Globalization and the Future of German

The Collocational Behavior of Anglicisms in German and American Business and News

Magazines

Many Globalizations

The Journal of International Students (JIS), an academic, interdisciplinary, and peer-reviewed publication (Print ISSN 2162-3104 & Online ISSN 2166-3750), publishes narrative, theoretical, and empirically-based research articles, student and faculty reflections, study abroad experiences, and book reviews relevant to international students and their cross-cultural experiences and understanding in international education.

Handbook of Business Communication

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.

Experiencing Change in German Controlling

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 Angular American influence on German language (and culture), and English loanwords in particular.

Germany and the Americas

Anglicisms in German "Controlling" is the German term for "Management Accounting". This book explores the unique characteristics of German management accounting as opposed to the management of companies in other countries. It contains unique research taking three different German companies as case studies. It explores the influence of national characteristics and globalization on the ways businesses are run. - Contains three separate in-depth case studies of actual German businesses - The only book of its kind to explore the distinctive qualities of German management accounting.

English Influence on German A collection of studies on the role of English in German-speaking countries, covering a broad range of topics.

Anglicisms in the Russian Language Based on -ing Borrowings This comprehensive encyclopedia details the close ties between the German-speaking world and the Americas, examining the extensive Germanic cultural and political legacy in the nations of the New World and the equally substantial influence of the Americas on the Germanic nations. * Individual articles cover all facets of German-American relations, complete with extensive end-of-entry references * Extensive and wide-ranging illustrations feature pictures of figures from Babe Ruth to Alexander von Humboldt

MLA International Bibliography of Books and Articles on the Modern Languages and Literature The present volume deals with the influence of the English lexicon 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

Globalization and the Future of German Seminar paper from the year 2006 in the subject English - Pedagogy, Didactics, Literature Studies, grade: 2.0, Humboldt-University of Berlin (Institut für Anglistik/Amerikanistik), course: The Politics of English as a Global Language, 25 entries in the bibliography, language: English, abstract: "English influence on German" deals with the question why we tend to use Anglicisms and which problems might occur when using them. There will also be a focus on the classification of the borrowing and on the negative reactions to Anglicisms.

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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.

Journal of International Students 2013 Vol 3 Issue 1 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 Anglicization of European Lexis

An Anglicism Usage in German Political Language: Anglicism Usage in German Political Language Bachelor Thesis from the year 2018 In the subject English Language and Literature Studies - Linguistics, grade: 2.0, University of Würzburg (Neuphilologisches Institut – Anglistik und Amerikanistik), course: Bachelorarbeit, language: English, abstract: The research question of this thesis is how sociodemographic variables affect the perception of English in German Advertising. "English seems to be surrounded by an aura that the German language is apparently missing". With regard to advertising in Germany, it becomes difficult to disagree with this statement by Schlüter. For several decades anglicisms and English expressions have been used for promotional purposes in television-, print-, and online-advertising. "Professional Hair Care for you", "Powered by Emotion" and "Driven by Instinct" are only a few of the many popular slogans in Germany. The "aura" has been utilized by companies in multiple industries for many years resulting in a consistent growth in the number of anglicisms and English expressions used in the past. This quantitative increase has been exhibited by many researchers, most notably by Schütte. She concluded that from 1951 until 1991 the amount of anglicisms in the slogans, headlines and continuous texts of her corpus of print advertisements grew by over 400%. In her corpus Slogans featured an especially high increase of anglicisms, growing from 5 in 1951 to 153 in 1991. Meder came to similar realization, denoting a great increase of anglicisms used in selected German men’s and women’s magazines in the years 1983, 1993 and 2003. This trend of anglicisms and English expressions being incorporated into the German language – and also advertising – is presumed to continue with the number of expressions deriving from the English language increasing. Hence, the quantitative presence of the English language in German advertising is virtually undeniable. However, advertising is a form of communication in which the advertiser’s objective is to generate a certain attitude within the recipient towards the advertising object. Thus, it is of substantial value to understand who perceives advertising containing English in the way the advertiser wishes it to be perceived. Past studies that have dealt with the perception of English and anglicisms in advertising oftentimes merely focused on the factor of comprehension. Researchers concluded that the positive perception of English correlated with the person’s command of English. Hence, the question remains who perceives the "aura" of the English language in advertising and which variables influence their respective perception.

The Position of the German Language in the World

A Dictionary of European Anglicisms 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. Think Tanks, Foreign Policy and Geo-Politics In and out of English: For Better, For Worse? is concerned with the impact of English as the lingua franca of today’s world, in particular its relationship with the languages of Europe. Within this framework a number of themes are explored, including linguistic imperialism, change as the result of language contact, the concept of the English native speaker, and the increasing need in an enlarged Europe for translation into as well as out of English.

"Näher Am Business" Oder "Ein Global Player" Sein?
The German Language Today 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.

