

The Frequency of Anglicisms in the German News Magazine Der Spiegel

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**THE FREQUENCY OF ANGLICISMS IN THE GERMAN NEWS
MAGAZINE *DER SPIEGEL***

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ABSTRACT

This study examined the frequency of anglicisms in the German news magazine *Der Spiegel*. The aim of the research, which was based on 25 articles from the year 2014/2015, was to determine in which category of news genre occurs the highest number of anglicisms and which are the most frequent types and word classes of anglicisms. At first a theoretical background, including the definition, the history, types, integration and usage of anglicisms was covered, followed by the research on the corpus of *Spiegel online*. In comparison with previous studies it could be seen how the number of anglicisms in *Der Spiegel* has changed through years and if some similar patterns could be noticed. The results of this study confirmed the conclusions of previous studies that the frequency of anglicisms showed a constant increase. The number of anglicisms per page, as well as their variety were the highest in this study, which indicated that new English terms constantly appear, especially in the computer technology, which was also the news genre with the highest number of anglicisms in this study.

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1. Introduction

The global influence of English has grown throughout the history and today it is known as the most influential language that connects speakers of different native languages and enables communication between them. It is therefore considered as a 'bridge' or 'contact' language or lingua franca (Seidlhofer 2005: 339). As the most popular and most used foreign language in the world, English has spread throughout different countries and cultures and has had an important influence on other languages. The interest in England and its culture, and the assimilation of English words first appeared around 1750 in France, and then spread to other European countries, especially Italy. This influence started to grow rapidly in the twentieth century, especially after the Second World War, when English became a dominant international language, and the tendency towards borrowing English words has increased (Filipović 1996: 38). The globalisation, which brought cultural and technological changes led to the introduction of new notions. English is used in all areas of everyday life, including tourism, trade, economy, politics, sport, science, technology and media (Filipović 1996: 39). The influence of English on other languages is a broad and interesting area of research and many linguistic debates have focused on its nature and scope. This work deals with the influence of English on German, focusing on the use of anglicisms in the media. It is divided into seven chapters. Chapter 1 is an introduction of the topic of this study. In the chapters 2 and 3 the theoretical background of anglicisms, including their definition, classification and integration into the German language system, as well as an overview of the English influence on German throughout the history and nowadays is covered. Chapter 4 presents the corpus, the methodology and the aims of the research, and chapter 5 reveals the results of the corpus analysis. Within discussion in the chapter 6 the results of the research are

compared to the ones of the previous studies. The chapter 7 concludes the study by giving a summary of the main issues covered in the theoretical part and in analysis of results.

2. Anglicisms

The term borrowing refers to the process of „importation of a word or its meaning from one language into another“. It also denotes the object, i.e. „the form and/or the meaning of the item that originally was not part of the vocabulary of the recipient language but was adopted from some other language and made part of the borrowing language's vocabulary“ (Fischer 2008: 6). English words or expressions borrowed into other languages are also called anglicisms. The term anglicism first appeared in the seventeenth century and since then many definitions have taken place (Fischer 2008: 8). According to Görlach (2002: 1): “an anglicism is a word or idiom that is recognizably English in its form (spelling, pronunciation, morphology, or at least one of the three), but is accepted as an item in the vocabulary of the receptor language“. Onysko defines anglicisms as “any instance of an English lexical, structural, and phonological element in German that can be formally related to English” (Onysko 2007: 90). Anglicisms include several types of transmission: borrowing, codeswitching and productive use of English forms in German (semantic changes, hybrids and pseudo anglicisms), interference and unobtrusive borrowing. The most common and most important way of English influence on German is borrowing (Onysko 2007: 91).

3. Influence of English on German

3.1. History and causes

German is one of the European languages that borrows most anglicisms. This fact can be related to the historical relationship between German and English, as well as to cultural and political reasons and some linguistic factors (simplicity, brevity and precision of the English vocabulary) (www.uni-leipzig.de). As English also belongs to the group of Germanic languages, their lexicons share many similarities. The influence of English on German dates back to Middle Ages, but it has increased in the recent time along with the tourism, economic globalization and the use of the Internet (www.macmillandictionaries.com).

In the past, German has been influenced by several languages. The influence of Latin was mostly present in the Middle Ages, followed by French in the seventeenth and eighteenth century. It is from the nineteenth century onwards that the English influence on German has been the strongest (De Ridder 2014: 14). According to Hilgendorf (2007: 132), there are three periods of English influence on German: limited contact (700-1640 AD), increasing contact (1640-1900 AD) and extensive contact (1900-present).

The first appearance of the English influence on German dates back to two periods. The first one was in the fifth century when Germanic settlers from northern Germany and southern Denmark conquered England, and the second one in the eighth century, which was marked by the christianisation of Germany by Irishmen and Englishmen. In the Middle Ages there were only few English loanwords, mostly connected with Christianity (e.g. German *Gotspell* from Anglo-Saxon *gōdspell* or *der heilige Geist* from *Holy Ghost*) and later in terms of technical expressions connected to seafaring and trade (e.g. *Boot* and *Lotse*) (Görlach and Busse 2002: 13). After this

phase, the borrowing of English words into German increased. In the midseventeenth century, primarily English political expressions were adopted into German (e.g. *Hochverrat, Unterhaus, Oberhaus, Akte*) (Hilgendorf 2007: 133).

