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Anglicisms in the German language

Occurrence and frequency of English words in three Austrian newspapers

(Kronen Zeitung, Kleine Zeitung, Der Standard)

Masterarbeit

Zur Erlangung des akademischen Grades
Master of Arts

Anglistik & Amerikanistik

Alpen-Adria-Universität Klagenfurt

Fakultät für Kulturwissenschaften

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February, 2014
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II) PROLOGUE

In the course of my English studies at the Alpen-Adria-Universität Klagenfurt, this master thesis, with the title *Anglicisms in the German language – Occurrence and frequency of English words in three Austrian newspapers (Kronen Zeitung, Kleine Zeitung, Der Standard)*, has been created, in order to acquire the academic degree Master of Arts.

This topic has been chosen, because the issue of using English words in the German language is a very interesting one, which has gained importance especially in the last decades, with the rapid developments in the technology sector and also with the important function of the internet as a medium of massive circulation. In those areas, the English language is the most important medium of communication, which also affects the everyday language of a country. This topic has always interested me in the course of my studies, and therefore has been chosen to be the content matter of my final paper.

I would like to thank my professor and supervisor, Univ.-Prof. Mag. Dr. Allan Richard James, for his support and his help during my studies and especially during the process of writing this paper.
# Table of Contents

i) Ehrenwörtliche Erklärung ..................................................................................... 2  
ii) Prologue ........................................................................................................... 3  

A) Introduction ...................................................................................................... 8  

B) Theoretical Background .................................................................................. 11  
  1. What is an Anglicism? ...................................................................................... 12  
     1.1. Different notions ...................................................................................... 12  
     1.2. Anglicism vs. Americanism .................................................................... 14  
  2. English as a lingua franca and a worldwide donor language ...................... 15  
  3. Historical background of the English language and its influence on the German language ................................................................. 18  
     3.1. The English influence on German ............................................................ 22  
  4. Types of borrowings ...................................................................................... 23  
     4.1. Borrowing ............................................................................................... 23  
     4.2. Replacement ............................................................................................. 24  
        4.2.1. Translation ...................................................................................... 25  
        4.2.2. Rendering ...................................................................................... 25  
        4.2.3. Creation ........................................................................................... 26  
        4.2.4. Semantic loan ................................................................................ 26  
     4.3. Pseudoloans ............................................................................................. 26  
  5. Integration of anglicisms into the German language ..................................... 27  
     5.1. Pronunciation and spelling ..................................................................... 28  
        5.1.1. Pronunciation .................................................................................. 28  
        5.1.2. Spelling ............................................................................................ 28  
     5.2. Morphology .............................................................................................. 29  
        5.2.1. Gender ............................................................................................. 29  
        5.2.2. Plural formation .............................................................................. 29  
        5.2.3. Capitalization .................................................................................. 30  
        5.2.4. Verbs ............................................................................................... 30  
        5.2.5. Adjectives ....................................................................................... 30  
        5.2.6. Compound forms ............................................................................ 30
5.3. Levels of integration of linguistic borrowings ........................................ 31

6. Areas in which anglicisms are used ............................................................ 31
   6.1. Technology ......................................................................................... 33
   6.2. Media ................................................................................................. 33
   6.3. Beauty ................................................................................................. 34
   6.4. Fashion ............................................................................................... 35
   6.5. Music .................................................................................................. 36
   6.6. Sports .................................................................................................. 36
   6.7. Youth Language .................................................................................... 37
   6.8. Nutrition ............................................................................................. 38

7. Reasons for the use of anglicisms ................................................................. 38
   7.1. Prestige ............................................................................................... 39
   7.2. Group affiliation and identity ............................................................... 40
   7.3. Effective use of language .................................................................... 40
   7.4. English as an “eye- and ear-catcher” .................................................. 41
   7.5. Local colour ...................................................................................... 41
   7.6. Open lexical fields ............................................................................ 42

8. Positive and negative reactions to Anglicisms ............................................ 42
   8.1. Negative reactions ............................................................................ 44
       8.1.1. Language associations vs. foreignisms ........................................ 46
   8.2. Positive reactions ............................................................................... 48

9. Anglicisms and newspaper language .......................................................... 50
   Previous studies ......................................................................................... 54

C) EMPIRICAL RESEARCH .............................................................................. 57

10. Research questions and hypotheses .......................................................... 58

11. Objects of investigation ............................................................................ 59
   11.1. Kronen Zeitung ................................................................................ 59
       11.1.1. History ...................................................................................... 59
       11.1.2. Target group ............................................................................ 60
       11.1.3. Circulation ............................................................................... 60
       11.1.4. Language level ........................................................................ 60
       11.1.5. Statement concerning the use of anglicisms............................. 60
   11.2. Kleine Zeitung .................................................................................. 60
11.2.1. History .................................................................................................................. 60
11.2.2. Target group .......................................................................................................... 61
11.2.3. Circulation ............................................................................................................. 61
11.2.4. Language level ..................................................................................................... 62
11.2.5. Statement concerning the use of anglicisms ...................................................... 62
11.3. Der Standard ........................................................................................................... 62
11.3.1. History ................................................................................................................ 62
11.3.2. Target group and philosophy of the paper ......................................................... 63
11.3.3. Circulation .......................................................................................................... 63
11.3.4. Language level .................................................................................................... 63
11.3.5. Statement concerning the use of anglicisms ...................................................... 64
11.4. Media analysis of the newspapers .......................................................................... 64

12. Corpus and Methodology ......................................................................................... 66

13. Results ....................................................................................................................... 67
13.1. Overall Number of anglicisms .............................................................................. 67
13.2. Frequency according to newspaper .................................................................... 68
13.3. Frequency according to rubric ............................................................................. 69
13.3.1. Kronen Zeitung .................................................................................................. 70
13.3.2. Kleine Zeitung ................................................................................................. 74
13.3.3. Der Standard ..................................................................................................... 78
13.4. Most frequently used anglicisms ......................................................................... 84
13.4.1. Kronen Zeitung ................................................................................................. 84
13.4.2. Kleine Zeitung .................................................................................................. 86
13.4.3. Der Standard ..................................................................................................... 88
13.5. Frequency according to word type ..................................................................... 90
13.5.1. Integration into the German language ............................................................... 91
13.6. Most striking anglicisms ...................................................................................... 92

