

# Anglicisms in German and Croatian Media Language

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**ANGLICISMS IN GERMAN AND CROATIAN MEDIA  
LANGUAGE**

Submitted in partial fulfillment of the requirements for the B.A. in English Language and  
Literature and German Language and Literature at the University of Rijeka

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## **ABSTRACT**

This thesis has two major purposes: to demonstrate the influence of English on other languages, particularly on the German and Croatian language and to investigate the scope of this influence by comparing articles on various topics from German and Croatian newspapers. The aim of this paper is to bring to light the influence that English has on these two languages, in terms of vocabulary which gets integrated into everyday usage. These English words that find their way into other languages are called Anglicisms.

The influence of English is a contemporary topic, discussed by many linguists, whether German or Croatian. It appears to be a popular topic due to fast changing technological development as well as social changes.

The fastest way in which the words are integrated is the use of the media: newspaper, television and the Internet which bring the language into our immediate environment. Therefore, the purpose of this paper is to compare German and Croatian newspaper on various topics to see in what manner they were influenced by English.

The results of this study confirm that both languages have accepted Anglicisms, be it out of need or stylistic reasons, which confirm the extent of its influence.

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# **1 INTRODUCTION**

English as a language has a long history of existence and influence around the world (Anderman, Rogers 2005). Some indicators of the expansion of English are communication, business, culture and politics. The influence of the English language, particularly Anglicisms in the German and Croatian language, is the focus of this paper, which is divided in several chapters. The first chapter will introduce the topic and give a short insight into the focus of the paper – Anglicisms as well as the instrument for their transmission. The second chapter provides a general insight into the influence of English throughout history, as well as its influence on German and Croatian, their purist phases, attitudes toward English and Anglicisms, reasons for language borrowing and the manner of their adaptation. The third chapter will present the aims of the research. The fourth and fifth chapter include the results and discussion and in the end concluding remarks will be offered.

## **1.1 Anglicisms**

Language contact can have different outcomes: from superficial lexical borrowing over structural lexical borrowing to creating new languages or even language extinction (Sočanac 2005). Lexical borrowings or loanwords refer to words adopted from a foreign language with little or no modification (<http://www.oxforddictionaries.com>). Thus, an Anglicism would be a word (or phrase) adopted from the English language into a foreign language.

There are three main reasons for borrowing: lack of an equivalent word in the receptor language, the establishment of some positive or negative connotation and the establishment of stylistic or empathetic effect (Muhvić-Dimanovski 2005). The leading generators of

loanwords, in this case Anglicisms, are political and social changes (Samardžija 1997); however, they can also refer to new phenomena in the world.

Whether in German or Croatian, foreign elements, i.e. loanwords, have to adapt to the recipient language on several levels – phonetic, orthographic, morphological and semantic (Sočanac 2010).

## **2 THE INFLUENCE OF ENGLISH**

“The story of English is one of rapid expansion and diversification, with innovation after innovation coming to use the language as a primary or sole means of expression. So many developments were taking place at the same time that we can only point to the emergence, by the end of the nineteenth century, of a climate of largely unspoken opinion which had made English the natural choice for progress” (Crystal 1997: 83). English has gained the status of ‘lingua franca’ (the common language) because of language contact that was unavoidable due to many developments that have taken place since the eighteenth century (Svartvik, Leech 2006). The reasons for borrowing English words are to introduce new concepts, ideas or innovations from the English speaking world (Sočanac 2010).

### **2.1 The influence of English on the Croatian language**

The history of English influence on Croatian dates back to the nineteenth century; the language contact between these two languages became more intense after World War II (Sočanac 2005). The modern influence of the English language on Croatian, especially on the lexicon, is mostly due to the need to name the borrowed term from the donor language (English). English loanwords are in a constant rise not only in the language of professional jargon and terminology, but also in the public sphere, especially among young people and in everyday communication (ibid.).

### 2.1.1 Attitudes toward Anglicisms

Throughout history, Croatia made many attempts to preserve its language purity. The notion of language purism is frequently negatively perceived due to efforts to stop using loanwords in general and attempts to “revive” obsolete words (Frančić 2005). However, purism with a positive attitude toward the language follows the logic of language development which entails that language is a dynamic process that changes and adapts (ibid.). Purism in the Croatian language was used in both negative and positive context; however, in general it was a positive attempt that succeeded in preserving the language purity during the rough history, which was under a constant influence of different cultures and languages (Samardžija 1997).