In the eighteenth century the influence of English spread to the intellectual and cultural level. “The influence of English literature, social practices, historical and philosophical writings, and the cultural impact in architecture, gardening, pottery, etc. and in the sciences/technology were at a peak” (Görlach and Busse 2002: 13). The eighteenth century was marked by the growth of the significance of literary translations, including philosophical and scientific texts, which enriched the German vocabulary with terms such as *Freidenker* (‘free thinker’) or *Import* and *Banknote* from the fields of trade and commerce. Another circumstance that contributed to the spread of English words into German was the increase of English language teaching in Germany (Kovács 2008: 77).

The nineteenth century was marked by the industrial revolution and many technological inventions in the area of shipbuilding, railway technology, mining, steel production, weaving and clothmaking, which had their origin in England. The invention of new objects led to the introduction of new technological terms in German vocabulary, such as *Dampfschiff* (‘steamboat’), *Lokomotive, Eisenbahn* (‘railroad’) (Hilgendorf 2007: 134). During the nineteenth century an influx of anglicisms has also been present in the areas of social life, such as fashion (*Pullover* and *Sweater*) and sport (*Tennis, Fußball, Golf*) (Görlach and Busse 2002: 14).

According to Viereck (2006: 49), there are three main periods of borrowing anglicisms in the twentieth century: the period before the First World War, the interwar period and the period after the Second World War. At the beginning of the twentieth century mostly the terms concerning music, dance, motor cars and aviation were borrowed from English (Görlach and Busse 2002: 14). In the period around the First World War the borrowing of English words was

reduced. The situation changed in the interwar period with the strengthening of the USA as a global power. The whole world began to orientate towards the American culture and way of life and adopted its fashions, so American English became more influential than British English (Görlach and Busse 2002: 14). Since the Second World War the influence of English became even greater, especially in the media, technology and the film industry (Viereck 2006: 49). In the later twentieth century, with the emergence of globalization, the contact between English and German became even closer, especially since the 1990s. The formation of the European Union, the invention of the computer and the Internet and commercial television with its advertisements brought a new dimension of lexical borrowings. This influx led to some hostile reactions towards Anglicisms (Görlach and Busse 2002: 14).

3.2. Attitudes towards Anglicisms and Purism in Germany

By the end of the nineteenth century English became so dominant, that it came in the spotlight of the German purists, whose attention had until then been focused on suppression of the influence of Latin and French (Hilgendorf 2007: 134). The nationalistic feelings of the Germans, which were closely connected also to their language, were strong in the twentieth century, along with the concern that foreign words might impose a threat to their language. The tendency towards the 'unique' and 'pure' German language ('das gute Deutsch') has been present since the seventeenth century and it was associated with the concept of bourgeois Kultur (language served as a status symbol by means of which they dissociated themselves from other social classes). Later on, with the establishment of the United German Empire in 1871 the idea of Kulturation evolved, which proposed the national identity with a common language and culture (Spitzmüller 2007: 266).

Many societies which were dealing with the influx of foreign words into the German language were established at the time. One of the most important was the “Allgemeiner Deutscher Sprachverein“ or “General German Language Society“, founded in 1885 by Hermann Riegel and Hermann Dunger. It was known for its extreme puristic views and endeavours to clean the German language from foreign words and increase the national consciousness of the Germans. Their slogan was: „Gedenke auch wenn du die deutsche Sprache sprichst, dass du ein Deutscher bist“ ('Also when you speak German, remember that you are German') (Corr 2003: 55). The “Allgemeiner Deutscher Sprachverein“ published books and pamphlets which promoted the use of German equivalents for foreign words (Thomas 1991: 106). Their first popular publication on the theme of English borrowings was “Wider die Engländerei in der Deutschen Sprache“ ('Against Englishisms/Englandizing in the German Language') (Fischer 2008: 77). They also organised competitions and offered prizes for those who would find German equivalents for foreign words. One of them was when a cigar factory in Düsseldorf offered a prize to a person who finds a replacement for the word Zigarre. Although the prize was offered for *Rauchrolle* ('smoke-roll'), the word has never got into use (Thomas 1991: 106). Another society was the “Bund für deutsche Schrift und Sprache“, founded in 1918, also with the aim of promotion and protection of the German language (Corr 2003: 56).

During the Nazi period the situation changed, as Hitler was against bannishing foreign words because the Nazi propaganda used many of them. With his “Führererlass“ ('Führer's edict') in 1940 the purism was banned. After 1945 the attitudes towards anglicisms improved and the tensions decreased. In 1947 “Gesellschaft für deutsche Sprache“ or “German Language Society“ was founded, with the aim to increase the awareness of the German language in public (Corr 2003: 56). It fought against unnecessary loanwords, i.e. words that already have German

equivalents. After the student' protests in 1968 and the spread of pop music, English became a modern language by means of which people could express their disapproving of conservative political and cultural situation in Germany (Kontulainen 2008: 12).

With the reunification of Germany in 1990 the tendency towards the 'unique' German language arouse again. In the 1990s a new wave of linguistic purism appeared in the media and numerous language societies ('Sprachvereinen'), which were against the dominance of English, were established. The most important is the "Verein für Deutsche Sprache", founded in 1997, which was against the supression of German language by English („gegen die Verdrängung der deutschen Sprache durch das Englische“). Their goal was not the isolation of German from foreign words, but the demand for multilingualism in Europe. Their argument was that English makes the communication more difficult, and that it will rule out the German language with the overwhelming anglicisms (Kontulainen 2008: 13).