14. Conclusion and findings ......................................................................................... 94

D) CONCLUSION ........................................................................................................ 96

E) BIBLIOGRAPHY ..................................................................................................... 98

Further readings .......................................................................................................... 100

Online sources ............................................................................................................ 102
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>F) TABLE OF ILLUSTRATIONS</td>
<td>104</td>
</tr>
<tr>
<td>G) LIST OF TABLES</td>
<td>104</td>
</tr>
<tr>
<td>H) APPENDIX</td>
<td>105</td>
</tr>
<tr>
<td>15. List of anglicisms in the Kronen Zeitung</td>
<td>105</td>
</tr>
<tr>
<td>16. List of anglicisms in the Kleine Zeitung</td>
<td>117</td>
</tr>
<tr>
<td>17. List of anglicisms in the Standard</td>
<td>130</td>
</tr>
</tbody>
</table>
A) INTRODUCTION

English as being part of the everyday language of a non-English-speaking person seems to be a largely unconscious issue. The fact that people use English-based words\(^1\) in their daily language has become a more or less automatic process. Many speakers do not even realise that their lexicon is full of anglicisms, which have become a very important part of many languages in the world. In the case of German it is very obvious, especially in domains such as technology, youth language, beauty and fashion, music, sports but recently also in the area of food and drink, with the focus especially on the new and supposedly healthy ‘light’ products. This paper will explore the use of English-based words in the German language, with a special emphasis on anglicisms in Austrian newspapers. This analytical section will be the main part of the paper, which will explain the study that has been made for this project. The aim of this study is to reveal the use and the occurrence of anglicisms in Austrian newspapers, namely the *Kronen Zeitung*, the *Kleine Zeitung* and the *Standard*. In more detail, the main questions of this study will be how high is the proportion of anglicisms in any of these three papers? Which of them shows the highest amount and which of them shows the lowest proportion of English words? Furthermore, which words are the most prominent ones being used and which sections of the newspapers present the highest number of anglicisms?

The first part of the paper however, will focus on English as a worldwide donor language in a more general sense. There will be a number of theoretical chapters concerning the definition of anglicisms and the role of English as a lingua franca, examining also the historical aspect of the issue. Moreover there will also be sections that will explore the different types of borrowings and the areas in which the words are frequently used. Finally, there will also be some passages in which the current situation of anglicisms will be elaborated, such as the integration of those expressions into the German language; the influence on the recipient language, in this case German; and also the reasons for the use of English-based words will be treated. At the end of the theoretical part there will also be a chapter on newspaper language, in order to give a fluent transition to the second part of the paper, which will be the study of the newspapers themselves.

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\(^1\) In this paper the terms „English-based“ or „Anglicism“ include all English words, British English as well as American English terms. In the whole paper the term “Anglicism” will be used in order to indicate both, BE and AE loanwords.
In order to demonstrate the considerable use of anglicisms in the German language we can first have a look at an ordinary daily routine of a German speaking person: in the morning when we wake up we have a bowl of Cornflakes and afterwards, before we go to the Office or the Shop where we work, we put on some Shorts and a T-Shirt or a Top and we go to the Fitnesscenter, because we want to be topfit. While listening to Songs on our Walkman or MP3-Player or I-Pod, we do our Work-Out on the Stepper or the Hometrainer. Afterwards we need a shower to refresh our Body and we use Shower Gel, Shampoo and Conditioner and a Peeling to begin with our Beautyprogramm. Of course we also have to use Angi-Ageing-Crème and Bodylotion and the women use Make-up because they want to look good when they get the chance to flirt with a nice Gentleman who might be wearing a Smoking. On the way to work we grab a Coffee-to-go and a Donut before we have to attend a Business Meeting where we have to give a Präsentation about Marketing in front of a group of Managers and Personal Assistants. Of course we use our Computer and our Laptop, USB-Stick, the Beamer and the Overhead Projector to illustrate our ideas. During a little Break we browse(n) the Internet and enter our favourite Homepage, which might be Facebook to check new Messages and Comments, to spend some time in the Chat and to like some Posts of our Followers. We can also have a quick look at Youtube to check a Videoclip before we have to continue work. After the Präsentation we check our E-Mails with our Handy, which is a Smartphone of course, and we download some new Apps from the Market that we can use and control via the Touchscreen of our phones and our Tablets. On the way home we stop at our favourite Coffeeshop to grab another Coffee-to-go and a Muffin. In the late afternoon some of us might attend a Castingshow in which they are looking for the new Shootingstar among Models at an Oldtimer Show. The Winner has to attend a Crashkurs on how to pose(n), because when we come to the Location with our Trolley and our Beauty Case we have to be well prepared. We have to put on our Inliners to get the right Feeling and then we have to go to the Make-up Artist to get the right Look. After the Shooting we have to go home to put on our Jogging Outfit and our Sneakers because we need some Outdoor Action after this stressful day. Outside we meet some cool Bikers, some people who are Camping in the fields and a group of Teenagers who are attending a Public Viewing of a Match of their favourite soccer Team. In the evening we have a Date with our Mister or Missus Right and potential Lover in a Bar Downtown to have a Drink and a little Snack. However, before that we have to go Shopping because we have nothing to wear. After we got a new stylish Outfit we put on some High Heels or some Slippers and go to the Bar. We decide to go to the cinema to watch a nice Film with a Happy End. Although there was a Happy End this Film was a real Horrortrip! The
Date was really good though, and we decide to meet again at a Party next Weekend but now we have to go home to relax and to enjoy a little bit of Wellness in our Home Sweet Home. What a tough Lifestyle!