An Analysis of How Socio-demographic Variables Affect the Perception of English in German Advertising Questions about the role and influence of think tanks in matters of foreign policy and geopolitics are both timely and important. The reconfiguration of global power, explosion of social media, shifts away from traditional print and oral-based ways of imparting knowledge, and the dramatic increase in the volume of information and ideas claming for the attention of policy-makers are changing the landscape of foreign policy-making and the pathways through which influence is achieved. This book explains the impact of think tanks on the framing of domestic and international conversations on matters of foreign policy and geopolitics. A number of prominent experts examine these issues in specific countries and across national and regional borders to better understand how governments and actors in civil society are influenced by the activities of think tanks.

An Anglicism in Europe This book reveals how to provide the leaders of tomorrow with the right education for a management career made in Germany. It explains how private universities in Germany are helping to maintain the country’s respected educational standards, while also enriching them with exemplary services for international students. The book is intended as a practical guide, addressing any concerns students may have when considering studying at a private German university: admissions, visa, teaching quality and formats, tuition, degrees, subjects, housing, food, security, industry connections, and international job placement and leadership. It provides concrete strategies on how students can unlock their personal earning potential and how to find a top job at a national or multinational company. The authors demonstrate that a German university degree will generate rapid return on investment. Real-life success stories show how a degree from a private German university can pave the way for international professional success.

In and Out of English Seminar paper from the year 2020 In the subject English Language and Literature Studies - Linguistics, grade: 1.3,
University of Bremen, language: English, abstract: This paper is concerned with the subject of anglicisms. Anglicisms are lexical items, which are transferred into our everyday language use. They are surrounded by a constant debate about their necessity. While linguists mostly appreciate their advantages, linguistic purists regard them as a threat and try to remove or limit them. Through analyzing a survey, this study presents the attitudes towards anglicisms in German. Thereby, the influence the participants’ age has on their attitudes is especially focused on. After setting the scene by giving an overview about already existing research on the spread of English, anglicisms in German and linguistic purism, the survey analysis shows that older generations’ attitudes towards anglicisms tend to be more negative. As the paper focused on the social characteristic ‘Age’, future studies could discuss the influence class affiliation or education has on the attitudes towards anglicisms.

Dissertation Abstracts International

The English Language in the German Business Press A Corpus-based Study of the Use of Anglicisms in the German Business Press Biographical note: Andreadas Gardt is Professor of German Studies at the University of Kassel, Germany. Bernd Hüppauf is Professor of German Studies at New York University, USA.

The German Language in a Changing Europe English in Europe charts the English invasion of Europe since 1945. Sixteen distinguished European scholars report on the English words and phrases that have become integral parts of their languages. Each describes the effect of English on the host language, and shows how the process of incorporation often modifies pronunciation and spelling and frequently transforms meaning and use. The languages surveyed are Icelandic, Dutch, French, Spanish, Norwegian, German, Italian, Romanian, Polish, Croatian, Finnish, Albanian, Russian, Bulgarian, Hungarian, and Greek. The book is designed as a companion to A Dictionary of European Anglicisms and may be read as an independent work. This is the first systematic survey of a phenomenon that is fascinating, alarming, and apparently unstoppable.

Journal of International Students, 2013 V ol. 3(1) Breakfast lavishly, pre-book all your holidays years in advance, dress sensibly and obey the red man! How to be German presents all the little absurdities that make living in Germany such a pleasure. It’s required reading for all Ausländer and for Germans who sometimes have the feeling they don’t understand their own country. We learn why the Germans speak so freely about sex, why they are so obsessed with Spiegel Online and why they all dream of being naked in a lake of Apfelsaftschorle. At the end, the only thing left to say to Adam Fletcher’s love letter to Germany is “Alles klar!” This e-book is also available in German: Wie man Deutscher wird in 50 einfachen Schritten. Eine Anleitung von Apfelsaftschorle bis Tschüss. The printed edition has been published as a bilingual turn-around book.


English in Europe Seminar paper from the year 2008 in the subject English Language and Literature Studies - Linguistics, grade: 1,3, University of Frankfurt (Main) (Institut für England- und Amerikanistik), language: English, abstract: Hatte ich vorsichtshalber den Times-Artikel über die ‘German linguistic submissiveness’, unsere bekante sprachliche Unterwürfigkeit, überflogen, muß ich die Travel-Service-Hostess hinter dem Counter ziemlich perplex angestarrt haben, als sie loslegte: “Jetten sie single or double, IT, Comfort oder Business Class? Carrier? In London Bed & Breakfast oder Full Service, Fly-And-Drive-Arrangement, Rent-a-car oder nur Transfer vom A irport zur City-Lodge? (Pollmeier 1994, in Spitzmuller 2005: 117).” Most linguists are consistent with the fact that German linguistic purism came to an end with the abolition of the “A Ilgemeiner Deutscher Sprachverband (A DSV)” in 1940 (Pfalzgraf 2006: 9). Since the late 1990s, however, the debate about foreign words in German has become more intense. A number of politicians from all parties have recently criticized the overuse of anglicisms. Furthermore, there have been demands for a law to protect the German language - as France did in 1975. Nationally supported associations as well as private organizations and internet homepages combat the so-called “flood” of Anglicisms in German. In 1999, Herrmann Dunger wrote an article on Wider die Engländerei in der deutschen Sprache , but the opposition to the English Influence has existed since the 17th century.