When it comes to borrowing of English words nowadays, the Germans tend to be tolerant. They have embraced the American culture, and are mostly open to the foreign influence (Truchot 1997: 73). As Hilgendorf (2007: 135) states, "the presence of English vocabulary in the German language is generally perceived as a modern and normal linguistic phenomenon“.

3.3. Use of anglicisms in German

3.3.1. Reasons

The most common reason for borrowing an English word is the introduction of new objects and concepts from English speaking countries. But there are also other reasons, discussed by

various authors. Leisi and Mair (1999: 219-223) distinguish external (political-historical causes) and internal reasons (the heterogeneity of foreign words, shortness and simplicity of English expressions in labelling goods, importance of the Anglo-American scientific contributions) for borrowing anglicisms into German (Höppner 2006: 22). A more detailed classification is the one from Galinsky (1975: 71; cited in Kovács 2008:78 and Corr 2003:48), who distinguishes seven motivations or stylistic functions for using anglicisms in German:

- 1) reflection of English/American atmosphere or setting (e.g. *Pub, First Lady, High-school, Campus, College, Cowboy*)
- 2) establishing or enhancing precision (e.g. *der Job*, which relates to a part-time work, and *der Swimming-pool*, which refers to a private pool inside or outside a building)
- 3) expressing intentional euphemism (e.g. *Bordell – Apartmenthaus, Prostituirte – Callgirl*)
- 4) effecting brevity – anglicisms are more economical than German equivalents (e.g. English *Boom* instead of German *Wirtschaftsaufschwung*, *Budget* instead of *Haushaltsplan*, and *Campus* instead of *Universitätsgebäude*)
- 5) producing vividness, often by using metaphor (*Brainwashing – Gehirnwäsche, Summitconference – Gipfelkonferenz*)
- 6) producing a comic tone
- 7) creating or increasing variation of expression (*Hi – Hallo, Baby – Säugling, Fan – Anhänger, Boss – Chef, Team – Mannschaft*)

3.3.2. Domains

Today, the number of direct and indirect borrowings from English in German is estimated to be very high. Although the use of anglicisms occurs in all aspects of everyday life, it is especially present in the vocabulary of technical language ('Fachsprache') (technology, engineering, electronics, physics, chemistry, biology, medicine etc.) (Corr 2003: 51). The assumptions about the extent of the technical vocabulary vary between one million and seven million units, and this number grows constantly (www.baer-linguistik.de). According to Onysko (2004: 55), English loanwords are restricted to the domains of lifestyle, fashion, entertainment and sport, but also advertising, IT, business and economics. English is also popular in the youth language or 'Jugendsprache', because it is considered to be trendy and expressing 'coolness'. There are many examples considering popular music (*Rockmusik, CD, Rap, Techno, Song, Hardrock, Heavy Metal, Hip-Hop*) and sport (*Bodybuilding, Bungy-jumping, Coach, Game, Fan, Fitness, joggen, kicken, Rafting, Skateboard, Snowboard*) (Kovács 2008: 81). Other popular anglicisms are present in the area of technology, especially IT: *Computer, Antivirenprogramm (anti-virus program), anwenderfreundlich (user-friendly), Betriebssystem (operating system), Grafikkarte (Graphics card), Installationsprogramm (installation program)* (Corr 2003: 38).

Some of the examples of English impact in different domains were also quoted by Clyne (1995: 204):

- 1) sport: e.g. *Rally, Sprint, Basketball*
- 2) technology and information science: e.g. *Know-how, microwaven, Plastik*
- 3) travel and tourism: e.g. *Charter, checken, Jet, Ticket*
- 4) advertising: e.g. *Bestseller, Designer, Image, Look*

5) computer technology: e.g. *E-mail, hacken, Software*

6) journalism: e.g. *Front-page, Layout, Facts*

7) economics: e.g. *Boss, Manager, Publicity*

8) politics: e.g. *Establishment, Sit-in, Hearing*

9) armed forces: e.g. *By-pass, Jeep, crashen*

10) cosmetics: e.g. *After-shave, Make-up, Spray*

11) entertainment: e.g. *Evergreens, Quiz, Talkshow*

12) medicine: e.g. *Stress, By-pass, Clearance*

3.4. Integration of anglicisms into German

According to Görlach (2002b: xxi-xxiv), different stages of borrowing, i.e. degrees of acceptance of a borrowed word in a recipient language can be distinguished. A borrowed word can be fully accepted, which means that it is no longer recognized as English, it can be adapted according to the receiver language system, but still recognized as a word of English origin, or it can be considered as a foreign word which is not a part of the language, i.e. either a calque or a loan creation (Fischer 2008: 3). When a word borrowed into another language remains unmodified, the process is called adoption (Fischer 2008: 9). Often the loanwords have phonological, orthographic, morphological and syntactic features in the donor language which have to be adjusted to the system of the recipient language. In such cases loanwords undergo changes, which are known as loanword adaptation or integration (Haspelmath 2009: 42).

Let us now observe some morphological, orthographic, and phonological features of English loanwords in German (Seidel 2010: 19).