In this paragraph we have only seen a small number of English-based words which speakers of German use in their everyday language. The area of anglicisms is so broad nowadays that many people are not even aware of the fact that they are using English words. They are so common that they are implied in the German lexicon, according to certain rules and grammatical norms, and the number of such words is constantly growing. The following chapters will reveal the situation of anglicisms and the development of the use of English words in other languages, especially in German.
B) THEORETICAL BACKGROUND

As already mentioned, in the first part of this paper the whole concept of anglicisms will be explained in theory. This contains a short definition of the term anglicism, although giving a precise definition is quite difficult if not impossible, because each researcher gives his own explanation of the concept, depending on the range of borrowings they include in their concept. Anyway, some definitions of different researchers will be given in order to provide a general understanding of the idea. Furthermore, the international role of the English language as a worldwide donor language will be examined. In this context also the historical background and the development of the English language into one of the most influential languages in the world play a major role. Especially the English influence on the German language is of great interest of course. Another important part in order to understand the whole notion of anglicisms is to determine which types of borrowings have to be included in the concept. As already mentioned, different researchers include different types of words and phrases in their concepts and they also use a different terminology. In order to give an overview, the concepts of different researchers will be presented. Furthermore, it is also important to explain the way how these English words are integrated into the German language in terms of pronunciation and spelling and in terms of morphology. This is an important factor in order to make the foreign words more accepted and belonging to the German language. Next there will be a section focusing on the different areas in which anglicisms are mostly used. Those areas have become more numerous in the last decades and years, since English words have gained prestige especially among younger people. This is why in areas such as youth language, fashion, beauty and body care, sports and the modern entertainment industry such as music and film, the number of English words has increased considerably. Furthermore, in areas such as IT and technology, media and economy foreign words are very present too. In the last years also the area of nutrition has gained a large number of anglicisms. The new and trendy drinks and snacks are named in English terminology in order to attract young people. The next two sections will discuss the reasons for the use of English words in the German language and the attitude of the people towards the use of anglicisms. Not everybody is determined to use such words. Many people perceive the fact that English terms enter the German lexicon as a threat and a pollution of German. This group of people is, among others, represented by the Verein Deutsche Sprache, who try to keep the German language clean from foreign terms and phrases. The society even provides
a list of German equivalents for English words and invites the German population to use those instead of the English versions. The final section of the theoretical part will then focus on newspaper language in order to provide a fluent transition to the practical part of the paper, namely the study of the newspapers themselves.

1. WHAT IS AN ANGLICISM?

1.1. DIFFERENT NOTIONS

In order to understand the concept of lexical borrowings from the English language a short definition of the term *anglicism* has to be included. According to Rudolf Muhr,

Linguistisch gesehen handelt es sich beim Auftreten der Anglizismen (und anderer Fremdwörter) um sog. „Kontaktphänomene“, die durch Sprach- und Kulturkontakt zustande kommen. Je isolierter also eine Sprachgemeinschaft ist, um so eher wird sich ihre Sprache eigenständig entwickeln können. Allerdings gibt es derartige Sprachen heutzutage kaum noch und schon gar nicht in industrialisierten Ländern mit intensivem Fernsehkonsum, Schriftkultur und weitgehender Alphabetisierung der Bevölkerung (Muhr/Kettemann, 2004: 11).

(Linguistically, the appearance of anglicisms (and other foreign words) are so called “contact phenomena”, which are achieved by linguistic and cultural contact. The more isolated a linguistic community is, the more independent will be the development of its language. However, such languages are very rare nowadays, especially in the industrialized countries with a lot of time spent with watching television, with an intense culture of writing and broad alphabetisation of the population.) [transl. by author]

Already in the 18th Century a definition of what a foreign word is has been given by the philosopher K.C.F. Krause and was coined in a newspaper by Jean Paul: “Er bezeichnet einen aus einer fremden Sprache in die Muttersprache übernommenen Ausdruck (meist zugleich mit der durch ihn bezeichneten Sache), der im Unterschied zum Lehnwort sich in Aussprache, Schreibung oder Form noch nicht an das System der Muttersprache angepasst hat” (Muhr/Kettemann, 2004: 56) [It denotes an expression taken over from a foreign language into the mother language (mostly together with the item it indicates), which, in contrast to the loan word, has not yet been adapted to the system of the mother language in terms of pronunciation, spelling and form][transl. by author].

It can be seen that the concept of borrowing items from one language into another language has been an issue for quite a long time. To draw on some more contemporary researchers, Rudolf Muhr writes in his article:

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2 In the following, all translations from German quotes into English, have been made by the author of this paper (if not indicated differently). These translations are put into square brackets in the running text and into round brackets in longer quotes.

(Generally, the term „anglicism“ indicates a linguistic borrowing (most often a word) of English origins, whose meaning is unknown or unclear and whose outer form does not correlate to the receptor language German. Commonly such borrowings (in German) are termed “foreign word”, which designates a word whose meaning and application is not familiar to an “average” speaker of the mother language.)

A rather general approach is given by Richard Glahn in his article “Englisches im gesprochenen Deutsch – Einfluss und Bewertung”, as he states:

Unter den Ausdruck “Anglizismus” – so wird jegliche Beeinflussung des Deutschen durch die englische Sprache bezeichnet – fällt jede lexikalische, phonetische, semantische, morphologische und syntaktische Beeinflussung des Deutschen durch das Englische. Dabei ist es unerheblich, ob es sich um eine direkte Beeinflussung durch eine der nationalen Varietäten des Engli

(An „anglicism“ – which denotes any influence of German by the English language – means any lexical, phonetic, semantic, morphological and syntactic influence on German by the English language. Thereby it is irrelevant if it is a direct influence by one of the national varieties of English; if English words came into the German language system via other languages, […] ; if English has only acted as a mediating language, […] ; if English elements have been used in a productive but non-English way in the German language, like it is the case with words such as Talkmaster or Handy; or if other languages display such a non-English productivity and therewith influence the german language.)

