

## Anglicisms In The German Business Press A Corpus Based Study

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**Anglicisms in the German Business Press- A Corpus-Based**...

Scientists of the University of Bamberg have found out that the use of Anglicisms in Germany has increased more and more over the last twenty years; talking about substantives, it has even doubled. Of course, this is not only the fault of Coca-Cola or The Warner Brothers but also an effect of the dominance of the English language as a way to communicate with the whole world.

**Anglicism and Pseudo-Anglicism in Germany**

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**Anglicisms in the German Business Press- A Corpus-Based**...

Denglisch is a pejorative term used in German describing the increased use of anglicisms and pseudo-anglicisms in the German language. It is a portmanteau of the German words Deutsch (German) and Englisch. The term is first recorded from 1965. To some extent, the influence of English on German can be from normal language contact.

**Anglicism** — Wikipedia

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**Anglicisms in the German Business Press: A Corpus-Based**...

In a newspaper ad, I recently came across the actual German term for flip-flops: "Zehengreiferpantolethen." That encompasses a whopping 23 (yes, 23!) letters in German. Despite looking at the ...

**Anglicisms in the German Business Press: A Corpus-Based**...

**Anglicisms in the German Business Press: A Corpus-Based**...

The debate about the use of Anglicisms in German during the past decade has focused primarily on general language use, whereas languages for specific purposes (with the exception of advertising) have not come under similar scrutiny. The study presented in this book focuses exclusively on the English lexical influence on German business language over time and across different text types. Randomly selected articles (cover stories, editorials, and letters to the editor) of one of Germany's major business magazines, Wirtschaftswoche, serve as the corpus of this study. The author describes and analyzes the use of Anglicisms in this business weekly over a period of 30 years and answers questions such as the following: 4 Is there empirical evidence for an increasing use of Anglicisms in German business language appearing in print media? 5 Are there significant differences in the use of Anglicisms in the selected genres, and do professional journalists and readers differ in their use of these loanwords? 6 Do opinion-centered articles differ from fact-centered articles in the use of English loanwords? 7 Which Anglicisms are used most often? This book should be of interest not only to scholars in the fields of linguistics and language teaching, but also to the general reader interested in Anglo- American influences on German language (and culture), and English loanwords in particular.

Such a decrease may be associated with recent calls from language purist groups that have become increasingly active in Germany and have publicly voiced their dissatisfaction with the widespread use of Anglicisms in German. The data affirms that English is associated with a concept of success and prosperity, and that it often does not carry a cultural value, in contrast to other foreign languages. Despite the reversal of the trend between 1999 and 2009, Anglicisms are still commonplace in German advertisements, and owing to the generally positive societal view of the English language in Germany, Anglicisms will continue to maintain a presence.

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 Koookurrenz von lexikalischen Wortformen. Die Dissertation ist somit als ein Beitrag zur kontrastiven Korpuslinguistik, Kollokations- und Genreforschung zu sehen.

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.

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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.

Essay from the year 2006 in the subject English Language and Literature Studies - Linguistics, grade: A, University of Brighton (School of Languages), course: Language in Interaction, 28 entries in the bibliography, language: English, abstract: In this essay I intend to set out some of the historic relations which lead to the status English language has acquired in the German language. In addition, I intend to investigate the English language and its importance as a world language. So as to demonstrate this I shall illustrate the use of English on websites of mobile phone companies operating in Germany. I shall distinguish and differentiate some of the different reasons and purposes which tend to involve the use of the English language. What are the respective attitudes towards English by both the customer and the advertiser? I would like to stress that this essay does not aim to explain how marketing and advertising work in general. The purpose of this essay is to consider one certain aspect of advertising namely the use of the English by Germans and the English language itself. This phenomenon is sometimes referred to as "Denglish".

In spite of the day-to-day relevance of business communication, it remains underrepresented in standard handbooks and textbooks on applied linguistics. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

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.

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