1) Morphological features – the borrowed English nouns follow the capitalization rules and case marking in German. Also gender marking is obligatory in German (der, die, das). The majority of borrowed nouns form their plurals with the ending -s (*Jobs, Diskos, Teams*), as in the case of English. In other cases, usually when the nouns end in -er, the plural is formed by zero morphemization, i.e. without ending, e.g. *Computer, Manager, Designer*. Some borrowed nouns form their plural with -e, as in *Bosse, Filme and Boykotte* (Kovács 2008: 86). Verbs and adjectives are also structurally integrated into German. Typical is the -e(n) ending for the infinitive of English verbs borrowed into German, e.g. *stoppen, interviewen, managen*. Past participles in German are formed by means of prefix ge- or suffix -t (*gesettled, recycelt*). In some cases prepositions are added as a prefix to borrowed verbs to add process-related meaning, e.g. *abdriften (to drift away)* or *auschecken (to check out)*. In the case of borrowed adjectives two types can be distinguished. Adjectives which are used as predicative (e.g. *sexy, busy, happy, trendy*) do not take German endings and remain the same as in English. Attributive adjectives (e.g. *smart, clever, cool, fair*) are inflected with German endings, e.g. *ein faires Angebot (a fair offer)* (Kovacs 2008: 87).

2) Orthographic features – orthographic integration is marked by the replacement of English <c>, <ss>, and <sh> by German <k>, <ß>, and <sch> (e.g. *comfort – Komfort, club – Klub, Boss – Boß, shock – Schock*).

3) Phonological features – When English words consist of phonemes that are unknown to the German phonemic system, they can be pronounced differently in German than in English. English phonemes are then replaced with the most similar German phoneme. For example, the sound [dʒ] in the English word *job* will be pronounced as /tʃ/ by German speakers. Apart from

that, German speakers do not distinguish the final voiced consonants, so the stops such as /-d/, /-b/, and /-g/ are devoiced, as in *Tod/to:t/* (Seidel 2010: 20).

3.5. Classification of anglicisms

The transfers of English words into German can occur on the lexical, semantic and syntactical level. The most common are lexical transfers, such as *der Appeal*, *das Comeback* for nouns, *babysitten* and *jobben* (verbs), *fit*, *high*, *live* (adjectives/adverbs) and *hi*, *bye bye* (interjections) (Clyne, 1995: 202).

Depending on the degree of acceptance of English loanwords in German, foreign words ('Fremdwort') and loanwords ('Lehnwort') can be distinguished (Fischer 2008: 73). Unlike foreign words, which are assimilated into the recipient language but still recognized as foreign because they remain morphologically, semantically or orthographically unchanged, loanwords are phonologically and/or morphologically adapted to the recipient language (e.g. *Tunnel*, *Sport*) (Monjac 2013: 10).

Yang's (1990: 16) classification of loanwords differs between internal and external loan material. External loan material consists of borrowed expressions which can easily be recognized as English (e.g. *Freestyle*, *Sport*, *Talkmaster*, *Handy*). The further division of these comprises direct (foreign and loanwords) and indirect borrowings (loan blends or hybrid loans ('Mischkomposita') and pseudoanglicisms ('Scheinanglizismen')). In the case of internal loan material the meaning of an expression is transferred from the donor language, but it takes the form of the recipient language. Internal loan material is further divided into semantic loans and loan coinages (loan translations, loan renditions and loan creations).

Similarly, Fischer's (2008: 6) classification of borrowing consists of lexical and semantic borrowing. Lexical or direct borrowing refers to loanwords or loans, and both the form and the meaning of a foreign word are imported. In the case of semantic borrowing only the meaning of English words is imported. Semantic borrowing can be subdivided into loan meaning and loan formation. Loan meaning refers to words which have already existed in German, but they adopted also a new meaning under the influence of English. For example, *Klima* ('climate') initially referred only to the weather climate, but eventually adopted also the meaning of general atmosphere, such as in *Betriebsklima* ('work climate') (Gentsch 2004: 3).

Loan formation (calque) can be further subdivided into loan translation ('Lehnübersetzung'), i.e. direct translation of English expressions in German (e.g. English word *picture processing* translated as German *Bildverarbeitung*), loan rendering ('Lehübertragung'), i.e. the partial translation of English expressions (English word *clockfrequency* translated as German *Taktfrequenz*), and loan creation ('Lehnschöpfung'), i.e. free translation (e.g. English *air conditioning* and German *Klimanlage*). When lexical and semantic borrowing are mixed, the result is hybrid formation or mixed compounds. It refers to a word or combination of words which combine elements of the source (donor) and receiver (recipient) language, e.g. German *Soundkarte* from English *sound card* (Fischer 2008: 7).

Another category are pseudo-borrowings or pseudo-loans ('Scheinentlehnungen'), i.e. words in the recipient language borrowed from the donor language, in which they do not exist as such. Pseudo-loans can be lexical (German *beamer* from English word *to beam*, *Dressman*, *Longseller*), semantic (German *Flirt* as the act of flirting, different from English meaning of *flirt* as a person) and morphological, which can be divided into few categories: clipped lexemes, clipped compounds, abbreviated idioms and morphologically altered loanwords (Fischer 2008: 7). Clippings are shortenings of English words, such as *Pulli* from *pullover* and *Profi* from

professional. Clipped compounds are shortenings of compounds, e.g. *Happy End* from *happy ending* and *Puzzle* from *jigsaw puzzle*. Abbreviated idioms are shortenings of English idiomatic expressions, e.g. *Gin Tonic* from *gin and tonic*. Morphologically altered loanwords are not based on clipping, but are morphologically changed forms of the original English word, e.g. *Mixpickles* from *mixed pickles* (Corr 2003: 33).