Another contemporary explanation is given by Alexander Onysko who writes in his book: “In a general sense, the term anglicism could be used as an umbrella term to cover any instance of transmission from English to an RL [= receptor language, auth.]” (Onysko, 2007: 89). In other words, an anglicism is a word or phrase, taken over from British or American English and adapted into another language, in this case German. In his book Anglicisms in German, Alexander Onysko furthermore claims that

[one of the core issues in the field of language contact is how to classify the linguistic influence that a language (source language, SL) exerts on another language (receptor language, RL). As far as the international impact of English is concerned, the term anglicism is often used as a generic name to describe the occurrence of English language elements in other languages (2007: 10).]

Although many scientific works provide a wide range of different borrowings and subcategories of borrowings, Onysko further explains: “[t]he problem of what is an anglicism has stirred intense debates and still remains inconclusive and controversial today” (2007: 5). This is why a precise definition of the concept is difficult to provide. Due to the fact that there are so many different borrowing phenomena and formations of words, the borderlines of what is an anglicism and what is not become fuzzy. Some English-based words are already so
highly integrated in the German language that many people do not even recognize an anglicism or at least do not classify those words as foreign anymore, such as Computer. Furthermore, there is also the area of so-called Pseudo Anglicisms which seem to be English words but turn out to be anglicised inventions of German speakers, which do not have the equivalent meaning in English, such as Handy.

In order to give a rather far reaching definition of what is an anglicism Ragna Dewald uses a categorization of Wenliang Yang (1990) who divides the superordinate group of anglicisms into three subgroups that should also make clear the degree of integration of an English word (cf. Dewald, 2008: 25) [transl. by author]:

1. **Conventionalised anglicisms**: these are English words that are well known and common in the German language and are no longer perceived as being foreign, despite the differences in articulation and spelling. These are words such as Baby, Computer or Manager.

2. **Anglicisms in the process of conventionalisation**: these are anglicisms which are still uncommon to many speakers, but are frequently used in the media. Either these words enter the German lexicon or they are not used anymore. Examples are Headquarter, Celebrity, ranking or voting.

3. **Quotations and proper names**: these anglicisms are only used in the context of certain situations typical to English-speaking countries, for example, US-Army or College.

Another aspect that makes it difficult to draw precise distinctions when it comes to anglicisms is the field of new technologies which often do not even have an equivalent in the German language, such as Software, I-Pod, Touchscreen, Smartphone etc.). There have to be made many sub-categorizations in order to include all the new linguistic inventions and formations in the overall process of language borrowing from English into German. These categorizations and types of borrowings will be discussed in more detail in a later chapter.

### 1.2. Anglicism vs. Americanism

In the online version of the *Oxford Dictionaries*, the term Anglicism is defined as follows: “1. a word or phrase that is peculiar to British English; 2. a word or phrase borrowed from English into a foreign language” (www.oxforddictionaries.com). Thus, an Americanism is a word or a term that is borrowed from American English and adopted into another language. Often the word anglicism is used to describe both processes, borrowing words from BE as well as from AE, as it is the case also in this paper. It is very difficult, if not impossible, to differentiate between loanwords from AE and BE because

loanwords tend to be adapted in the borrowing process, which deletes the distinctive features in those words which have different forms (in spelling and pronunciation) in the two varieties. Moreover, many ‘Americanisms’ are either transmitted through BrE, or they are automatically adapted to the model dominating English language teaching on the Continent – the British variety (Görlach, 2002: 3).

However, according to Busse and Görlach, “[w]ithin three phases (up to the First World War, the inter-war years, and after 1945) the impact of BrE steadily declined, so that we can
assume a post-war dominance of AmE, but this statement must be based on content and cultural history rather than on formal criteria” (Görlach, 2002: 14)

2. ENGLISH AS A LINGUA FRANCA AND A WORLDWIDE DONOR LANGUAGE

Due to the fact that languages are in constant contact with other languages and cultures they are subject to changes and modifications. As Harald Haarmann states in his article “Das Sprachendiagramm unserer Welt ist in ständiger Veränderung begriffen” (Haarmann, 2002: 9) [the language systems of our world are constantly changing]. He further states that,


(we live in the era of globalisation, which means that we live in the age of linguistic changes, in which the traditional patterns of languages have to be newly defined and in which a new scenario for language contact develops. One factor that crucially shapes the general impression of linguistic globalisation is the role of the English language in ‘inter-communication’. It seems that the English language particularly benefits the processes of cultural assimilation and levelling.)

There are several reasons for the linguistic diversity these days. The information we can gather about the different languages in the world has never been more extensive than nowadays and the access to such information has never been easier. There still might be undetected or little explored languages in the world but most of them are more or less well known and documented today. Many researchers are concerned with the structures and characteristics of different languages and also in terms of language change and language decay the reference works are very extensive. Furthermore, the contact between different cultures and their languages has never been more far reaching. Global migration is a crucial factor for linguistic diversity and contributes to the current situation. There have never been more different languages in Europe than nowadays because of non-European immigrants, especially from Africa, Asia and America. These non-European languages come into contact with European languages and form new patterns of bilingualism and urban pidgins (cf. Haarmann, 2002: 10-12).

In the last few decades the English language has become the most influential language in terms of language borrowing and lexical changes in Europe, but also worldwide. “Today, English is a so-called ‘world language’ and the most important language of business, airports and air-traffic control, science and technology, medicines, diplomacy and publicity” (Stoll,
2006: 5). In times of the Internet and the new technologies, English loanwords have become more and more popular especially among the younger generation. The role of English as the most influential and powerful language in the world today is subject to many studies and research projects. As David Crystal points out in his article:

Any conference dealing with the theme of globalization must at some point address the question of language; and these days, the language which must be chiefly considered is English. I say ‘these days’, because only a relatively short time ago the prospect of English becoming a genuinely global language was uncertain. I never gave talks on English as a world language in the 1960s or 1970s. Indeed, it is only in the 1990s that the issue has come to the fore, with surveys, books, and conferences trying to explain how it is that a language can become truly global, what the consequences are when it happens, and why English has become the prime candidate (Crystal, 2004: 27).