The roots of Croatian language purity date back to the sixteenth century. Throughout the centuries, lexicographers have warned about the influx of foreign words from Italian, German and Turkish (ibid.). Many attempts have been made to keep the language pure. After World War II the contact with English began, which was new, popular and exotic. The new generations listened to pop music, watched American movies and read newspapers which made learning easier. Purists were also active during the 1960s; important editions were *Jezični savjetnik s gramatikom* by S. Pavešić (ibid.).

According to Filipović, during the formation of a language, so long as it is not yet completely mature, extraneous influences are much more powerful and more readily accepted than later, when the language has already become crystallized to such an extent that the people who use it have become sufficiently self-conscious not to feel the need or not to be willing to accept foreign elements in their language (Filipović, cited in Anderman and Rogers 2005). Drljača (2010) states that Anglicisms are a widespread occurrence sometimes arising from literal and careless translation, ignorance of the norms of the recipient language and a fashionable usage



of the norms of the English language. Globalization, interrelatedness of the modern world and development of the media are the reasons for the use of English in Croatian.

According to Drljača (2010), there are people who consider that Anglicisms are unavoidable and that they should be replaced by native words and on the other hand there are people who believe that they do not need replacements because they are adapted to Croatian according to the norms of the language.

### **2.1.2 Adaptation of borrowings**

Borrowed words often undergo adaptations (Görlach 2002). Filipović offers an insight in the morphological, orthographic and phonological features of Anglicisms in Croatian (Filipović 1990, 2005):

1 Phonological feature: There are three types of adaptation: zero transphonemization (equation) e.g. *chief* > *čif*; partial transphonemization e.g. *spot* > *spot*; free transphonemization e.g. *thriller* > *triler*

2. The adaptation of orthography entails that the first part of the Anglicism is shaped according to the pronunciation and the second part follow the orthography model or vice versa e.g. *dealer* > *diler*; *interview* > *intervju*.

3. There are three types of morphological adaptation: zero transmorphemization where the morphemes are not changed (*bard* > *bard*); compromise transmorphemization – adoption of an English derivative as a monomorphemic loanword (*rating* > *rejting*) and complete transmorphemization – suffix substitution e.g. (*box-er* > *boks-ač*). Gender in Croatian is grammatical but in the process of assigning gender to Anglicisms the masculine tendency prevails (*bar* > *bar*; *team* > *tim*). This rule does not apply to nouns where gender is regulated

through sex, e.g. *gentleman* > *džentlmen*. Adjectives are borrowed either through direct transfer of free morphemes (*fair* > *fer*) or complete transmorphemization. Adverbs are classified according to the syntactical context (*He played fair* > *On je igrao fer*.) Verbal Anglicisms are adapted to the rules of word formation of Croatian where the verb is formed by means of an infinitive suffix (-a-, -ova-, -ira-) and an infinitive formant (-ti): e.g. *start* > *start-a-ti*.

Other forms of borrowing include borrowing which can be:

1. Completely unadapted words (*body-building*);
2. Words that look foreign in form but are adapted in the system (*frogman*);
3. Fully integrated loanwords adapted to the system (*kamp*);
4. Replacement – translations (*cold war* > *hladni rat*) and
5. Semantic loans (*mouse* > *miš*; *paper* > *papir*);
6. Pseudo-loans, which are result of secondary adaptation (composed of borrowed English elements but are not themselves English expressions) e.g. *golman* > goalkeeper; *džezzer* > jazz musician, *hepiend* > happy ending (Filipović 1990).