4. Methodology

4.1. The aim and research questions

The aim of this study is to investigate the frequency of the use of anglicisms in German newspapers. As the style of writing in journalism tends to be modern and strives to awake interest of younger population, this study departs from the hypothesis that numerous anglicisms can be found in newspaper articles. It can also be assumed that the number of anglicisms varies according to different subject areas, i.e. in some domains this number is expected to be higher than in the other. The study seeks to answer the following questions: Which news genres contain the highest number of anglicisms? Which are the most frequent types of anglicisms? Which word classes occur most frequently among anglicisms?

4.2. The corpus

As the newspapers are one of the most important media which spread the use of anglicisms, they represent a relevant corpus for the study. Also, many studies concerning anglicisms in the newspapers have been conducted, so the results of this study can be compared to the ones of the previous studies. Nowadays, when the use of the Internet became dominant in all areas, including journalism, it is much easier to explore the information online. Therefore, this study uses the online version of the news magazine *Der Spiegel* as a corpus for the research. The reason for choosing *Der Spiegel* is its popularity and innovative role among the German newspapers. *Der Spiegel* is one of the most important and most widely read German news magazines. The fact that it is one of Europe's largest publications of its kind, distributed not just in Germany, but also in 163 other countries, and that it has a weekly circulation of more than one million confirms its

popularity among the readers (www.wikipedia.org). Published since 1947, *Der Spiegel* has a long tradition and it has gained the status of a well-established news magazine and an acknowledged source of lexical innovation in German (Onysko 2007: 99). Carstensen also stresses the importance of *Der Spiegel* as a source of new lexical, semantic and syntactic transfers from English into German (Clyne 1995: 208). The reason for that is its openness to foreign words and the creation of new compound words. The style of writing in *Der Spiegel* is similar to the one of the American news magazine *Time*, which is considered to be its role model. Therefore, English had an important influence on the language of *Der Spiegel*, the main characteristic of which is the borrowing and spreading of foreign words, especially anglicisms (Kontulainen 2008: 8). As Carstensen states, *Der Spiegel* is „the main port of entry for Americanisms into the German language among print media“ (Onysko 2007: 99).

4.3. The research method

The corpus comprises 25 articles published in *Spiegel online* in the year 2014/2015. The articles are of approximately equal length and cover several different areas or genres of news. The total number of pages amounts to 54. The articles are classified into the categories of health, IT, travel, advertising and lifestyle. Each article was carefully read and analysed in order to find which words can be considered anglicisms. Next, anglicisms were listed and their etymology checked in the online dictionary *Duden Fremdwörterbuch* and *Der Anglizismen-INDEX* (www.vds-ev.de). As the study aimed to estimate the frequency of anglicisms in different subject areas, firstly the number of tokens and types of anglicisms in each category of news was counted and their ratio according to the total number of words was calculated. By counting the tokens of anglicisms, it could also be seen which words have the tendency to occur most frequently in the articles. After comparing the number of anglicisms in different news categories, the anglicisms

were classified into different types and word classes (nouns, verbs, adjectives and adverbs). The results of the research are presented in the next chapter.

5. Results

The total number of words in the articles is 20515, of which 785 tokens are anglicisms, which is approximately 3,83% of the total number of words. As the aim is to see how the number of anglicisms varies according to different genres of news, the anglicisms have been classified into five categories. The percentage of anglicisms according to the genres of news was calculated by dividing the total number (tokens) of anglicisms with the total number of words in each category. The type-token ratio was calculated by dividing the anglicism types with the anglicism tokens. The results are presented in table 1.

Categories of news genre	Total number of words	Anglicism tokens	Percentage of anglicism tokens	Anglicism types	TTR (type-token ratio)
Advertising	4797	150	3,12 %	86	57,33 %
IT	3782	229	6,05 %	132	57,64 %
Health	3037	149	4,90 %	91	61,07 %
Lifestyle	4399	147	3,34 %	120	81,63 %
Travel	4500	110	2,44 %	92	83,63 %
Total	20515	785	3,83 %	521	66,37 %

Table 1: Frequency of anglicisms in different genres of news

As expected, the frequency of anglicisms depends on the genre of news, and certain categories generally comprise a higher number of anglicisms than other. The highest proportion of anglicisms, with the ratio of 6,05% is present in the category of IT, which covers the topics relative to informatics and computer technology. As majority of words that occur in that area are domain-specific, i.e. they belong to the technical language comprising many terms that originated in the United States, it is no wonder that most anglicisms appear precisely in the IT category. Terms like *Hardware*, *Software*, *Browser* and *Smartphone* are some of the examples of American inventions which were borrowed into German, and they do not have German equivalents.

The second largest category is health with 4,90%. Many of the topics in that category concern fitness and wellness, which are connected to the trends of healthy lifestyle in the United States, e.g. *fit*, *Training*, *Workout*, *joggen* and *Stretching*. The following category is lifestyle, with 3,34% of anglicisms. That category deals with trends in fashion, design and cooking. Some of the anglicisms that occur in this area are: *Designer*, *Event*, *Look*, *Business-Outfit*, *Shop* and *Stars*. With a slightly lower ratio of 3,12% follows the category of advertising with some typical anglicisms such as *Version*, *Spot*, *Slogan*, *Image*, *Produkt*, *Features* and *Trend*. The category with the lowest percentage of anglicisms (2,44 %) is travel. Some of the examples of anglicisms in that category are: *relaxen*, *City*, *urban*, *Trekking*, *Canyon*, *Tourismus*, *Trip* and *Tipps*.