The influence of English on other languages can be traced back to the 18th century, when Britain was becoming the biggest and most influential colonial power in the world. The English language has been taken to foreign countries and has been mixed with the local languages and varieties. Through this process of language mixing certain English expressions have been officially introduced in the native languages. Certainly, not all languages have adopted the same amount of English vocabulary and therefore we can find different degrees of ‘Englishness’ in the recipient languages in the world. In India for example, English is the official language until today. On the other hand, there are many so-called Pidgins and Creoles\(^3\) in the world, which are influenced by the English language especially in terms of vocabulary. Because of its worldwide use and because it is often used for certain purposes such as business or leisure, English is called the lingua franca of the 21st century. On the one hand it is easy to declare the English language as a lingua franca, on the other hand though, it is not quite right to use this expression. As Hans Joachim Meyer states in his article about “Global English – a New Lingua Franca or a New Imperial Culture?”, a lingua franca “denotes a language used for a restricted range of communicative purposes and combining elements from more than one language” (Meyer, 2004: 69). Therefore, it might not be correct to call the English language per se a lingua franca, but rather the different varieties of English used in the world, as Meyer calls it “Global English”. A short definition of the term lingua franca is also given in Harald Weinrich’s article and says: “a prestige language reduced to a mini-structure – for colonials” (Weinrich, 2002: 36). However, as Weinrich further states:

Man muss die Dinge bei ihrem richtigen Namen nennen. Wenn für die Zwecke der globalen Kommunikation eine Verkehrssprache mit pragmatisch begrenzten Funktionen gebraucht wird, dann ist Englisch als prototypische Westlersprache – weit unterhalb seines Status als Kultursprache – für diesen Zweck hervorragend geeignet. Aber eine Lingua franca im falsch verstandenen Sinne einer Sprache, die uns endlich von den Mühen der Mehrsprachigkeit ‚frei’ macht, weil man sich mit ihr aufs bequemste,

\(^3\) Pidgins and Creoles are mixtures of languages. They are simplified and incomplete forms of a language and have been created for special areas and special purposes, such as for trading. The general characteristics are that they have a limited vocabulary, a restricted grammatical structure and a restricted range of use.

(We have to call things as they are. When, for the purpose of global communication, a common language with pragmatically limited functions is needed then English, as a prototypical language of the West - far below its status as a cultural language, is perfectly suitable for this purpose. However, a lingua franca in a misinterpreted sense of a language, which finally frees us from the efforts of multilingualism because one can easily, without any cultural baggage, overcome everyday life, such a language of liberation is not meant by the lingua-franca-English.)

However, it is obvious that the English language has gained a lot of prestige and power in the last centuries and that it is the most influential and important language in many areas of life these days. Thinking about the past centuries, there has always been one language that has influenced other languages, such as Latin or French. Although, as Hans Joachim Meyer points out, “it is undoubtedly true that it is English […] which has experienced the most impressive expansion all over the world, making it not only the standard language of a few major nations but also giving it the function of a second language for a large number of people” (Meyer, 2004: 67). Meyer further states, that

[...] in addition to its status as the first or the second language in many countries, and its increasing role in traditional fields of international cooperation such as trade, diplomacy or military operations, English has come to serve as practically the only accepted medium of communication in a number of important areas of human activity associated with progress and modernity, such as promising fields in the natural sciences, international traffic and tourism, and the film and entertainment industry. In these and other areas English offers to an ever-increasing number of people the chance of borderless communication and the opportunity to achieve their purposes without the need to overcome the barrier of a foreign language (2004: 68).

Furthermore, it is no longer only a language used for certain purposes, it is also a language to express one’s personality and to create an identity. Therefore, English is very popular amongst the younger generation, who often want to express their individuality and their modern attitude. It is also the language of freedom and revolution, of rebellion and free spirits. This also becomes evident in the genre of rock music. A lot of rock musicians have answered the question ‘why they are singing in English’ with the words that, English is the language of music and rock’n’roll. So, as David Crystal further states: “A language becomes a world language for one reason only – the power of the people who speak it. But power means different things: it can mean political (military) power, technological power, economic power, and cultural power (Crystal, 2004: 30).

According to the homepage of Ethnologue, English is officially spoken in more than 120 countries in the world and has more than 330,000,000 speakers. Some of the countries in which English is spoken are Andorra, Aruba, Bahamas, Bahrain, Barbados, Belize, Botswana, Brunei, Cambodia, Cameroon, Cayman Islands, Chile, Hong Kong, Curacao, Denmark, Dominican Republic, Ecuador, Eritrea, Fiji, Finland, Gambia, Gemany, Ghana, Grenada,
Jamaica, Mauritius, Malaysia, Maldives, Namibia, Norway, Oman, Saint Lucia, Seychelles and many many more. The statistics clearly show the number one status of the English language and its international role. Apart from those countries in which English is considered an official language, it is taught as a foreign language in almost all countries in the world. The overall number of English speakers, in either way, as a mother tongue or as a foreign language, is much higher. The British Council has published the following data in the FAQ rubric of their homepage:

- English has official or special status in at least seventy five countries with a total population of over two billion.
- English is spoken as a first language by around 375 million and as a second language by around 375 million speakers in the world.
- Speakers of English as a second language probably now outnumber those who speak it as a first language.
- Around 750 million people are believed to speak English as a foreign language.
- One out of four of the world’s population speak English to some level of competence; demand from the other three-quarters is increasing.

As can be said from personal experience, a big interest in the English language can also be discovered in the northern countries of the European Union, such as Sweden, Finland, Denmark and the Netherlands. Young people in these countries use English on a regular basis in order to come into and stay in contact with the younger generation of other countries. In times of the Internet and the new technologies it is very easy to communicate with people in other countries and because the mother languages of the northern countries, such as Finnish, Swedish and so on, are relatively unknown in the rest of Europe, they use English, which allows them to establish international contact.