## **2.2 The influence of English on the German language**

The history and cultural exchange of Britain and Germany date back to the fifth century when Germanic settlers conquered England and the eighth century when much of Germany was Christianized by Englishmen and Irishmen (Görlach 2002). In the eighteenth century, Germany was influenced by English literature, philosophical writings, society, architecture etc., which generated borrowings. In the nineteenth century, the Industrial

revolution was led by Britain and huge impact of the Anglo American culture could be seen all around Europe and the number of English words appeared in the twentieth century. There was a rise in Anglicisms after the defeat of Germany in World War I (Gentsch 2004) and after World War II the impact became massive. The impact of Anglo American culture was reflected in newspapers, magazines, films and popular music. After the war, the political and cultural orientation toward the US has led a steadily growing influx of loanwords (Clyne 1995). Since the 1990s, the huge impact became even more intense. Worldwide communication via the Internet, globalization of economies and commercial television has led to a new dimension of borrowings, the influx of which partly provoked hostile reactions (Crystal 1997).

### **2.2.1 Attitudes toward Anglicisms**

In the seventeenth century, the obligation was to nurture the German language and to preserve its purity. “Purism was widely accepted as a necessity and a national obligation” (Görlach 2002: 15). Purism intensified in the nineteenth century and *Fremdwörterbücher* (Dictionaries of foreign words) were introduced, containing the equivalents for these foreign words (Kirkness, cited in Görlach 2002). *Deutscher Sprachverein* was founded (1885), which provided German equivalents to Anglicisms (ibid.). The motto of purists in their attempt to use German words instead of foreign was: “*Wo ein Wille ist, ist auch ein Weg.*” (Where there's a will, there's a way.) (Kirkness 1984). The growing concern were Anglicisms which faced different opinions (some were appreciative of the advantages, while others felt a threat); however, “the critique of the Anglicisms is not so much about the fact that language is a means of communication, but rather about language being a symbol of the national and cultural identity of a speech community” (Fischer 2010: 4). The first half of the twentieth

century was marked by a political situation leading to changes in the language and to the foundation of a new society called *Verein Deutsche Sprache* (The German Language Association) which has for the aim a “better German” even today (Görlach 2002: 17).

### **2.2.2. Adaptation of borrowings**

Görlach (2002) divided Anglicisms according to a degree of integration in the language:

- 1) The word is fully accepted - either the word is not (or no longer) recognized as English, or is found in many styles and registers, but is still marked as English in its spelling, pronunciation or morphology.
- 2) The word is in restricted use (Görlach, cited in Fisher 2010).

These loanwords undergo morphological, orthographical, phonological and syntactic changes in the recipient language, as it could be seen in the Croatian language.

In the German language the phonological system differs quite considerably from the English. The German Grapheme /w/ stands for /v/, but /v/ represents both /v/ and /f/; therefore, adaptation of /v/ is common in English loanwords. Another example is that the word initial /dʒ/ is often pronounced as /ʒ/, /tʃ/ or /f/.

Since the alphabetical systems in German and English are about the same, there are no modified letters; however, the spelling is in some cases 'Germanized', which is indicated by replacing English <c> for German <k>, <sh> for <sch> and <ch> for <sch>.

Morphologically, the loanwords are normally integrated into the language to the extent that they fit into the environment without restrictions; however, Gender attribution is obligatory in

the German language. The relevant endings are attached to the case. The English plural is the same in the majority of loanwords; the exception is the use of zero inflexion with words ending with *-er* (*ein Manger* > *zwei Manager*, *ein Computer* > *zwei Computer*) (Görlach 2002). Morpheme substitution *-y* replaced by *-ig* in adjectives shows a high level of integration (*trendy* > *trendig*). The *-e(n)* ending is usually being attributed to the infinitive form of German verbs borrowed from English (*downloaden*, *testen*, *grillen*). Earlier loanwords were taken over by the morpheme *-ier-* (*boykottieren*) (Görlach 2002).

### **3 METHODOLOGY**

#### **3.1 The aim and research questions**

The aim of this study is to compare Anglicisms in the Croatian and German language according to their usage in the newspapers. The aim is to compare to what extent English influenced the German and Croatian language and in what manner these Anglicisms are incorporated. Media, especially newspapers have a tendency to promote English words for stylistic reasons but also out of negligence. Media is important today because it is the one thing forming opinions, taste, needs and morality as it is available to everyone on a daily basis.

The paper aims to answer the following questions: Does German or Croatian (media) language use more Anglicisms? Does the similarity of news topic affect the frequency of the same i.e. similar Anglicisms? In relation to the previous question the Anglicisms are going to be compared according to their type or form (whether they are borrowed directly or are incorporated into the language according to the norms of the recipient language).

