

ALEXANDER ONYSKO

LINGUISTIK

IMPULSE & TENDENZEN

Anglicisms in German

Borrowing, Lexical Productivity,
and Written Codeswitching

DE  GRUYTER

Anglicisms In German German Edition

**Cristiano Furiassi, Virginia Pulcini, Félix
Rodríguez González**

Anglicisms In German German Edition:

The importance and influence of anglicisms in german language and audio-visual advertising Claudia Stehr, 2007-05-13 Seminar paper from the year 2002 in the subject English Language and Literature Studies Linguistics grade 1 3 Technical University of Braunschweig Englisch 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 **Anglicisms in German** Alexander

Onysko, 2007 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

English in Europe Manfred Görlach, 2002-05-23 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 **The Use of Anglicisms in the German Magazine FOCUS** Nadja Grebe, 2010-11-08 Seminar paper from the year 2010 in the subject Didactics for the subject English Pedagogy Literature Studies grade 1 0 Ernst Moritz Arndt University of Greifswald Institut für Fremdsprachliche Philologien 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 G tzeler 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 its peak in the foundation of the Verein Deutsche Sprache formerly called the Verein zur Rettung der deutschen Sprache in 1997 cf G tzeler 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 *The Anglicization of European Lexis* Cristiano Furiassi, Virginia Pulcini, Félix Rodríguez González, 2012-08-22 This volume explores the lexical influence of English on European languages a topical theme with linguistic and cultural implications It provides an extensive introductory background to a cross national view of English induced lexical borrowing posing crucial analytical questions such as what counts as an Anglicism It also offers a typology of borrowings with examples from the languages represented Armenian Danish French German Italian Norwegian Polish Serbian Spanish and Swedish The articles in this volume address general and language specific issues related to the analysis and collection of Anglicisms extending the scope to the largely unexplored area of phraseology and bringing new insights into corpus based and corpus driven methodologies This volume fits into a well established and constantly developing research field and will appeal to scholars interested in the spread of English as an international language contact and contrastive linguistics lexicology and lexicography and computer corpus lexicography **Anglo-German Linguistic Relations** Falco Pfalzgraf, Felicity J. Rash, 2008 This is a collection of papers presented at the conference Anglo German Linguistic Relations held at Queen Mary University of London in November 2007

The papers cover a wide variety of topics about the relationship between the English and German languages or relate to cultural and literary contacts between English speaking and German speaking regions Individual papers discuss Anglo German linguistic interplay and affinities both as contemporary phenomena and from a historical perspective Themes include codification translation and discourse production from the 17th century to the Second World War shared metaphors in English and German political propaganda in English and German and authorial positioning and perspective in a selection of autobiographical and literary works Jahrbuch für internationale Germanistik ,2008 **Englishes in a Globalized World: Exploring Contact Effects on Other Languages** Alexander Onysko,Peter Siemund,2022-11-03 Phraseology in Multilingual Society Elena Arsenteva,2014-03-17 This unique volume showcases the best presentations of the international conference Phraseology in Multilingual Society held at Kazan Federal University Russia in August 2013 The twenty seven essays included here represent different research efforts by specialists in phraseology from around the world The book reflects numerous different aspects of phraseological research including those from semantic pragmatic and comparative fields of study Furthermore the volume also presents an investigation of some practical problems of paremiology and phraseography **Email, SMS, MMS** Carmen Frehner,2008 Are email and SMS forms of writing or speech This question cannot be answered easily because their registers are hybrid they make use of both orality and literacy This book offers an accurate placement of emails and text messages along the written spoken continuum Emails and text messages are also compared to letters and phone calls while a closer comparison of SMS and telegrams shows how far text messaging can be regarded as a renaissance of telegrams Attention is further paid to multimedia messaging and questions concerning the proportion of image to text picture categories as well as MMS dialogues are approached The book finally comments on linguistic changes and deals with the German language community s concern with regard to the increasing use of Anglicisms

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