3. Historical Background of the English Language and its Influence on the German Language

Cultural and linguistic influences between Britain and Germany can already be traced back to the fifth century when settlers from the Germanic area came to England. Also later, in the eighth century, Germany was influenced by English culture and the English language, thanks to Christian Englishmen who brought words such as heilig and Heiland into the German lexicon. These influences continued throughout the centuries until the Late Middle Ages when the English influence on the German language affected certain areas such as seafaring with terms like Boot, Lotse and Dock (cf. Busse/Görlach, 2002: 13). However, according to one of Busse’s articles, the English influence on German in this period was still

4 Taken from: http://www.britishcouncil.org
relatively small, especially compared to influences from other powerful languages at that time, such as French and Latin (cf. Busse, 2011: 19).

After these periods of influx, according to Ulrich Busse and Manfred Görlach there have been “six main stages of lexical borrowing” (Busse/Görlach, 2002: 13). The first one appeared in the eighteenth century through “English literature, social practices, historical and philosophical writings, and the cultural impact in architecture, gardening, pottery, etc. and in the sciences/technology” (2002: 13). Furthermore, as Busse states in another article, “there has been a tight political connection between Germany and England since 1714 because of the succession of the throne of the House of Hanover. Another reason is also, that, from about 1800 onwards, English has been taught as an erudite language almost everywhere in Germany” (cf. Busse, 2011: 19) [transl. by author].

The second stage came in the nineteenth century through the Industrial Revolution and the leading role of England in the economy. The English language influenced “shipbuilding, railway technology, mining, steel production, weaving, and clothmaking” (Busse/Görlach, 2002: 13-14). Moreover, as Busse points out, England has been a “powerful model in the press (providing terms such as Leitartikel, Essay, Reporter, Interview), and later on also in politics when it came to the removal of the corporative social order (providing words such as Demonstration, radikal, lynchen, Mob, Streik, Imperialismus)” (cf. Busse, 2011: 19-20) [transl. by author].

The third wave came in the late nineteenth century, not only in Germany but in the whole of Europe, and affected social life, especially through “various types of sports imported from Britain, like football, golf, tennis, and horse-racing, but is also evident from the large number of designations for breeds of dogs, cattle, drinks, clothing, etc.” (Busse/Görlach, 2002: 14).

The fourth stage of influx came in the early twentieth century through the “entry of AmE in fields like music, dance, motor cars, and aviation” (Busse/Görlach, 2002: 14). American culture had a great impact on European lifestyle already at the beginning of the 20th century because the United States has become the most influential global power. As Evgenia Slozina states in her thesis:


(The United States has gained an international leading position in the 20th century and has come to be the country with the highest materialistic wealth. Therefore, they have exerted a much stronger attraction than any other country before. Hence, it is hardly surprising, that everything that came from America has been gladly adopted, whether it be goods, customs, values, norms of procedure, images or language.)
With the outbreak of WWI this positive attitude towards the American culture and lifestyle had changed into an anti-American approach, which persisted until the end of WWII. This negative attitude was reinforced also by the political leaders of the German Empire and by language purists, who wanted to keep the German language unpolluted by English expressions.

The fifth stage was a very important wave of influx, which appeared after 1945. The fact that part of Germany was occupied by a huge number of American soldiers influenced the German language, the political situation and also cultural aspects and the social life considerably. The *American Way of Life* was a concept that interested people in Germany, after a period of terror and fear and presented a very popular model of life and society for them. Another reason for the massive impact of English on the German language was the “reaction to the xenophobic Nazi system” (Busse/Görlach, 2002: 14). During the Nazi era foreign names and terminology were prohibited, at least at the beginning. As Slozina further states in her thesis, “Vor dem Krieg war alles Englische oder Amerikanische für “böse” erklärt worden. Angloamerikanische Ausdrücke und Wörter wurden von dem Allgemeinen Deutschen Sprachverein (ADS) aus der deutschen Alltagssprache gedrängt“ (2010: 24) [Before the war everything that came from England or America was declared as being “evil”. Anglo-American expressions and words have been displaced from the German language by the Allgemeinen Deutschen Sprachverein (ADS)]. Therefore, after the fall of the Nazi regime, English names and terms were massively introduced in the German lexicon in order to demonstrate the aversion to National Socialist ideology and attitudes. English words were used in “newspapers, magazines, plays, films, and popular music” (Busse/Görlach, 2002: 14).

From that moment onwards the number of English words has increased considerably and very quickly. As Rudolf Muhr states in his article:


(The developments since WWII have made the English language the undisputed *lingua franca* of the whole world, whose influence is constantly growing by the high prestige it has gained over the years. The dominance of English has therefore enormously increased in the last 50 years. This is the case in terms of number of speakers and worldwide diffusion of English, as well as in terms of the cultural influence and its position as an international language compared to other languages.)

Finally, the sixth stage of influx has appeared since the 1990s and has become obvious through “the huge impact of American culture and its linguistic reflexes” (Busse/Görlach, 2002: 14). The new technologies such as the Internet, computer, television with
advertisements, videoclips and slogans and worldwide communication, have increased the role of English as a lingua franca even more, especially “in the technical languages of business and commerce, computing, advertising, and youth language” (2002: 14). Slozina mentions three different types of words that have entered the German language via the areas of computing and Internet. She names them a) “new words”, these are anglicisms that have been adopted in the German language and that help to make the language of computing comprehensible in the whole world (e.g. Browser, Homepage, Enter); b) “new coinages”, these are words that are taken from the English language but are adapted to the linguistic rules of German (e.g. surfen, mailen, downloaden); c) “new meanings”, these are words from everyday life that have entered the computer language (e.g. künstliche Intelligenz, Kommunikation, Computersprache) (cf. Slozina, 2010: 54) [transl. by author].

Recapitulating the stages of English influence on the German language it can be said that until the beginning of the 20th century, British English was the main source of English linguistic borrowings in German. This has changed with WWI, when American English became more present in Germany. Today it can be said that the greatest part of anglicisms that are imported into the German language are American English expressions.

Until the beginning of the 20th century the German language itself was one of the most important languages in terms of science and culture. As Rudolf Muhr states in his article, “back then German was a donor language for other languages, today though it has turned into a receptor language. It has lost its position as a world language and has turned into an important European regional language. The reason for this is not really the relatively small number of speakers and their concentration in central Europe; the reason is on the one hand the loss of prestige after WWI, the Nazi regime and the triggering of two world wars, and on the other hand that Germany lost its leading position in the technological and scientific areas” (cf. Muhr, 2004: 11) [transl. by author].

