Jahre und gibt durch den Vergleich mit einer früheren Untersuchung von B. Engels (1976) über die Zeitebene 1954/1964 einen diachronen Überblick über 50 Jahre hinweg, von der Nachkriegszeit bis heute. Für die Beschreibung des Entlehnungsprozesses aus dem Englischen wurden zwei statistische Werte gewählt: der Mittelwert und die Varianz der relativen Häufigkeit, wobei der erste Wert die quantitative Seite repräsentiert, während der zweite eine qualitative Beschreibung ermöglicht. Die genannten Werte ergänzen sich gegenseitig und liefern ein vollständigeres Bild über den Anglizismen-Gebrauch: Die Häufigkeitswerte deuten auf ein Ansteigen der Verwendung hin, während die Varianz sowie der Vergleich mit der Referenzstudie von B. Engels zeigen, dass es zur Zeit eher um den gesteigerten Gebrauch von bereits entlehnten Anglizismen geht als um neue Entlehnungen, was ein Indiz für Stabilisierung im Gebrauch und somit für Integriertheit sein könnte. In diesem Sinne öffnet die vorliegende Arbeit einen anderen Blickwinkel auf die Integration, bei dem es nicht (nur) um formale Veränderungen der einzelnen Anglizismen im Zuge der Integration geht. Bei der Darstellung der Ergebnisse wurde von den relativen Zahlen ausgegangen, was weitere vergleichende Studien zulässt. Im Zentrum des Interesses steht auch die Frage, in welchen Themenbereichen das Englische die deutsche Sprache beeinflusst und welches Ausmaß dieser Einfluss annimmt. Die Untersuchung ergab, dass die Verwendung englischer Wörter im Deutschen je nach Sachbereich unterschiedlich ausfällt. Bemerkenswert ist, dass ein Anstieg des Anglizismengebrauchs in allen Themenfeldern außer "Wissenschaft und Technik" zu verzeichnen ist. Die stärkste Zunahme - um das Dreifache - liegt in

der Sparte "Wirtschaft" vor. Des Weiteren hat die vorliegende Untersuchung einige irrtümliche Schlüsse widerlegt, z.B., dass Anglizismen keine häufige Erscheinung seien, denn laut zahlreichen Studien machen sie etwa 1% des Textes aus. Diese Behauptung trifft nicht zu, da diese Quote für ein linguistisches Phänomen sehr groß ist. Eine andere Aussage, dass unter Anglizismen mehr Substantive entlehnt werden, stimmt nur auf absolute Zahlen bezogen. Das Wachstumstempo aller untersuchten Wortarten ist ungefähr gleich. Alle Ergebnisse dieser Arbeit gelten mit Vorbehalt, insofern sie nicht als absolute Größen, sondern als quantitative Tendenzen zu begreifen sind.

Anglicisms in Europe The importance and influence of anglicisms in German language and audio-visual advertising

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 submissiveness', unsere bekannte sprachliche Unterwürfigkeit, überflogen, muß ich die Travel-Service-Hostess hinter dem Counter ziemlich perplex angestarrt 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 linguists 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.

The devil lies in the detail GRIN Verlag

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.

The German Language in the Digital Age OUP Oxford

Announcing an innovative, new, practical reference grammar, combining traditional and function-based grammar in a single volume. It is the ideal reference grammar at advanced secondary level and above.

The importance and influence of anglicisms in German language and audio-visual advertising

Kiepenheuer & Witsch

The importance and influence of anglicisms in German language and audio-visual advertising GRIN Verlag

On the Role of Americanisms and Anglicisms in the German Language BoD - Books on Demand

