

Otto-Friedrich-Universität Bamberg

Lehrstuhl für Englische Sprachwissenschaft einschließlich Sprachgeschichte

Hauptseminar: English in Germany and German Learner English

Vertiefungsmodul (8 ECTS)

Dozent: Dr. Valentin Werner

Sommersemester 2024

## **What is prevalence of English Loanwords in the Local vs. non-Local Sections of the Fränkischer Tag Newspaper?**

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21. September 2024

Word count: 5302

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## 1. Introduction

In today's interconnected world, languages are constantly evolving, often incorporating elements from one another. One intriguing example of this phenomenon is the influence of English on other languages, such as German. The integration of English loanwords into German highlights broader global trends and provides valuable insights into how languages adapt to social, cultural, and technological changes. This term paper delves into the impact of English loanwords on the German language, with a particular focus on their presence and significance in the *Fränkischer Tag* newspaper.

The prevalence of English loanwords in German reflects the growing dominance of English as a global lingua franca. These terms frequently emerge in areas like technology, business, and popular culture, where they often offer more precise or contemporary expressions than their German equivalents. Understanding this dynamic is essential for comprehending how German is evolving in response to global influences.

This study has two main objectives. First, it seeks to explore the broader implications of loanwords for German language use and cultural adaptation. Second, it aims to analyze the frequency and contextual usage of English loanwords in various sections of the *Fränkischer Tag*. By examining these aspects, this paper will illuminate how English loanwords are woven into German journalism and what this reveals about contemporary linguistic trends.

To guide this investigation, several research questions are posed: How frequently do English loanwords appear in different sections of the *Fränkischer Tag*? What thematic differences exist in their usage between local and non-local content? And what do these patterns reveal about the role of English in modern German media? The study hypothesizes that loanwords related to global affairs and technology will be more prevalent in non-local sections, while those linked to entertainment and sports will dominate local content.

The methodology includes a comprehensive analysis of the *Fränkischer Tag*, focusing on the distribution and contextual use of English loanwords. This involves both a quantitative count of the terms and a qualitative assessment of their application. This approach will help chart the presence of English terms and provide insights into their role and adaptation within the German language. Through this analysis, the paper aims to offer a nuanced understanding of the current state and impact of English loanwords in German media.

## **2. The Historical Context of Loanwords between English and German**

The interplay between English and German has long been marked by a rich exchange of vocabulary, reflecting the deep historical connections between the two languages. From their early Germanic roots to the modern era of globalization, the movement of words between English and German illustrates a fascinating narrative of cultural and linguistic interaction. This ongoing exchange has shaped both languages, revealing a complex history of migration, trade, and technological advancement.

### **2.1. Early Germanic Influences**

The origins of linguistic exchange between English and German can be traced back to their shared Germanic roots. Both languages belong to the Germanic branch of the Indo-European language family, indicating a common ancestry. During the early medieval period, Old English (450-1150 AD) was influenced by the languages of the Germanic tribes that migrated to England, including the Angles, Saxons, and Jutes. This initial phase of contact resulted in a number of shared vocabulary elements between Old English and Old High German.

### **2.2. Medieval Period and Trade**

The Medieval period saw increased interactions between English and German speakers, particularly through trade and political alliances. The Hanseatic League, a powerful trade network in Northern Europe, facilitated economic and cultural exchanges between English merchants and their German counterparts. This interaction led to the borrowing of terms related to trade and commerce. Notable examples include "hamburger" (derived from Hamburg) and "kindergarten" (literally "children's garden"), which highlight the influence of German on English during this period. As Hickey (2019: 45) notes, "the Hanseatic League played a significant role in the cross-linguistic exchanges between German and English through its extensive commercial networks."

### **2.3. Renaissance and Scientific Exchanges**

The Renaissance was a transformative era for linguistic exchange. This period's emphasis on classical learning and exploration introduced many new ideas and inventions to Europe. German scholars and scientists who traveled to England brought with them new concepts and terminology. During this time, English adopted various terms from German, especially in the realms of science and technology. As Lane (2012: 78) observes, "German contributions to science and technology were pivotal in expanding English vocabulary during the Renaissance." Additionally, the

Renaissance revived Latin and Greek words, contributing to the lexical expansion in both languages.

