Anglicisms In The German Business Press A Corpus Based Study

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Symposium on Lexicography "Häher Am Business" Oder "Ein Global Player" Sein/Wirtschaftsanglizismen:English-Deutsche Lexikographische Arbeitsgruppe International Bibliography of Books and Articles on the Modern Languages and Literature/Einzelne Generationen Sprachen Germanic Languages in a Changing Europe The Position of the German Language in the World/Management in Germany/The Handbook of World Englishes/Language: Anglicism Usage in German Political Language: Anglicism Usage in German Political Language and Out of English Anglicisms in the German Business Press/Germany: Yesterday and Tomorrow Collection of Anglicisms, Germanisms, and Phrases of the English and German Language/key-words in Family Business/Handbook of Business Communication/Experiencing Change in German Controlling English Influence on German Anglicisms in German and English Print Advertising/In English: The German-Speaking World/Impacts and implications regarding the use of English in Germany with respect to the German culture and advertising of mobile phone companies/English, Repetitive: what extent are Anglicisms essential in German print advertisements/The Influence of English on Business English in Germany: A Corpus-Based Study of the Use of Anglicisms in the German Business Press/A Dictionary of European Anglicisms: The Application of European Latin/The English Language in Europe/Many Globalisations/Anglo-German Linguistic Relations/The Languages of Global English: Think Tanks, Foreign Policy and Geo-Politics/From Will to Well: Anglicisms in the German language - in spite of linguistic purism?/English Words Arosa/Germanic Linguistics and Da-Didaktik/Anglicisms in Europe/Dissertation Abstracts International/Symposium on Lexicography X

Overs a detailed account of the influence of English in German based on a large scale corpus analysis of the newspaper "Der Spiegel". This book presents a study that is structured into three parts, each of which deals with fundamental questions and as of yet unsoved and disputed issues in the domain of anglicisms research and language contact.

"Häher Am Business" Oder "Ein Global Player" Sein?

Wirtschaftsanglizismen

This is the first attempt to account for the cultural impact of globalisation in the lives of ordinary citizens from ten countries. The results of the study portray vast numbers of people intermixing participation in a global economy with indigenous values and lifestyles.

Pseudo-English

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

Essay from the year 2004 in the subject English Language and Literature Studies - Linguistics, grade: A, University of Brighton (School of Languages), course: Language in Interaction, 22 entries in the bibliography, language: English, abstract: In this essay I intend to set out some of the historical relations which led to the status of English language based on the German language. In addition, I intend to investigate the English language and its importance as a world language. The whole essay will be illustrated with English words from mobile phone companies, such as Germany mobile, and will focus on the differences and purposes which tend to use the English language. What are the respective attitudes towards English by both the customer and the advertiser? I would like to stress that this essay does not aim to explain how marketing and advertising work in general. The purpose of this essay is to consider one certain aspect of advertising namely the use of the English by Germans and the English language itself. This phenomenon is sometimes referred to as "Englishness".

MIA International Bibliography of Books and Articles on the Modern Languages and Literatures

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 essential role of a second-rank language. This 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 monoglot position of English. This comprehensive handbook of the state of the German language in the world was originally published in 2015 by Maier de Gruyter 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.

The German Language in a Changing Europe

This important Handbook is a comprehensive guide to the role, function and perceived impact of policy research-oriented institutions in North America, Europe and beyond. This critical and functional scholars explore the diverse and eclectic world of think tanks to reveal their structure, governance and unique position in occupying a critical space on the public-policy landscape.

The Position of the German Language in the 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.