Seminar paper from the year 2006 in the subject English Language and Literature Studies - Linguistics, grade: 2,5, Ernst Moritz Arndt University of Greifswald, course: English as a World Language, language: English, abstract: Since the 1960's the increase of anglicisms in the German language can be recognised and since the 1990's it strengthened even more. The reasons for that are obvious: It is the economical, technological, military and cultural domination of the United States and Anglo-Saxon speech communities all together. This domination is very remarkable in the fields of media, technology and the film industry. That is why anglicisms are found especially in those fields which bring or brought technological innovations into everyday life: the information technology (computer), the service area (autoleasing), the leisure industry (Trendsportarten) and the culture of the youth (Popmusik) whose taste of music and way-of-life is coined predominant by English-speaking areas. Until now there is a large number of papers and books written about the English influence on the German language, for example Broder Carstensen, Werner Betz, Manfred Görlach, René Appel and Pieter Muysken, to name just a view. In my paper I don't want to write about anglicisms of the fields mentioned above. The task of this written assignment was to analyse in what respect anglicisms appear in Greifswald's bakeries: For this I will, first of all, define the term anglicism from a linguistic perspective, and I will give an overview of the processes of adopting words with all their distinctive and characteristic features in their formation. For this I will go into terms like loanword and foreign word. This theoretical framework will help me to analyse afterwards the practical examples which I collected from four bakeries in the inner-city of Greifswald (namely: Backfactory, De Mäklenbörger, Marckwardt and Stadtbäckerei Junge).

Anglicisms in the German "Cosmopolitan" and in the German news magazine "Der Spiegel". A quantitative survey of lexical borrowing in the German language Cuvillier Verlag
In her dissertation, Julia Sosnizka deals with the question whether and to what extent the collocational behavior of (written) Anglicisms in German resembles the collocational behavior of these word-forms in the source language (American) English. The study is empirically based on the 2008 volumes of the business magazines BusinessWeek and WirtschaftsWoche and the news magazines Newsweek and Der Spiegel. This selection allows also for statements about differences between the thematically specialized corpora and those that are closer to general language use. In total, the research corpora comprise over nine million words. The study is inspired by the observation that Anglicisms are not only transferred as isolated word-forms from English to German, but that instead they may be borrowed along with their collocates. The author provides a broad

overview on collocations, which is treated very differently in the literature. In addition to the corpus linguistic approach, she also discusses psycholinguistic and semantic models of collocations. The understanding of collocations for the present study is based on the statistically significant co-occurrence of lexical word-forms. The dissertation may be seen as a contribution to contrastive corpus linguistics, collocation and genre research. In ihrer Dissertation beschäftigt sich Julia Sosnizka mit der Frage, ob und inwieweit das Kollokationsverhalten von (geschriebenen) Anglizismen im Deutschen dem Kollokationsverhalten dieser Wortformen in der Ursprungssprache (amerikanisches) Englisch entspricht. Als empirische Grundlage dienen die Jahrgänge 2008 der Nachrichtenmagazine Newsweek und Der Spiegel sowie der Wirtschaftsmagazine BusinessWeek und WirtschaftsWoche mit insgesamt über neun Millionen Wörtern. Diese Auswahl ermöglicht gleichzeitig Aussagen über Unterschiede zwischen thematisch spezialisierten Korpora und solchen, die näher an der Allgemeinsprache sind. Die Arbeit ist inspiriert durch die Beobachtung, dass nicht nur Wortformen aus dem Englischen ins Deutsche übernommen werden, sondern auch deren Kollokate. Die Autorin gibt in der Arbeit einen umfassenden Überblick zum Thema Kollokationen, welches in der Literatur sehr unterschiedlich behandelt wird. Neben dem korpuslinguistischen Ansatz erörtert sie auch psycholinguistische und semantische Erklärungsmodelle für Kollokationen. Das Verständnis von Kollokationen für die vorliegende Arbeit beruht auf statistisch signifikanter Kookkurrenz von lexikalischen Wortformen. Die Dissertation ist somit als ein Beitrag zur kontrastiven Korpuslinguistik, Kollokations- und Genreforschung zu sehen.

Anglo-German Linguistic Relations GRIN Verlag

Seminar paper from the year 2020 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, University of Bremen, language: English, abstract: This paper is concerned with the subject of anglicisms. Anglicisms are lexical items, which are transferred into our everyday language use. They are surrounded by a constant debate about their necessity. While linguists mostly appreciate their advantages, linguistic purists regard them as a threat and try to remove or limit them. Through analyzing a survey, this study presents the attitudes towards anglicisms in German. Thereby, the influence the participants' age has on their attitudes is especially focused on. After setting the scene by giving an overview about already existing research on the spread of English, anglicisms in German and linguistic purism, the survey analysis shows that older generations' attitudes towards anglicisms tend to be more negative. As the paper focused on the social characteristic 'Age', future studies could discuss the influence class affiliation or education has on the attitudes towards anglicisms.

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