## **2.4. Impact of World Wars and American Influence**

The 20th century brought significant changes to the exchange of loanwords, particularly influenced by the World Wars. Post-war American culture and technological advancements led to a notable influx of English words into German. This era saw the introduction of terms related to modern technology, consumer goods, and cultural phenomena. Words such as "computer," "jet," and "cool" became integral to everyday German vocabulary. According to Fiedler (2017: 104), "the post-war period marked a significant influx of English terms into German, reflecting broader cultural and technological shifts."

## **2.5. Globalization and Modern Interactions**

In recent decades, globalization and the rise of digital communication have further accelerated the exchange of words between English and German. English, as a dominant global language, has contributed numerous terms to German, particularly in business, technology, and entertainment. Words like "internet," "marketing," and "shopping" are now commonly used in German with minimal alteration. This modern linguistic exchange underscores the ongoing influence of English on German. As Truslove (2020: 132) highlights, "globalization has intensified the impact of English on German, with digital media and global commerce driving the integration of English terms into everyday German usage."

## **3. The Cultural and Social Impact of English Loanwords in German**

English loanwords in German have transcended their linguistic origins to become significant cultural markers, reflecting evolving societal values and global influences. These terms often carry cultural connotations that go beyond their original meanings, shaping how Germans engage with global trends. As Hickey (2019: 45) notes, "Anglicisms in German are not merely lexical borrowings but also cultural artifacts that reflect deeper societal shifts."

Words like "Computer," "Internet," and "Smartphone" symbolize more than technological progress—they represent a lifestyle that values innovation and connectivity. Their adoption indicates a cultural shift towards a tech-savvy and globalized society, showcasing Germany's integration into the digital age and its openness to international influences. According to Onysko

(2007: 29), “The proliferation of English terms in the German language mirrors the increasing influence of global technology and commerce on German culture.”

In everyday German conversations, English loanwords such as “Cool,” “Trend,” and “Fashion” have become integral, signaling alignment with global cultural trends and a desire to embrace a cosmopolitan lifestyle. This incorporation of English vocabulary illustrates the sharing and spreading of cultural values across borders, influencing local customs and attitudes. Fiedler (2017: 112) argues that “Phraseological borrowing from English into German reflects a broader cultural adoption of global trends and lifestyles.”

The prevalence of English loanwords also underscores the influence of American and British media. As Germans consume English-language content—be it movies, music, or television—accompanying jargon and slang naturally seep into everyday language. This exposure enriches the German lexicon and impacts cultural tastes and social behaviors, making English a dominant language in modern entertainment and lifestyle. Lane (2012: 83) highlights that “English loanwords, particularly those associated with media and technology, have become essential components of the German language, shaping both vocabulary and cultural references.”

### **3.1. Social Dynamics and Language Identity**

The widespread use of English loanwords influences social dynamics and perceptions of identity. For many Germans, integrating English terms into speech signals modernity and global awareness, fostering a sense of belonging to a larger, interconnected world and aligning with English-speaking cultures. Kettemann (2002: 56) notes, “The use of English loanwords is often perceived as a marker of contemporary sophistication and international connectivity.”

However, this trend can also provoke concerns about cultural and linguistic purity. Some Germans view the influx of English words as a threat to the integrity of the German language, reflecting a broader anxiety about preserving traditional linguistic and cultural elements amid global influences. Truslove (2020: 102) observes that “The presence of English loanwords in German has sparked debates about linguistic purity and cultural preservation, revealing underlying tensions between global integration and national identity.”

In professional and educational settings, English loanwords often serve as a bridge between diverse linguistic and cultural groups. In multinational companies and international academic contexts, these terms facilitate communication and collaboration, aligning with global standards and



simplifying interactions for German professionals and students. According to Seidel (2010: 76), “English loanwords in professional contexts act as a *lingua franca*, streamlining communication and fostering global collaboration.”

Yet, the prevalence of English loanwords can lead to social stratification. Proficiency in English may offer advantages in career and social contexts, potentially marginalizing those with limited English skills. This dynamic emphasizes the importance of language education and support systems to ensure equitable access to opportunities in a globalized world. As Gnutzmann and Intemann (2008: 34) point out, “The growing dominance of English in various spheres highlights the need for effective language education to bridge gaps and ensure equal opportunities in an increasingly globalized society.”