The highest type-token ratio is in the category of travel, 83,63%, which implies that this category has the highest level of variety of anglicisms. The category advertising has the lowest type-token ratio, 57,33%. The type-token ratio of the entire corpus is 66,73%, which means that the average occurrence of each anglicism is 1,51 times.

Some of the anglicisms in the articles occur more frequently than the other. Examples of the most frequent anglicisms and the number of their occurrences are presented in table 2.

Anglicism	Number of occurrences
Video	31
Version	21
Internet	20
E-mail	19
Training	19
Spot	12
Sport	10
Handy	9
Smartphone	8
live	7
App	6
Klub	6
Event	5

Table 2: Most frequently occurring anglicisms

As shown in table 2, most frequently occurring anglicisms are from the computer terminology. For example *Video*, *Version*, *Internet* and *E-mail* are the most common among all the anglicisms in the articles.

According to the classification of anglicisms presented in the chapter 2.3., the anglicism types were analysed and classified into the following categories: foreign and loanwords, hybrid anglicisms, shortened loanwords, pseudo loanwords and loan translations.

Type of anglicism	Advertising	IT	Health	Lifestyle	Travel
1. Foreign words	52,32 %	39,40 %	32,97 %	48,33 %	28,26 %
2. Loanwords	23,26 %	24,24 %	34,06 %	20,83 %	38,04 %
3. Hybrid anglicisms	23,26 %	39,40 %	28,57 %	30 %	28,26 %
4. Shortened words	1,16 %	1,51 %	1,09 %	0	0
5. Pseudo loanwords	0	1,51 %	2,98 %	0	3,26 %
6. Loan translations	0	3,03 %	1,09 %	0,83 %	2,17 %

Table 3: Types of anglicisms

Table 3 shows types of anglicisms which occur in different news categories. Most of the anglicisms belong to foreign words, which means that they are written and pronounced as in English, e.g. *Clip, Slogan, Service, Layout, Newsletter* and *Label*. The percentage of foreign words is the highest in the category of advertising and amounts to 52,32%. This is followed by lifestyle, with 48,33%, IT with 39,40%, health with 32,97% and travel with 28,26%. The next most frequent type of anglicisms are loanwords, for the categories of advertising, health and travel, and hybrid anglicisms for the category of IT and lifestyle. The highest percentage of loanwords is in the category of travel with 38,04% and of hybrid anglicisms in the category of IT with 39,40%. Some of the examples of loanwords in the articles are *chatten, Passwort, Tourismus, relaxen* and *Produkt*. It is obvious that these words were morphologically, orthographically or phonetically adapted to the German language system. Hybrid anglicisms are made up of two parts – an English and a German one, which are written either as one word or

separated with a hyphen, e.g. *Samstagabendshow*, *Wohntrend*, *Lauftraining*, *Outdoor-Laufsteg*, *E-Mail-Eingang* and *Image-Kampagne*. Pseudo loanwords, e.g. *Handy*, *auspowern* and *Pass* appear in a smaller number only in the categories of IT, health and travel. Shortened loanwords, such as PC, DVD and WLAN are present in the categories of advertising, IT and health. Loan translations are mostly present in the category of IT, e.g. *Suchmaschine*, *Betriebssystem* and *Künstliche Intelligenz*. These are literal German translations of English computer terminology, namely *search engine*, *operating system* and *artificial intelligence*.

The anglicisms were also analysed according to the word class and classified into four main groups: nouns, verbs, adjectives and adverbs. Only the anglicism types were taken into account in order to see which word class shows the strongest tendency to be borrowed. The results are presented in table 4.

Word class	Nouns	Verbs	Adjectives	Adverbs
Advertising	79 (91,87%)	2 (2,32%)	4 (4,65%)	1 (1,16%)
IT	122 (92,43%)	4 (3,03%)	5 (3,78%)	1 (0,76%)
Health	74 (81,33%)	9 (9,89%)	8 (8,79%)	0
Lifestyle	114 (95%)	2 (1,67%)	4 (3,33%)	0
Travel	80 (86,96%)	5 (5,43%)	7 (7,61%)	0
Total	469 (90,02%)	22 (4,23%)	28 (5,37%)	2 (0,38%)

Table 4: Frequency of anglicisms according to word class

Every news category shows the same tendency of borrowing certain word classes. The most frequent word class are the nouns with 469 anglicisms out of 521, that is 90,02 % of the total

number of anglicisms. The second most frequent word class are the adjectives with 28 anglicisms (5,37%), followed by verbs with 22 anglicisms (4,23%). The adverbs are the least frequent word class, with only one anglicism type.

6. Discussion

A comparison with previous studies from different periods is made in order to see how the frequency of anglicisms in news magazines has changed through years. As the genres of news investigated are different from those in other studies, only a general comparison could be made. There are numerous studies concerning the influence of English on the German newspaper language. Some of them are also conducted on the corpus of *Der Spiegel*. One of the first studies on anglicisms in the German newspapers is the one of Carstensen, *Englische Einflüsse auf die deutsche Sprache nach 1945* from 1965, who carried out his research on 20 different West-German newspapers and magazines. He was especially focused on the news magazine *Der Spiegel*, i.e. its issues from 1961 to 1964. Based on his findings, Carstensen also drew a conclusion that the number of anglicisms depends to a large extent on the content of the news magazine. He found that majority of anglicisms appear in the sports language and movie and theater reviews. According to his results, German news magazines contain on average about two anglicisms per page, which is a lot less in comparison with an average of 14 anglicisms per page in this study.

