

Anna Theresa Wendel

Anglicisms in German Advertising Slogans

Development and Function

Seminar paper

Anglicisms In German Advertising Slogans

Camilla Rothe



Anglicisms In German Advertising Slogans:

Anglicisms in German Advertising Slogans Anna Theresa Wendel, 2014-08-26 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 German Language in the Digital Age Georg Rehm, Hans Uszkoreit, 2012-08-28 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

The Influence of English on German Business Language a Corpus-based Study of

the Use of Anglicisms in the German Business Press Marc O. Rathmann, 2006 **Crossing Languages to Play with Words**
 Sebastian Knospe, Alexander Onysko, Maik Goth, 2016-09-26 Wordplay involving several linguistic codes is an important modality of ludic language. This volume offers a multidisciplinary approach to the topic, discussing examples from different epochs, genres, and communicative situations. The contributions illustrate the multi-dimensionality linguistic make-up and the special interactive potential of wordplay across linguistic and cultural boundaries, including the challenging practice of translation. **Schritte international**, 2010 Foreign Languages in Advertising Jos Hornikx, Frank van Meurs, 2019-12-17 This book presents a comprehensive account of the use and effects of foreign languages in advertising. Based on consumer culture positioning strategies in marketing, three language strategies are presented: foreign language display to express foreignness, English to highlight globalness, and local language to appeal to ethnicity. For instance, Spanish for Hispanics in the USA. The book takes a multidisciplinary approach, integrating insights from both marketing and linguistics, presenting both theoretical perspectives, e.g. Communication Accommodation Theory, Conceptual Feature Model, Country of origin effect, Markedness Model, Revised Hierarchical Model, and empirical evidence from content analyses and experimental studies. The authors demonstrate that three concepts are key to understanding foreign languages in advertising: language attitudes, language product congruence, and comprehension. The book will appeal to students and researchers in the fields of sociolinguistics, applied linguistics, psycholinguistics, marketing, and advertising. English in the German-speaking World Raymond Hickey, 2019-12-05 A collection of studies on the role of English in German-speaking countries, covering a broad range of topics. *Pseudo-English* Cristiano Furiassi, Henrik Gottlieb, 2015-03-10 This volume focuses on how English through false Anglicisms influences several European languages, including Italian, Spanish, French, German, Danish, and Norwegian. Studies on false Gallicisms are also included, thus showing how English may be affected by false borrowings. A
Dictionary of European Anglicisms Manfred Görlach, 2005-06-16 A Dictionary of European Anglicisms documents the spread of English in Europe. It provides the first exhaustive and up-to-date account of British and American English words that have been imported into the main languages of Europe. English, which imported thousands of words from French and Latin mainly after 1066, is now by far the world's biggest lexical exporter, and the trade is growing as English continues to dominate various fields, ranging from pop music to electronic communication. Several countries have monitored the inflow of Anglicisms, and some have tried to block it. But language, as lexicographers have always found, and as this book demonstrates, once more respects neither boundary nor law. The dictionary not only shows which words have been exported where, but how the process of importation can change a word's form and function, sometimes subtly, at others remarkably, as in the transformation of painkiller to Bulgarian jack of all trades. The book provides a systematic description of the lexical input of English into Icelandic, Norwegian, Dutch, German, Russian, Polish, Croatian, Bulgarian, French, Spanish, Italian, Romanian, Finnish, Hungarian, Albanian, and Greek. Each entry has a brief definition of the loan word, followed by information on its history and

distribution variations in its spelling meaning and pronunciation its route of transmission if not direct from English its degree of acceptance and usage restrictions and its native equivalents and derivatives Grids showing distribution patterns across Europe accompany many of the entries The Dictionary of European Anglicisms is a scholarly tour de force French imported early nineteenth century and the result of a prodigious research effort across Europe masterminded and directed by Manfred Gorrach It is a unique resource for comparative analysis and the study of linguistic variation and change It will fascinate linguists and word watchers of all persuasions

Anglicisms around the Globe Henrik Gottlieb, Anabella-Gloria Niculescu-Gorpin, Alicja Witalisz, Keisuke Imamura, Jaime W. Hunt, 2025-11-14 This collection explores the global impact of English through fact based and contrastive analyses of different types of Anglicisms across a wide range of languages This volume showcases the ways in which contact induced language change operates across several different languages simultaneously This approach allows for an examination of similarities and differences in the adaptation processes of English models in languages with differing phonetic morphological syntactic and writing systems Drawing on data from the Global Anglicism Database GLAD the first multilingual repository featuring lexical and phraseological Anglicisms chapters look not only at visible Anglicisms such as augmented reality or easy listening which reflect their English origin but also at invisible Anglicisms cases in which English expressions are translated verbatim and cases when words in a recipient language change their meaning due to English influence This volume offers a multi layered perspective on how Anglicisms develop and blend into different languages and readers are presented with a nuanced understanding of contact induced language change This book will appeal to students and scholars interested in language contact World Englishes language policy and planning bilingualism and lexicography

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