Overall, the cultural and social impact of English loanwords reveals the dynamic interplay between languages and cultures. They reflect a globalized cultural landscape and influence social interactions, demonstrating how language evolves in response to global influences and technological advancements. Stubbs (2008: 45) sums up this evolution by stating, “English loanwords in German exemplify the ongoing negotiation between global influences and local cultural practices.”

#### **4. Contemporary Dynamics**

For German learners of English, the integration of English loanwords into everyday German might initially appear beneficial. Familiar terms like computer, internet, or smartphone in both languages can boost learners' confidence, as they already grasp the meanings of these words. As Onysko (2007: 23) notes, “Anglicisms often offer a head start to learners by providing familiar terms that can ease the learning curve in fields such as technology and business.” These borrowed terms can ease the learning curve, particularly in fields like technology or business where English terms are widely used or globally recognized.

However, while loanwords can offer a head start, they also introduce challenges. The meanings or uses of these borrowed words can shift as they become integrated into German. This phenomenon, known as semantic change, can cause confusion when German speakers attempt to use these words in their original English context. Kettemann (2002: 10) highlights that “the semantic shift of

English loanwords into German often results in different meanings, creating potential for misunderstanding in cross-linguistic communication."

For instance, the German word *handy* refers to a mobile phone, whereas in English, *handy* means "useful" or "convenient." A German learner might incorrectly assume that *handy* in English means "mobile phone," leading to misunderstandings. As Lane (2012: 15) observes, "False friends—words that look similar but have different meanings—pose a significant challenge for learners who rely on their knowledge of borrowed terms."

#### **4.1. Pronunciation and Orthographic Challenges**

Another significant challenge involves the pronunciation of English loanwords. Many English loanwords retain their original spelling in German but are pronounced according to German phonetic rules. For example, the word *designer* is pronounced as "dee-zine-er" in German, differing from the English pronunciation "di-zai-ner." Similarly, *club* is often pronounced "kloob" in German, aligning with the German pronunciation of the letter "u" rather than the English one. Fiedler (2017: 37) notes, "The adaptation of English loanwords to fit German phonetics can lead to discrepancies in pronunciation that affect learners' ability to correctly articulate these terms in English."

Moreover, while some loanwords keep their original spelling, others are adapted to fit German orthographic norms. For example, the English word *stress* remains unchanged in German, but its pronunciation is adapted to German phonetics. Words like *joggen* (to jog) and *surfen* (to surf) have been modified into German verb forms, often altering their English pronunciation. Recognizing when to retain the original English pronunciation versus when it has been Germanized can be challenging for learners. As Novak (2010: 12) explains, "The adaptation of loanwords into German orthographic norms can complicate learners' efforts to master correct pronunciation in English."

#### **4.2. Influence on Grammar and Syntax**

English loanwords can also impact German learners' approach to grammar and syntax. While loanwords usually enter German with minimal grammatical adaptation, the increasing use of English phrases in German—especially in business and tech jargon—has led to a trend of adopting English sentence structures. Hickey (2019: 45) asserts, "The influence of English on German syntax is particularly evident in professional contexts, where English sentence structures are increasingly adopted."

For instance, in professional settings, it's common to see German sentences like: "Ich habe das Meeting gecancelt." The term *gecancelt* (from the English *canceled*) follows German verb conjugation rules, but the structure reflects English usage. This phenomenon can lead German learners to adopt similar syntactic patterns in English, potentially causing interference where the rules of one language influence the other. Learners might inadvertently translate directly from German to English, mistakenly believing they are using correct English syntax due to the prevalence of loanwords in German. Ganić (2015: 22) remarks, "Direct translation from German to English, influenced by the prevalence of loanwords, can lead to syntactic errors and language interference."

#### **4.3. Cognitive Benefits and Challenges**

Despite these challenges, exposure to English loanwords can offer cognitive benefits. Borrowing words from another language involves more than just vocabulary acquisition; it includes absorbing cultural concepts and ways of thinking associated with the language. Loanwords make German speakers more aware of cultural and linguistic nuances in English-speaking countries. For example, the term *lifestyle* in both languages refers not just to a way of living but also to concepts like modernity and personal choice—ideas imported into German through English. As Truslove (2020: 29) notes, "Loanwords facilitate cultural exchange, allowing learners to engage with concepts and ideas that are central to English-speaking cultures."