English Influence on German Is the world en route to becoming a linguistic colony of the United States? Or is this dramatic view an exaggeration, and there is no danger to linguistic diversity at all? The German language is at the center of an intensive debate on this issue. Its position in the world is under increasing pressure due to the growing importance of (American) English as the language of globalization. The articles in this volume deal with the national and international position of German in relation to English, language policies, the future of German as a language of science, German in the USA, and the intellectual and aesthetic dimensions of encountering a foreign language. They present critical assessments addressing the dangers for the future of languages other than English, as well as positions which perceive the growing importance of English as a challenge and resource rather than as a threat.

Anglicisms in the German Business Press Seminar paper from the year 2006 in the subject English - Pedagogy, Didactics, Literature Studies, grade: 2,0, Humboldt-University of Berlin (Institut für Anglistik/Amerikanistik), course: The Politics of English as a Global Language, 25 entries in the bibliography, language: English, abstract: “English influence on German” deals with the question why we tend to use anglicisms and which problems might occur when using them. There will also be a focus on the classification of the borrowing and on the negative reactions to anglicisms.
A Collection of Anglicisms, Germanisms, and Phrases of the English and German Languages 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 discuss and differentiate some of the different motivations of 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 the Germans and the English language itself. This phenomenon is sometimes referred to as “Denglish”.

Aspects and implications regarding the use of English in Germany with respect to the German culture and advertising of mobile phone companies This revised and expanded analysis of the German language takes account of recent sociopolitical changes.

How to be German in 50 easy steps This volume explores the lexical influence of English on European languages, a topical theme with linguistic and cultural implications. It provides an extensive introductory background to a cross-national view of English-induced lexical borrowing, posing crucial analytical questions such as what counts as an Anglicism. It also offers a typology of borrowings with examples from the languages represented: Armenian, Danish, French, German, Italian, Norwegian, Polish, Serbian, Spanish, and Swedish. The articles in this volume address general and language-specific issues related to the analysis and collection of Anglicisms, extending the scope to the largely unexplored area of phraseology and bringing new insights into corpus-based and corpus-driven methodologies. This volume fits into a well-established and constantly developing research field and will appeal to scholars interested in the spread of English as an international language, contact and contrastive linguistics, lexicology and lexicography, and computer corpus lexicography.

The attitudes towards anglicisms in German. A survey analysis focussing on age-related differences The Position of the German Language in the World focuses on the global position of German and the factors which work towards sustaining its use and utility for international communication. From the perspective of the global language constellation, the detailed data analysis of this substantial research project depicts German as an example of a second-rank language. The book also provides a model for analysis and description of international languages other than English. It offers a framework for strengthening the position of languages such as Arabic, Chinese, French, Portuguese, Spanish and others and for countering exaggerated claims about the global monopoly position of English. This comprehensive handbook of the state of the German language in the world was originally published in 2015 by Walter de Gruyter in German and has been critically acclaimed. Suitable for scholars and researchers of the German language, the handbook shows in detail how intricately and thoroughly German and other second-rank languages are tied up with a great number of societies and how these statistics support or weaken the languages’ functions and maintenance.

English in the German-speaking World An overview of the current state and the future directions of the English language in Europe. The book examines the development of English from a Germanic tongue into an international language, and considers bilingualism among Europeans.

Globalization and the Future of German 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 paintkiller 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 Goralch. 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.

Management Careers Made in Germany Seminar paper from the year 2015 in the subject English Language and Literature Studies Linguistics, grade: 1.7, Justus-Liebig-University Giessen (Anglistik), course: Morphology, language: English, abstract: In every era of the history there were languages, that were spoken not only in its own culture, but also in other cultures for the reason of cultural, political, religious, scientific or economical executive positions of the concerning empire or state. A lot of european languages have been influenced by Latin and Greek because of the christianisation and the expansion of the roman empire to Gallia, Germania and the British isles. In the 18th century French became Lingua Franca, spoken by the royalty. After the second worldwar English became a medium for worldwide accommodation by economical and political increasing of the United States. Throughout history many loanwords from the English have been adopted into Russian and many other languages, especially at the end of the 20th century and at the beginning of he 21st century. Since the end of the east-west conflict and the international position of the USA a rising use of anglicisms in the Russian language have been noticed. Every language is changing and is par of a lasting developmental process. Every part of development and a linguistic era leave marks by implying new words while other words dissappear and become part of the past, also in Russian and English. New scientific and technological developments, the rapid growth of mass media and the public life are reasons for emergence of new words and meanings in English. They partly influence other languages for the reason of intergovernmental contacts in various areas and the global relevance of the
English language in such a way, that it can be called an anglicism-explosion. The term paper at hand is targed to give an overview of the linguistic development of Russian language influenced by the English language and the reason for English as an influential language. Similarities and differences of words with -ing suffix are analyzed for degree of linguistic integration into Russian. Morphological, but also phonological features will be analyzed and the orthographical level of loan words and the extent of the English influence. This analysis makes it possible to draw a conclusion about integration of -ing borrowings and their phonological, grammatical, and derivational characteristics.