#### **3.2 Corpus**

Anglicisms can be found in many domains of the society. The corpus of the research will be the one domain that makes their use widespread – the media, specifically the newspapers. According to Carstensen (cited in Gentsch 2004: 2), they have a direct influence on the reader. Also, it is argued that written language is more permanent than spoken language (ibid.). Opačić argues (Brdar 2010) that it is the easiest for the users ('consumers') to transfer and transmit the words in the same form they have encountered on the global

network. For the purposes of the study, I chose the German newspapers *Der Spiegel* and Croatian newspapers *Jutarnji list*.

### **3.3 The research method**

Articles on different topics from German newspapers online (*Der Spiegel*), as well as Croatian newspapers also accessed via Internet (*Jutarnji list*), are chosen for the purposes of this research. The topics are from the domains of culture, business and politics, which represent the most fruitful area of borrowing English words. The aim is not to list Anglicisms, but to compare to what extent the languages accepted the English influence and to show which domains of language are prone to Anglicisms. In addition, the similarity or differences of Anglicisms in both languages are going to be compared according to the level of adaptation. The Anglicisms were checked in the *Duden dictionary online* (<http://www.duden.de/>) as well as *Rječnik stranih riječi* (The dictionary of foreign words) by Anić and Goldstein (2007) and the work *Anglicizmi u hrvatskom ili srpskom jeziku* (Anglicisms in the Croatian and Serbian language) by Rudolf Filipović (1990).

## 4 RESULTS

The research conducted on German and Croatian newspapers proves the presence of Anglicisms. Muhvić-Dimanovski (2005) states that newspaper language abounds with Anglicisms because they are trendy and appeal the readers, which will be analyzed in the topics of business, music, fashion and politics.

The articles in *Spiegel* and *Jutarnji list* regarding business reveal that most of the Anglicisms in German refer to words related to technological advancement, such as *Software*, *Start-ups*, *E-Mails*, while the Croatian article revealed the phrase *IT rješenja*. The article in *Jutarnji list* contains more Anglicisms such as *brainstorming*, *outsourcing* and *benchmarking*, due to the lack of equivalents in the Croatian language. In *Spiegel*, those words were *Outsourcing-Dienstleister* (outsourcing service providers) and job titles such as *Chief Technology Officer* and *Corporate Vice President*. These English words were transferred into both languages not only because of the lack of native words but because they sound appealing and modern. Another example are Anglicisms *Meetings* and *Manager*, which were transferred in their original form into German. In *Jutarnji list*, Anglicisms such as *biznis* (business) and *lideri* (leaders) were adapted to the norms of Croatian even though they could have been replaced by equivalents.

The articles reveal the combinations of native and English words. In *Spiegel*, these Anglicisms were *Jobfresser* (job eater) and *Firmen-Campus* (company campus), written with a hyphen. *Jutarnji list* revealed the Anglicisms *head-hunt firme* (head-hunt companies) and *IT rješenja* (IT solutions). It can be seen that both languages try to include English words and phrases as a result of lacking native phrases.



The similarity of the topic reveal that German and Croatian newspapers contain similar Anglicisms, such as *outsourcing*, due to the lack of equivalents, but also Anglicisms that are used due to mere stylistic reasons, such as *Manager* and *lideri*.

The topic music proved to be prone to Anglicisms. *Spiegel* revealed Anglicisms such as *Festivalleitung* (Festival management) and *Festival Headliner*. Both Anglicisms contain the word *festival*; however, in the first Anglicism, the word *management* was replaced by the German word *Leitung*. The Croatian Anglicism *festivali* comes from the English word *festivals* where it can be seen that the stem *festival* has a plural marking according to norms of Croatian. *Spiegel* included borrowings such as *queer Rockshow*, *Konzertbooker*, *der (prestige) Event*, *Musicboard*, *(politischer) Attitude*, *coole Techno-Club*, which were borrowed due to stylistic reasons. The verb *rappte* (rapped) implies that music genres are not translated and that the derivatives are formed according to the norms of the recipient languages. *Jutarnji list* reveals Anglicisms such as *live stream* (live streaming) in which the suffix *-ing* was removed; and the Anglicism *streamaju* (are streaming) in which the suffix *-aju* was added to the stem to mark the third person plural. Other Anglicisms found in *Jutarnji list* are *fanovi* (fans), *superzvijezde* (superstars), *Dancing Bear shopovi* (Dancing Bear shops), *line-up* (line-up), *beatovi* (beats), *webshop* (web shop). It can be seen that the Croatian article contains more Anglicisms than the German, despite the similarity in length and topic.