Management Careers Made in Germany


The Handbook of World Englishes

As speakers of different languages interact, language contact will occur. Language contact will necessarily lead to language change for both parties involved in such contact. As language change, the issue of competence becomes problematic. Who has the right to say what language will be taught in schools, or what kind of language will be published and spoken in the media in a world where languages constantly change? The articles in this collection refer to several language areas in Europe, Asia, Africa, South America (Brazil, Russia, China), the Middle East, North America and Canada. They present different cases of language competence and assessment, languages in contact in different settings, and language changes which are related to applied linguistics, both from a sociolinguistic and an educational linguistic point of view. (Series: Poetry - Truth - Language / Dichtung - Wahrheit - Sprache - Vol. 11)

Language

This is a collection of papers presented at the conference »Anglo-German Linguistic Relations«, held at Queen Mary, University of London in November 2007. The papers cover a wide variety of topics about the relationship between the English and German languages or relate to cultural and literary contacts between English-speaking and German-speaking regions. Individual papers discuss Anglo-German linguistic interplay and affinities both as contemporary phenomena and from a historical perspective. These include codification, translation and discourse production from the 17th century to the Second World War; shared metaphors in English and German; political propaganda in English and German; and archetypical positioning and perspective in a selection of autobiographical and literary works.

Anglicism Usage in German Political Language: Anglicism Usage in German Political Language

In and Out of English

Anglicisms in the German Business Press

English Words Abroad summarizes the methods developed for the innovative multilingual Dictionary of European Anglicisms (Görlach 2001, OUP) which combines data on English words and phrases in European languages (four-rank for German, Dutch, Italian and French). The Handbook points out problems of interlingual and intercultural and interregional differences and will be a comprehensive reference book for all interested in German and English languages. The book includes a survey of the most recent developments of Anglicisms in European languages.

Germany: Yesterday and Tomorrow

Bachelor Thesis from the year 2016 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 analyze 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, analyzing the
A Collection of Anglicisms, Germanisms, and Phrases of the English and German Languages

The definitive reference work on World Englishes—fully revised, expanded, and updated The Handbook of World Englishes is a collection of articles on the cross-cultural and transnational linguistic convergence and change of the English language. Now in its second edition, this Handbook brings together multiple theoretical, contextual, and methodological perspectives on World Englishes and offers new interpretations of the changing identities of world Englishes (WE), and offers new perspectives on how speakers and writers examine the current state of the English language across the world. Thematized in this new edition is the role of English in local, regional, and global contexts. This highly regarded the role text has been fully updated throughout the new edition to reflect the current conditions, contexts, and functions of major varieties of English across the world. Significant revisions to topics such as an overview of the varieties of world Englishes and the First Diaspora in Wales and Ireland reflect expanded scholarship in the field and new directions of research. Each chapter from the first edition has been updated in content and citations, while 11 new chapters cover subjects including world Englishes testing and postcolonial theory, as well as the linguistic landscape of Africa, Canada, China, India, and the United States. New contributions to topics on world Englishes written by international authors, experts in respective fields emphasize the historical development of the English language through a series of diachronic highlights research into a wide range of sociolinguistic contexts and processes including code switching, newly established WE varieties, and new data on Chinese and Spanish Englishes explore future directions in WE research, development, and application. The Handbook of World Englishes is an essential resource for academics, researchers, practitioners, and advanced students in fields including applied linguistics, language teaching, the history of the English language, world literatures, and related social and language sciences.

Expanding Change in German Controlling

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 volume includes articles on the analysis and addressability 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 connected research field and will appeal to scholars interested in the spread of English as an international language, contact and contrasting linguistics, lexicology and lexicography, and computer corpus lexiconography.

English Influence on German

In spite of the day-to-day relevance of business communication, it remains underestimated 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.

Handbook of Business Communication

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.

Anglicisms in German

Handbook on Think Tanks in Public Policy

In the past few decades English has become more and more a lingua franca of business communication and in many parts of the world it is used as the main language. The use of English in Germany poses both a challenge and an opportunity for the German language. The book presents a comprehensive overview of the current state of English in German business communication and puts the German situation into the broader European and international context.

English in the German-speaking World

The proceedings cover new perspectives in the field of lexicography, including both theoretical and practical topics, and new aspects of special and bilingual dictionaries. The volume also includes contributions dealing with the use of corpus-based dictionaries, anglicisms, valency, collocations, equivalents, semantics, grammar, style, vocabulary, phonetics, phonology, pragmatics, and the techniques of computerized dictionary production.

Aspects and implications regarding the use of English in German with respect to the German culture and advertising of mobile phone companies

Work, Sleep, Repeat

A collection of studies on the role of English in German business communication, covering a broad range of topics.