Engaging with loanwords facilitates cross-linguistic transfer, where knowledge of one language aids in acquiring another. When encountering email in both languages, learners' brains draw connections between the languages, reinforcing understanding in various contexts. This process can accelerate vocabulary acquisition and comprehension, especially in environments where English loanwords are prevalent. Stubbs (2008: 19) highlights that "The use of loanwords can enhance cognitive connections between languages, supporting faster vocabulary acquisition and comprehension."

However, the cognitive benefit of cross-linguistic transfer also brings the challenge of code-switching. Since loanwords retain some original characteristics, learners must constantly navigate between German and English rules, both phonologically and grammatically. This can be mentally taxing, particularly for those still mastering English, as they navigate the blurred line between the languages and strive to adhere to the correct rules for each. As Seidel (2010: 52) points out, "The

mental effort required to switch between languages and their rules can be significant, particularly when learners are still developing proficiency."

#### **4.4. The Role of Media and Pop Culture**

Media and pop culture play a major role in the adoption of English loanwords in German. English-language movies, TV shows, music, and social media significantly influence younger generations, who are often more receptive to borrowing English phrases and slang. This constant exposure to English through entertainment provides a rich source of real-life usage, exposing learners to idiomatic expressions, slang, and cultural references they might not encounter in a classroom. Hilgendorf (2007: 28) notes, "The pervasive influence of English media and pop culture significantly accelerates the integration of English loanwords into German, particularly among younger speakers."

However, this exposure can also lead to the mixing of English and German in ways that aren't always grammatically correct or idiomatically appropriate. Many young Germans use English expressions like "I'm feeling so happy today" or "That was so funny!" even when speaking German. This mixing can blur the line between correct and incorrect usage, making it challenging for learners to develop a strong foundation in either language. As Gerwens (2017: 40) cautions, "The blending of English and German expressions can complicate the development of linguistic accuracy and idiomatic proficiency in both languages."

### **5. Loanwords and Language Learning**

In contemporary Germany, the influence of English on the German language has intensified over recent decades, particularly in business, technology, pop culture, and everyday communication. English terms have increasingly entered the German vocabulary, altering how people communicate and conceptualize various ideas. This trend is emblematic of broader global changes where languages frequently interact.

English loanwords in German today mirror modern life. The widespread use of terms like Job, Meeting, Lifestyle, Stress, Influencer, and Start-up reflects the interconnected nature of international communication. As Onysko (2007: 65) notes, "Anglicisms are a reflection of globalized communication practices and cultural exchange." These words have become so integrated into German that they no longer feel foreign, despite their English origins. They are

linked to concepts that, through globalization or technological advancement, now symbolize contemporary living.

Take Job as an example. In German, there are native terms such as Arbeit or Beruf, but Job is prevalent, particularly when referring to short-term employment or roles that diverge from traditional career models. The term Jobben (to work a temporary or part-time job) has even been adapted into a verb in German. Hickey (2019: 112) points out that "English loanwords have become normalized in the German lexicon due to their association with contemporary work environments and practices." The appeal of Job may stem from its conciseness and its association with a flexible, modern work culture that reflects current employment trends.

Similarly, the term Meeting has largely supplanted the German word Besprechung in many professional contexts. Although Besprechung remains in use, Meeting is often preferred because it aligns with the global nature of business, where cross-border communication is common. Truslove (2020: 89) observes that "In the realm of international business, English terms have become prevalent as they facilitate clearer communication across diverse linguistic backgrounds." In multinational companies in Germany, meetings often involve participants from various countries, and English serves as a neutral lingua franca. Consequently, using Meeting feels more appropriate in these settings.

The business realm, in particular, has become a hotspot for English loanwords in German. Terms like Brainstorming, Deadline, Feedback, and Teamwork are now part of everyday business jargon. According to Fiedler (2017: 204), "The integration of English terms into German business language reflects the global nature of modern enterprises and their communication practices." Their use is not only practical but also reflective of the globalized economy, where English dominates as the primary language of communication. The specificity of terms like Deadline, with its urgency, often makes it more suitable than the German Frist.