Another important study on anglicisms in *Der Spiegel* is of Wenliang Yang from 1990 *Anglizismen im Deutschen. Am Beispiel des Nachrichtenmagazins Der Spiegel*. Yang's study went more in depth by analysing not just the frequency, but also the semantics and stylistic functions of anglicisms, but its quantitative analysis of anglicisms is very similar to this one.

Instead of focusing on one year, he made a comparison on the frequency of anglicisms from the year 1950 until 1980, which enables an insight into how the number of anglicisms has changed through a longer period of time. Yang found a total of 10070 anglicisms on 3350 pages, which is an average of 3 anglicisms per page. He concluded that the number of anglicisms in the articles was higher every year. The total number of anglicism tokens, as well as the number of anglicisms per page is the highest in the year 1980 in comparison with previous years. The type-token ratio of 36,21 %, which shows that the average occurrence of each anglicism is 2,76 times is lower than 66,37%, i.e. the average occurrence of each anglicism 1,51 times in this study. It can therefore be concluded that the number of anglicisms, as well as their variety is higher in this study, which can be connected to new inventions in the computer and communication technology, which led to the introduction of new terms. Considering the word classes of anglicisms, Yang found that the largest group by far were the nouns (92,16 %), which is very close to the percent of of nouns (90,02%) found in this study. The second largest word class in his study are verbs with 4,59%, which is also close to 4,23% percent of verbs found in this study, but with the difference that the number of adjectives, unlike in his study, outnumbered verbs. As well as in this study, some of the verbs were also found by Yang, e.g. *starten*, *stoppen*, *trainieren*, *tippen*, which shows the frequent use of certain verbs. As in this study there is only one adverb found in the articles. Yang also divided the articles into several categories of news genre (domestic politics and foreign affairs, economy and finance, science and technology, sport, culture and the educational system and advertising). The categories of news genre which Yang investigated were different than in this study, except for the category of advertising. In Yang's study this category took the first place, while in this study it is the fourth category concerning the number of anglicisms. The most frequently used word is *Computer*, followed by *video*, *training*, *live*, *spot* and *club*. As well as

Carstensen, Yang also concluded that the number of anglicisms has steadily increased from 1950 until 1980.

Some of more recent studies are by Onysko (2007), Seidel (2010) and De Ridder (2013). While Onysko and Seidel base their corpus only on *Der Spiegel*, De Ridder's study is based on five German newspapers and magazines, which include *Berliner Zeitung*, *Die Welt*, *Frankfurter Allgemeine Zeitung (FAZ)*, *Der Spiegel* and *Stern*. As in this study, Onysko analysed issues from one year, that is, 2000, while Seidel, similar to Yang's study, made a comparison of the frequency of anglicisms in the years 1990, 2000 and 2010. Onysko's corpus with around 8000 pages and 520253 tokens, is larger than corpora consulted in other studies, and provides a more extensive basis for the research. The percentage of anglicisms of the total number of words in Onysko's (1,11%) and De Ridder's study (2,27 %) is lower than 3,83% found in this study. Seidel found an average of 11 anglicisms per page in 2010, which is also less than an average of 14 anglicisms per page in this study. The average number of anglicisms per page in Onysko's study is 7 tokens. He concluded that “anglicisms are not uniformly dispersed across the whole corpus but have a tendency to cluster according to topic and text-type“ (Onysko 2007: 116). Although the frequency of anglicisms has risen through years, Seidel states that there was just a slight increase from 2000 to 2010, which suggested the possibility that the frequency of Anglicisms in *Der Spiegel* has reached a peak, where it begins to stagnate. But with an average of 14 anglicisms per page in this study it can be concluded that the number of anglicisms still shows a constant growth. When it comes to the type-token ratio, Onysko's study shows that every anglicism type appears 3,46 times on average, which is close to Seidel's findings (3,03 times). This study found a higher level of linguistic variety of anglicisms, with the type-token ratio of 66,73%, which is very close to De Ridder's 65.42%. In comparison with previous years, the variety of anglicisms has also increased, and as the recent results show, more than half of the anglicisms are only used

once. As in this study, in the previous studies anglicisms were also analysed according to the news genre, but as the categories are different, they could not be compared to the present ones. Seidel's and De Ridder's division of the categories of news genre correspond with Yang's, i.e. they subdivided the anglicisms into several categories: culture, domestic politics, economy, foreign politics, science and technology and sports. De Ridder did not include the category of advertising in his study, because of the specific language found in advertisements, i.e. it does not reflect the daily language used by people in general. According to Onysko, anglicisms are especially present “in articles on business and financial matters, in articles on communication technology, in interviews with English speakers, in articles on foreign affairs, and in reports on fashion, lifestyle, and sports” (Onysko 2007: 129). What Onysko also noticed is that the highest increase of anglicisms occurred in the articles concerning the topics of computer and information technology, which is also in this study the category of news genre with the highest number of anglicisms. Similarly, in De Ridder's study the section with the highest rate of anglicisms is science and technology. Seidel's study, on the contrary, shows that the highest number of anglicisms is present in the category of politics and society. According to De Ridder, apart from the topic of the articles, also the (inter)national nature of a topic or the news genre to which the topic belongs influences the percentage of anglicisms in the articles, while Onysko stated that the setting and stylistic mood of the articles were also among the factors which influence the rate of anglicisms. Concerning the word class of anglicisms, the results are similar to the ones found in this study. It is obvious that the prevailing word class of the anglicisms are the nouns, with around 90%. These results correspond with Onysko's and De Ridder's findings, according to which the second largest word class of the anglicisms are the adjectives and the third are the verbs. Seidel's study shows a slight difference, with the prevalence of verbs over adjectives. In all of the studies the adverbs are the least frequent category. Onysko and De Ridder also included