Another reason for the massive increase of English in the German language was the fact that English became a school language in Germany in the 19th century. According to Ulrich Busse and Manfred Görlach, “[t]hese developments did not necessarily lead to many new loans, but they certainly contributed to a much enlarged section of the educated German population accepting English as a language on a par with French and becoming ready to adopt Anglicisms as part of a fashionable lifestyle” (Busse/Görlach, 2002: 20). The fact that many German schoolchildren had the opportunity to learn English as a second language made it easier for them to understand and consequently also use English words and integrate them in their everyday language.
3.1. THE ENGLISH INFLUENCE ON GERMAN

As already mentioned, the English language has had and still has a great influence on the German language. “Language contact can influence all levels of language – spelling, pronunciation, morphology, syntax, pragmatics – and, particularly, vocabulary” (Görlach, 2002: 14). So, the English language not only affects the German lexicon, but also its grammar and articulation. Furthermore, anglicisms can be found in any area of life, although Busse and Görlach state that,

in German, most of the loanwords are 1. ‘technical’ (restricted to the terminologies of sciences, technologies, and other jargons); these tend to be infrequent, incompletely integrated, written, and attitudinally neutral; or 2. ‘colloquial/slang’; these tend to be frequent only in youth language, journalism, and advertising and more typical of spoken use; the degree of integration is somewhat unpredictable, with lack of competence in English in some speakers being partly compensated for by the fashionable prestige of near-English pronunciation. In contrast to the terms in (1), the meaning of colloquial items is often vague (Busse/Görlach, 2002: 28).

Summing up this statement, anglicisms are predominantly found in specific fields when there are no German equivalents available to use, which is the case especially in IT and the new media. On the other hand, English expressions are often used in order to express a certain amount of modernness and style. This is the case especially among the younger generation, who want to express, on the one hand their individuality and modern attitude, but on the other hand also want to show a certain kind of affinity to a certain social group, like for example the hip hop scene. According to Marthe Stoll, who explains the English influence on German in more detail,

[t]he phenomenon of English expressions in German manifests itself particularly in the fields of media, entertainment and leisure (e.g. Movie, Musical, Quiz, Bungee Jumping, Skateboard), technique and science (e.g. Radar, Transistor, Microchip), economy and politics (e.g. Boom, Marketing, Trend), in the information technology (e.g. Computer), the service industries (e.g. Leasing) and in the area of personal hygiene, clothing, food and living (e.g. Makeup, Fashion, Blazer, Ketchup, Swimmingpool) (2006: 7-8).

However according to Busse and Görlach, “the number of Anglicisms in German is still comparatively small, if contrasted with words of native origin and with those of French and neo-Latin/Greek provenance” (Busse/Görlach, 2002: 32). This might be true, since German has been influenced by these languages a long time before it was influenced by English. However, it can be stated that English has manifested itself as the main donor language for lexical borrowings in modern times and it is considered the most important language of the 20th century.
4. TYPES OF BORROWINGS

Since there are so many categories and subcategories of borrowings and loanwords, a short explanation of the concept should be provided. This chapter will focus on the varieties of the different types of borrowings with the help of both theoretical explanations and practical examples. The fact that almost every researcher uses a different terminology and a different categorization makes it difficult to say which one might be the best one or the most comprehensive one. For this paper, three concepts have been chosen in order to explain the matter. The first book that has been used as a reference is Alexander Onysko’s Anglicisms in German; the second one is a contribution by Ulrich Busse and Manfred Görlach in Görlachs English in Europe, the third work is a scholarly paper by Marthe Stoll with the title English Influence on German.

In order to understand the concept of language borrowing, Onysko gives an explanation by drawing on Coetsem (2000), and states that, borrowing or “RL agentivity” is the transfer of language elements from a subdominant SL [Author: source language] to a dominant RL [Author: receptor language] […]. In other words, “borrowing is a transfer operation from the SL to the RL performed by the RL speaker” (2000: 65). In a borrowing scenario, the RL constitutes the dominant matrix into which elements of the SL are integrated (2007: 14).

Furthermore, he differentiates between borrowing and loan meaning by stating that, in borrowing the form and the meaning of a borrowed lexical unit is the same, or at least similar in both, the SL and the RL; whereas in loan meaning, different forms of a lexical unit can express the same or similar meaning (cf. Onysko, 2007: 16-17).

As already mentioned, there are so many models around which focus on the different borrowing processes. In Marthe Stoll’s work for example, she uses Yang’s categorization into external and internal borrowing, whereas Onysko uses the categories of direct loan influences and indirect loan influences. Busse and Görlach describe the borrowing process as “the takeover of the form and (parts of) the content of the foreign word” (Busse/Görlach, 2002: 29). In their categorization they differentiate the whole concept into three overall classes: borrowing, replacement and pseudo-loans. In the following section this categorization will be used to explain the whole concept. As a contrast, Onysko’s terminology and Stoll’s theoretical explanations will be mentioned as well and examples from both books will illustrate the ideas.

4.1. BORROWING

In this category Busse and Görlach have integrated three sub-categories of borrowing processes. The first one concerns so-called quotation words and foreignisms; hence words
that are “totally unadapted and not felt to be part of German” (Görlach, 2002: 29). The second sub-category includes so-called *Fremdwörter*; “words still looking foreign in form or entirely unadapted” (2002: 29). Also Onysko uses the term ‘foreign word’ for this category in his book. As Stoll states in her paper,

> a foreign lexeme is not adapted to the German spelling and pronunciation. Moreover, it does not correspond to the German structure, which is why one recognizes the foreign word as a new word, [...] They have not been changed orthographically, morphologically or semantically and are thus not or only partially assimilated (2006: 16).

The third sub-category concerns the so-called *Lehnwörter* (‘loanword’ in Onysko), which are words that are “fully integrated items” (Görlach, 2002: 29).