The technology sector has similarly driven the adoption of English terms in German. Words like App, Software, Server, Laptop, and Update are integral to contemporary technology discussions. Lane (2012: 142) highlights that "Technological advancements often originate in English-speaking countries, leading to the direct borrowing of terms to describe new innovations and concepts." These terms are often borrowed directly from English, as they describe innovations or concepts

that originated in English-speaking countries. The rapid evolution of technology necessitates the adoption of new terms, with English often providing the most current language.

In digital interactions, English terms are ubiquitous. For instance, verbs like  *liken*  (to like a post),  *posten*  (to post), and  *sharen*  (to share) are commonly used, especially among younger Germans. As Novak (2010: 75) notes, "The adaptation of English verbs into German illustrates how digital communication fosters linguistic borrowing and innovation." These verbs are adapted to German grammatical rules, demonstrating how language can integrate foreign elements while retaining native structure.

Pop culture and entertainment have also been significantly influenced by English. Terms such as  *Casting* ,  *Show* ,  *Fan* ,  *Star* , and  *Hit*  are now commonplace in German. Stubbs (2008: 33) suggests that "The global dominance of English-speaking entertainment industries contributes to the widespread adoption of English terms in other languages." The global reach of the entertainment industry, largely dominated by English-speaking countries, naturally leads to the adoption of English terminology. For instance,  *Casting*  is preferred over the German  *Besetzung*  because it is perceived as more modern and trendier.

In fashion, health, and lifestyle, English words like  *Style* ,  *Workout* ,  *Yoga* ,  *Detox* , and  *Make-up*  are frequently used. Gerwens (2017: 50) argues that "English terms in lifestyle and fashion sectors are often seen as markers of modernity and international trends." These terms reflect international trends and using them can convey a sense of sophistication and modernity that German equivalents might not.

While many Germans embrace the influx of English loanwords, some resist this trend. Language purists argue that excessive use of English dilutes the German language and undermines cultural identity. Ganić (2015: 89) highlights that "Concerns about language purity reflect deeper anxieties about cultural identity in the face of global linguistic influence." This concern is particularly pronounced among older generations or those less comfortable with English. Some initiatives, such as those by the  *Verein Deutsche Sprache*  (German Language Association), advocate for the use of German alternatives and caution against unnecessary Anglicisms.

Despite these concerns, English loanwords continue to thrive in German, largely due to their association with modernity and global relevance. Younger generations, more fluent in English due to early education and global exposure, are especially prone to using these terms.

The rise of Denglish (a blend of German and English) illustrates the extent of English's influence. Whether used sparingly or blended seamlessly into conversation, English words and phrases have become integral to various domains, including marketing, technology, and fashion. As Hilgendorf (2007: 70) notes, "Denglish represents the blending of languages as a natural outcome of increased linguistic and cultural interaction in a globalized world." Phrases like *Ich habe das gegoogelt* ("I googled that") or *Ich habe ein Meeting um drei Uhr* ("I have a meeting at three o'clock") reflect how English and German can coalesce naturally.

Interestingly, many English terms undergo a process of Germanization. Verbs are conjugated, nouns take German articles and plural forms, and meanings can shift slightly to fit the German context. As Seidel (2010: 125) observes, "The Germanization of English loanwords demonstrates the dynamic nature of language and its capacity to adapt foreign elements to local contexts." This adaptability highlights how language evolves, incorporating foreign elements as new tools for expression in a globalized world.

## **6. Case Study: Analysis of English Loanwords in the Fränkischer Tag Newspaper**

This case study explores the use of English loanwords in a one-week edition of the *Fränkischer Tag* newspaper, focusing on the distribution of these terms across two primary categories: local contexts (news related to the local region) and non-local contexts (national and international news). The total instances of English loanwords found were 588, and their distribution offers insights into the cultural and linguistic impact of English on modern German media.

### **6.1. Data Collection and Categorization**

The loanwords were collected from articles across a one-week period and categorized into local and non-local contexts based on their use. For example, words related to sports, entertainment, and technology appeared in both contexts, though the frequency varied.

