



An analysis about Anglicisms collected from four bakeries in the innercity of Greifswald

By Julia Diedrich

GRIN Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject English Language and Literature Studies - Linguistics, printed single-sided, grade: 2,5, Ernst Moritz Arndt University of Greifswald, course: English as a World Language, language: English, abstract: Since the 1960 s the increase of anglicisms in the German language can be recognised and since the 1990 s it strengthened even more. The reasons for that are obvious: It is the economical, technological, military and cultural domination of the United States and Anglo-Saxon speech communities all together. This domination is very remarkable in the fields of media, technology and the film industry. That is why anglicisms are found especially in those fields which bring or brought technological innovations into everyday life: the information technology (computer), the service area (autoleasing), the leisure industry (Trendsportarten) and the culture of the youth (Popmusik) whose taste of music and way-of-life is coined predominant by English-speaking areas. Until now there is a large number of papers and books written about the English influence on the German language, for example Broder Carstensen, Werner Betz, Manfred Görlach, René Appel...

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