What extent are Anglicisms essential in German print advertisements?

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 serves as a background for research field and work in 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.

The Influence of English on German Business Language a Corpus-based Study of the Use of Anglicisms in the German Business Press

"Controlling" is the German term for "Management Accounting". This book explores the unique characteristics of German management accounting as opposed to the management accounting in English-speaking countries. It contains unique research taking three different German companies as case studies. It explores the influence of national characteristics and globalization on the way 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

A Dictionary of European Anglicisms

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 paolikiller to Bulgarian 'pak of all trades'. The book provides a systematic description of English Anglicisms, their 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 (frenzied) for anyone interested in the history of the English language in Europe and its relation to the development of English in Germany.
Anglicisms in the German language - in spite of linguistic purism?

Oliver Klockner investigates the changes resulting from buy-outs in family businesses. He contrasts the characteristics of family businesses with those of non-family businesses after a buy-out. His theoretical discussion is complemented by an in-depth analysis of 17 bought-out family businesses in Germany.

Anglicisms in Europe

This revised and expanded analysis of the German language takes account of recent sociopolitical changes.

The Languages of Global Hip Hop

Seminar paper from the year 2004 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.

Think Tanks, Foreign Policy and Geo-Politics

German-born political scientist attempts to counter the thesis of the inevitable depravity and collective wartime guilt of the German people.

Dissertation Abstracts International

This century and establishes the notion of 'abstract labour' as a key category in social anthropology.

The English Language in Europe

Many Globalizations

Every four years on Election Day, German citizens make their way to the ballot boxes to vote for the political party and candidate they would favour entering the government. When these voters are not aware of, is that whether their choice has resulted from political conviction or not, the set of political attitudes that found their favour is the result of a complex communication strategy the individual party's carried out long beforehand. Simply put: through political language, parties exercise power. This study looks at the mechanisms behind the communication strategy the Greens (Bündnis 90/Die Grünen) carried out. It focuses hereby on the language shown in their election manifests of 2009, specifically analyzing the many Anglicisms used. With this, the study gives a theoretical and empirical approach to the question what role the English language plays in the political language of German politics, particularly German Green politics.

Anglo-German Linguistic Relations

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.

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English Words Abroad

The present volume deals with the influence of the English lexis on other European languages in various fields of discourse, social attitudes towards this phenomenon and its reflections in recent lexicographical work. It contains some of the papers read at the conference Anglicisms in Europe 2006, which took place at the University of Regensburg, Germany. It links linguistic aspects with psychological, social, political and cultural issues, tracing relationships and differences between the respective research interests and findings. Its aim is to put the influx of Anglicisms into languages other than English into a wide perspective encompassing the European heterogeneity of cultures, traditions and developments. The volume is divided into four parts, which reflect the particular focus 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 semiotic 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 Specialised 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 work.

Germanistische Linguistik und DaF-Didaktik

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, exponential growth away from traditional print and oral-based ways of imparting knowledge, and the dramatic increase in the volume of information and ideas clamoring 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. An international group of prominent experts examine these issues in specific countries and also across national and regional borders to better understand how governments and actors in civil society are influenced by the activities of think tanks.

Anglicisms in Europe

This book reveals how the activities 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.

Dissertation Abstracts International

In the case of hip-hop, the forces of top-down corporatization and bottom-up globalization are inseparably woven. This volume takes the view that hip-hop should not be viewed as this dichotomous dynamic in mind and that this dynamic does not arise solely outside of the continental US. Close analysis of the facts reveals a much more complex situation in which market pressures, local (musical) traditions, linguistic and semiotic intelligibility, as well as each country's particular historically-political past conspire to yield new hybrid expressive genres. This exciting collection looks at linguistic, cultural and economic aspects of hip-hop in parallel and showcases a global scope. It engages with questions of code-switching, code-mixing, the minority language/regional dialect vs. standard dynamic, the discourse of political resistance, immigrant ideologies, youth and new language varieties and will be essential reading for graduates and researchers in sociolinguistics and discourse analysis.

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