Local Contexts include topics such as local events, community services, local sports, and regional news.

Non-Local Contexts refer to national and international news, global trends in business, entertainment, and politics.

The raw data yielded 588 instances of loanwords across these categories.

## 6.2. Quantitative Analysis

### 6.2.1. Frequency of Loanwords by Category

The most frequent English loanwords across both categories were related to sports, technology, and entertainment. Here are the top 5 loanwords and their frequencies:

Gold (24 total: 13 in local, 11 in non-local)

Team (9 total: 6 in local, 3 in non-local)

Basketball (8 total: 5 in local, 3 in non-local)

Film (8 total: 3 in local, 5 in non-local)

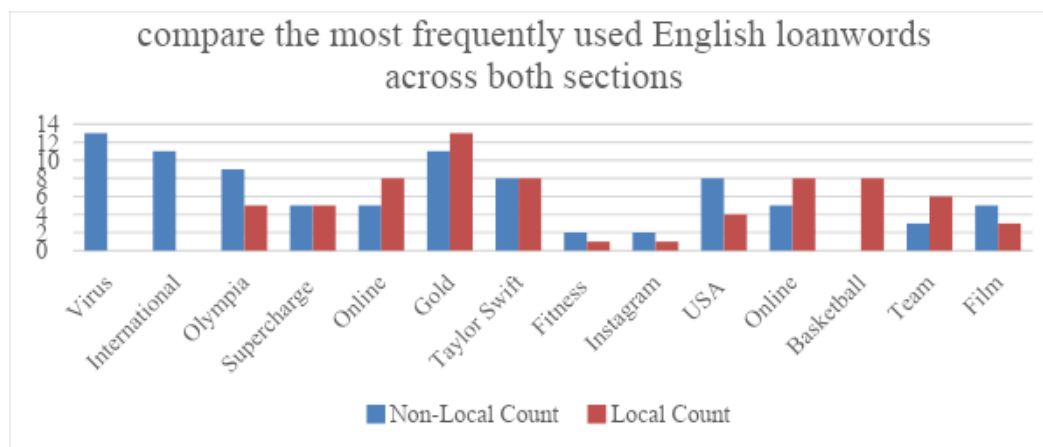
Online (8 total: 2 in local, 6 in non-local)

### 6.2.2. Distribution by Context

Analyzing the frequency of loanwords by context reveals that the non-local section contains more loanwords related to business, technology, and entertainment, while the local section focuses on sports and community services. This suggests that globalized sectors are more inclined to integrate English loanwords.

Local Contexts: Team, Basketball, Gold, Festival, Online

Non-Local Contexts: Film, Online, Gold, Digital, Instagram





### 6.2.3. Categories of Loanwords

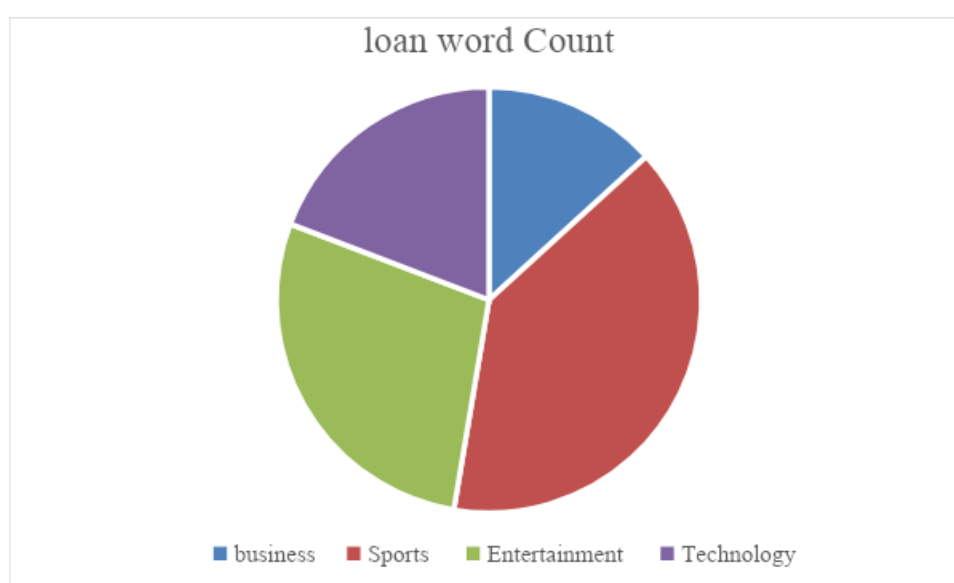
English loanwords fell into several distinct categories. Here are some examples of the most common categories:

Sports: Team, Goal, Match, Coach, Player, Defense

Technology: Online, Apps, Smartphone, Website, USB, Hub

Entertainment: Film, Music, Band, Show, Actor, Comedy

Business: Manager, Career Coach, Office, Budget



## 6.3. Qualitative Analysis

### 6.3.1. Cultural Significance

The prevalence of English loanwords in Fränkischer Tag highlights cultural shifts in the local population. For instance, the frequent use of sports terms like "Team" and "Basketball" may reflect the global influence of American sports, while technology-related loanwords such as "Online," "Apps," and "USB" demonstrate how digital culture has penetrated both local and national discourses.

In the local sections, loanwords often align with community-oriented activities, such as festivals, sports events, and local business promotions. This suggests that English loanwords in local contexts may be connected to leisure and community engagement.

In non-local sections, loanwords pertain more to global trends in business, politics, and entertainment. Words like "Online," "Film," and "Digital" reflect the digitalization of the economy and media, and their usage in non-local contexts indicates broader societal trends.

### **6.3.2. Sociolinguistic Impact**

English loanwords, particularly in professional and technological contexts, may serve as linguistic markers of globalization and modernity. Their use could be seen as signaling inclusion in the globalized world. The presence of English loanwords in the local context, however, shows how global cultural elements are becoming intertwined with regional identities.

## **7. Discussion**

The analysis of English loanwords in the Fränkischer Tag newspaper reveals several significant patterns and trends regarding the integration of English into German-language media. By examining the distribution of loanwords in both local and non-local sections, we can gain insights into the broader dynamics shaping the use of English in contemporary German journalism. This discussion will explore the implications of these findings in terms of thematic emphasis, cultural and linguistic adaptation, social stratification, and the evolving role of English loanwords in the German lexicon.

### **7.1. Thematic Emphasis and Loanword Usage**

One notable finding from the analysis is the distinct thematic emphasis observed between the local and non-local sections of the newspaper. The non-local section features English loanwords predominantly related to global affairs, technology, and international business, such as "Film," "Online," and "Digital." These terms reflect the global nature of journalism and the necessity for German media to use widely recognized English terms to discuss international issues. This aligns with the role of English as a global lingua franca, particularly in fields like technology and business where English terminology often prevails.

Conversely, the local section of the Fränkischer Tag focuses more on sports, entertainment, and community-related topics, as evidenced by the frequent use of terms such as "Basketball," "Team," and "Gold." This thematic divergence suggests that while English loanwords are present in the local section, they are typically employed in contexts related to popular culture and everyday life. The higher frequency of entertainment-related terms underscores the influence of Anglophone

popular culture on German audiences, particularly through sports and music. This trend highlights how global entertainment trends are woven into local media narratives through English terminology.

## **7.2. Cultural and Linguistic Adaptation**

The incorporation of English loanwords in both sections of the newspaper demonstrates an ongoing process of cultural and linguistic adaptation. English loanwords in German are not merely borrowed but often undergo subtle modifications to fit the German linguistic context. Terms like "Online," "Instagram," and "Smartphone" reflect global technological developments while being adapted to align with German phonological and grammatical norms.

The case study reveals how loanwords are culturally adapted to fit their usage context. For instance, "Basketball" in the local section represents not only a global sport but also its integration into the German cultural context. Similarly, "Taylor Swift" signifies the localization of international music within German media. This localization process allows German speakers to engage with global culture while maintaining their linguistic identity. However, it also raises questions about the potential displacement of traditional German terms and the impact on cultural perceptions over time.