Articles on the topic fashion provide the most similar Anglicisms. In *Spiegel*, the Anglicisms occurred in original forms to some of which were assigned gender or number: *Recycling*, *Upcycling*, *der Fashion Week*, *die Trends* (trends), *das Design*. In *Jutarnji list* Anglicisms such as *brend* (brand), *trend*, *dizajn* (design), *redizajnirana odjeća* (redesigned clothes) and *reciklirana odjeća* (recycled clothes) occurred. While Anglicisms in German tend to be borrowed in their original form, in Croatian they are adapted orthographically. Other Anglicisms in *Spiegel* include: *T-shirt*, *Designnische* (Design niche), *Hype*, *die Code* (the

Code), *die Webseite* (the Web-site), *Labels*. *Juranji* list contains additional Anglicisms such as: *ikonička* (iconic), *baby boom generacija* (baby-boom generation), *milenijalci* (Millennials) and *milenijska generacija* (the millennial generation).

In the article about the Presidential campaign in *Spiegel*, Anglicisms that are not specifically linked to political terms occurred: *Amerikas Suburbs*, *swing states*, *die Babyboomer* but there were *die Republikaner* (the Republicans).

*Jutarnji list* also revealed Anglicisms dissimilar to the ones in *Spiegel*: *stand up komičar* (stand-up comedian). The only Anglicism similar to the German was *Republikanski establishment* (Republican establishment). Even though the topics were similar, the articles did not produce similar Anglicisms. Also, it can be seen that the articles on this topic produced the smallest number of Anglicisms.

## 5 DISCUSSION

Anglicisms are part of everyday communication. They are entrenched in the language today because of language contact, which could not be avoided.

The research confirms that media language does contain Anglicisms, some of which seem to be used because of stylistic reasons, such as *Meetings*, *Manager*, *Rockshow*, *festivali*, *trend*, *brend*. Therefore, I agree with the claim of Vesna Muhvić-Dimanovski (2005) that Anglicisms are trendy and that they appeal the readers.

However, there are Anglicisms that are being used because there are no native one-word equivalents, e.g. *outsourcing*. In German and Croatian language, it can be replaced with a phrase, but it does not have the same effect as one word. The equivalents are sometimes criticized by readers and leave a negative impression because they consider them to be inadequate (Drljača 2010). The reasons for this, states Drljača (2010), are historical factors and some politically enforced changes in the language.

Furthermore, the research reveals that both German and Croatian borrow English words and combine them with native ones, such as *Jobfresser*, *Festivalleitung*, *head-hunt firme* and *IT rješenja*. They also have the tendency to modify English words according to their language norms.

The research concludes that the number of Anglicisms in the Croatian and German language does not differ significantly. Some Anglicisms tend to coincide; however, it appears that both languages use English words where they lack a native word or when the equivalent is inadequate. In addition to that, new phenomena or developments remain in their borrowed form in Croatian and German as well as notions that sound modern and ‘trendy’.

## 6 CONCLUSION

What can be concluded is that media language is prone to influences, and the stylistic preferences are left to the authors. Languages change and reflect the environment. Both German and Croatian have a long history of language contact, which left its mark on the languages. Both of them were exposed to direct contact, geographically or politically. There was always the effort of writers, philosophers and linguists throughout centuries to keep the language pure. Even though language purity needs to be preserved, the fact that foreign words are coming into the language cannot be changed. With English gaining the status of a *lingua franca*, it can be concluded that Anglicisms are a by-product of language contact and everyday communication. Newspapers are important because they are the means of transferring the news, events and affairs in the world. What can be concluded from both Croatian and German newspapers is that they reflect the current situation not just in the society but also in language. The influx of Anglicisms connected to innovations and new technologies cannot be stopped: they enrich both languages in similar ways. In the process, both German and Croatian have the tendency to shape English words according to their norms.

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