the category 'other' , which includes some other word classes, such as interjections and function words, which have not been found in this study. The results show also the tendency of repeating some of the most frequent anglicisms, such as *Internet, Computer, E-mail, Club* and *Video*, verbs *stoppen, trainieren, boomen* and adverb *live*, what indicates their persistence in the German lexicon. In terms of word formation, the high rate of hybrid anglicisms (76%) in Onysko's study shows that *Der Spiegel* has a high productivity of new word forms.

7. Conclusion

The influence of English is nowadays considerable in all areas and many English terms have taken their place in the vocabularies of other languages. This influence is also recognizable in German. The aim of this work was to investigate the influence of English on the German language, on the example of the news magazine *Der Spiegel*. Many of the German newspapers have adopted the trend of using English terms and expressions, also known as anglicisms. Although the influence of English on German dates back to Middle Ages, the use of anglicisms in German has become more widespread in the twentieth century, because of the emergence of globalization and the Internet. This growth of the use of anglicisms was in the beginning not well accepted and it led to some negative reactions. In order to prevent the spreading of anglicisms, German purists founded many societies, which were focused on the preservice of the 'pure' and 'unique' German language. Although even nowadays some purists do not approve of the frequent use of anglicisms in German, it has become a well-accepted trend, which continues to grow. The fact that English is considered as a modern language and it has some stylistic functions, such as simplicity and brevity in comparison with German, has been recognized and accepted. This is why English is commonly used in many domains, especially lifestyle, fashion, entertainment and sport, but also advertising, IT technology, business and economics. Journalism is also one of the domains, which shows frequent use of anglicisms. The fact that *Der Spiegel* is one of the most important and widely read German news magazines, known for its lexical innovations and their spread, motivated us to choose it to provide a corpus for this study. As the basis for the study 25 articles of approximately equal length from *Spiegel online* from the year 2014/2015 were chosen. They were divided into five categories of news genre : health, IT, travel, advertising and lifestyle, with the aim to investigate the frequency of anglicisms according to different genres. Also, the

anglicisms have been analysed according to their types and word classes they belong to. This was achieved by counting first the tokens and types of anglicisms and then calculating the percentage of anglicisms in relation to the total number of words, and according to the news genres. The results show that of the total 20515 words, 785 tokens, i.e. 3,83% are anglicisms. The number of anglicisms varies according to different genres of news, and the category with the highest number of anglicisms with 6,05% is the category of IT. This is not surprising, as the majority of words that occur in that area are domain-specific and do not have German equivalents. The second category with the highest number of anglicisms is health, followed by lifestyle, advertising and travel. The type-token ratio shows how many times approximately an anglicism type occurs. It is the highest in the category of travel with 83,63%, which shows that this category has the highest level of variety of Anglicisms. The average type-token ratio for the entire corpus is 66,73%, i.e. each anglicism occurs on average 1,51 times. The anglicisms that occur most frequently are: *Video, Version, Internet, E-mail, Training, Spot, Sport, Handy, Smartphone, live, App, Klub and Event*, many of which belong to the category of IT. The anglicisms have also been analysed according to Yang's classification: external loan material (foreign and loanwords, loan blends or hybrid loans and pseudoanglicisms) and internal loan material (semantic loans and loan coinages (loan translations, loan renditions and loan creations)). According to the results, most of the anglicisms belong to foreign words, which are written and pronounced as in English. The category with most foreign words is advertising. The next most frequent type of anglicisms in the categories of travel, advertising, health are loanwords, i.e. words which were morphologically, orthographically or phonetically adapted to the German language system. In the categories of IT and lifestyle the second most frequent type are hybrid anglicisms, which are created of English and German parts. Pseudo loanwords, i.e. words in the recipient language borrowed from the donor language, in which they do not exist as such (e.g. *Handy*) appear rarely and only in the

categories of IT, health and travel. Shortened loanwords (e.g. PC, DVD and WLAN) are present in the categories of advertising, IT and health. Loan translations, i.e. literal German translations of English are mostly present in the category of IT (e.g. *Suchmaschine*, *Betriebssystem* and *Künstliche Intelligenz*). The anglicism types have been classified into four main groups of word classes: nouns, verbs, adjectives and adverbs. The most frequent word class are the nouns with 90,02 %, the second one are the adjectives with 5,37%, and the third are the verbs with 4,23% of the total number of anglicisms. The adverbs are the least frequent word class, with only one anglicism type. It is evident from the comparison with previous studies that the number of anglicisms in German news magazines has grown through years, which can be connected with the development of the computer industry and the Internet, and also of the media. The increase of the number of anglicisms has become a trend, which will probably continue in the future. Therefore, it would be interesting to see how this trend will develop in the upcoming years. There are many criteria according to which the anglicisms can be analysed, so there is lot of space left for the future research. Some other domains in which the anglicisms appear could be analysed, as well as some other categories of news genre or other news magazines. As this study is limited in length, it could not go into a deeper analysis of anglicisms, such as the analysis of individual anglicisms and their formation. Therefore, also a qualitative analysis of anglicisms, following Onysko's study, could be carried out.

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