## **7.3. Social Stratification and Loanword Use**

The analysis of English loanwords in the Fränkischer Tag also highlights their role in social stratification and identity formation. In the non-local section, English loanwords such as "International," "Supercharge," and "Online" often signify modernity, sophistication, and global relevance. Their use may reflect a level of cosmopolitanism, where familiarity with English and its associated cultural capital becomes a marker of social status.

In contrast, the local section features loanwords related to entertainment and sports, such as "Basketball" and "Taylor Swift," which may serve as markers of social trends rather than status. This suggests that while English loanwords in the non-local section contribute to social stratification, in the local section, they are more likely to reflect popular culture and shared interests. The distinction between these uses underscores the multifaceted role of English loanwords in German, where they can both reinforce social hierarchies and foster a sense of cultural belonging.

#### **7.4. The Evolving Role of English Loanwords in the German Lexicon**

The data also indicates the evolving role of English loanwords in the German lexicon, especially concerning technological and digital media. In both the local and non-local sections, loanwords like "Online," "Instagram," and "Facebook" are frequently used, highlighting the pervasive influence of English in digital communication. This trend reflects the global dominance of English in the tech sector and its impact on German vocabulary. The integration of these terms into everyday German suggests that English loanwords are becoming an integral part of the language, particularly in rapidly evolving technological domains.

The flexibility of English loanwords is further evidenced by their appearance in various thematic areas. For example, "Gold," a term associated with both sports and economics, is used across both sections, demonstrating the adaptability of English loanwords to different contexts. This raises questions about the potential for English terms to overshadow traditional German words in certain areas, reflecting ongoing linguistic evolution in response to global changes.

#### **7.5. Implications for Language Learning and Cultural Identity**

The findings from this case study have significant implications for language learning and cultural identity. The prevalence of English loanwords in German media, such as the *Fränkischer Tag*, exposes German learners to a hybrid language that incorporates elements of both English and German. This can aid in learning by providing familiar reference points, but it also presents challenges in grasping the nuances of borrowed terms.

Moreover, the widespread use of English loanwords raises important questions about the future of cultural identity in German-speaking countries. As English permeates the German lexicon, there is concern about the potential dilution of traditional German expressions and cultural values. However, as this case study demonstrates, English loanwords are being adapted and localized in ways that reflect Germany's unique cultural and linguistic context. This process indicates that English loanwords are not necessarily eroding German cultural identity but are becoming part of a dynamic linguistic landscape that accommodates global influences while preserving local character.

## 8. Conclusion

This study of English loanwords in the Fränkischer Tag newspaper highlights their nuanced role in contemporary German. The analysis reveals that English terms are employed differently across the local and non-local sections, reflecting distinct thematic priorities. In the non-local section, with its focus on global affairs and technology, English serves as a tool for precision and international communication. Conversely, the local section's emphasis on sports and entertainment illustrates the influence of popular culture.

The adaptation of English loanwords into German demonstrates the language's ability to evolve, integrating external influences while preserving its core identity. This process fosters both linguistic flexibility and cultural relevance. For learners and speakers of German, the study underscores how English loanwords not only enhance comprehension of global trends but also pose challenges in mastering their subtleties.

Ultimately, this research underscores the complex interplay between global linguistic trends and local cultural contexts, illustrating how English loanwords contribute to the dynamic evolution of the German language.

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I hereby declare according to § 10 para. 4 APO that this work is the result of my own independent scholarly effort and that in all cases material from the work of others is acknowledged. Quotations and paraphrases are clearly indicated and no material or tools other than listed have been used. This written work has not been submitted at any university before. I understand that the use of sources whose authenticity cannot be verified is a serious violation of the principles of good academic practice (cf. <https://www.uni-bamberg.de/studium/im-studium/studienorganisation/quellen/> and <https://www.uni-bamberg.de/forschung/profil/gute-wissenschaftliche-praxis/>; only available in German).

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Bamberg, September 21, 2024

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In the composition of this paper/thesis I have used AI tools.

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1. I have used the following specific AI tools for the following purposes (e.g. Elicit to find literature, ChatGPT to suggest a summary, Grammarly to correct the final text, DeepL Write to achieve a more academic style, Jenni.ai to propose an introduction, ...):

*I have used ChatGPT to process the list of English loanwords extracted from the Fränkischer Tag newspaper. This tool helped me generate analytical insights and numerical data to support my research.*

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