By loanword one understands a word that is basically adapted to the German morphology, phonology and/or orthography. Since it does generally also correspond to the German structure, the loanword is actually not recognizable as a new or foreign word. [...] As stated by Yang, the group of ‘foreign words’ and of ‘loanwords’ forms the biggest group (Stoll, 2006: 17)

Examples for this class are *E-Mail, Internet, einloggen, gepierct* and *cool*5. In the case of the term *einloggen*, the word is morphologically adapted by adding affixes in order to integrate it in the German lexicon (cf. Onysko, 2007: 14). Such loanwords are adapted to the German language system and are therefore not always identifiable as foreign words. This is the reason why some researchers do not include those words in their borrowing concepts (cf. Muhr, 2004: 35). Furthermore, Muhr explains in his article that the term loan word can cause confusion and a lack of understanding. He states that there might be


([...] problems with the definition and the terminology, because on the one hand the term “loan word” is used as a hypernym for all borrowings, on the other hand the term denotes a certain type of borrowing – namely a word that is already adapted to the receptor language in, for example, spelling and/or pronunciation, inflection, syntax, use etc.)

This is one reason why a concrete definition of the whole concept, but also of the different types of borrowings is very difficult.

4.2. REPLACEMENT

This category includes four sub-categories of borrowing processes; *translation, rendering, creation* and *semantic loan*. In Onysko, this section (Replacement) and also the following section (Pseudo-loans) is grouped under the term *loan coinage*. According to him,

> [t]he branch of loan coinage […] depicts the so-called indirect lexical influence of the source language (SL) on the receptor language (RL). This influence is generally not discernible on the level of word

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5 Taken from Onysko, 2007: 13-14.
form. So, indirect loan influences are difficult to prove and lead to speculation about the origin of words (2007: 14).

Furthermore he states that, “[t]he resulting creations are not marked as borrowings on the level of word form but reflect a conceptual similarity with their source terms” (2007: 21). He subdivides this class into loan formation (loan translation, loan rendition, loan creation) and 
loan meaning.

4.2.1. Translation

According to Busse and Görlach, a translation (loan translation in Onysko) is “reflecting the morphologic structure of the English complex item as closely as the structure of the receiving language permits. In many cases, only part of the foreign word is translated and the other is taken over in its original form (semi-calque)” (Busse/Görlach, 2002: 29). Onysko describes this class as the borrowing of lexical units which have different forms but transfer the same or similar meaning (cf. 2007: 24). Examples for this and the following classes are divided into three categories: successful, coexisting and failures. Successful examples are Gehirnwäsche (brainwashing), Jungfernrede (maiden speech), Strafstoß (penalty-kick) and Essen auf Rädern (meals on wheels). Coexisting examples are Korbball (basketball), der Große Bruder (Big Brother) and Leibwächter (bodyguard). Examples for failures are Rindstück (beefsteak), Geisterschreiber (ghostwriter) and Schwitzer (sweater).

4.2.2. Rendering

Rendering (loan rendition in Onysko) is described as “translating only part of the foreign item but providing looser equivalents for others” (Busse/Görlach, 2002: 29). Onysko groups the classes of loan rendition and loan creation together and describes both categories referring to Duckworth: “A foreign model leads to the creation of a language-inherent term that is a free or a partial reconstruction of the model” (2007: 29). Successful examples are Mittelstürmer (centre-forward), Rollschuh (roller-skate), Wolkenkratzer (skyscraper) and Tatsache (matter of fact). Coexisting terms are words like Raumgleiter (space shuttle), Urknall (big bang) and Öffentlichkeitsarbeit (public relations). An example for failures is the term Fernrohrleitung (pipeline).

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6 Examples for this section (Replacement) are taken from Busse/Görlach, 2002: 30-31.
4.2.3. Creation

*Creation* (loan creation in Onysko), as Busse and Görlach describe it, is “a formally independent equivalent whose coinage was, however, prompted by the foreign item” (Busse/Görlach, 2002: 29); or as Stoll writes, “[t]hese expressions were newly created, provided the actual expression could not be translated properly. Consequently, a completely new word was created” (2006: 21). Successful examples for this class are *Klimaanlage* (air conditioning), *Flugschreiber* (black box), *oben ohne* (topless) and *Heimwerker* (do-it-yourselfer). Coexisting terms are *Nietenhose* (Blue Jeans), *Helligkeitsregler* (Dimmer), *Meinungspflege* (public relations) and *Luftkissenboot* (Hovercraft). An example for failures is the term *Überschwupper* (pullover).

4.2.4. Semantic loan

The fourth class in this section is the class of *semantic loan* (loan meaning in Onysko). Busse and Görlach describe it as “an existing German item taking over one meaning of the foreign partial equivalent” (Busse/Görlach, 2002: 29). Successful examples for this class are words like *Maus* [computer] (mouse), *feuern* (to fire, to dismiss someone) or *füttern* [data] (to feed). A coexisting example is *Schmetterling* [swimming] (butterfly), and an example for failures is the expression *in Liebe fallen* [sich verlieben] (fall in love).

4.3. PSEUDO-LOANS

The third section of borrowing processes in Busse’s and Görlach’s article is the section of so-called pseudo-loans, which are described as “English-looking items which do not exist in English itself” (Busse/Görlach, 2002: 29). This section is also subdivided into three different classes, namely *lexical pseudo-loans*, *morphological pseudo-loans* and *semantic pseudo-loans*.

*Lexical pseudo-loans* are terms “made with (combinations of) English word material into new linguistic units that do not exist in the donor language, namely compounds” (Görlach, 2002: 29). Examples for such terms are *Dressman*, *Go-in* and *Longseller*.

*Morphological pseudo-loans* are described by Busse and Görlach as the shortening of items in the recipient language ranging from simple words (German *Profi* < E professional, *Pulli* < E pullover) over compounds (German *Happyend* < E happy ending) to phrases and phraseologisms (German *last not least* < E *last but not least*, German *Gin Tonic* < E *gin and tonic*) and to blends made from German and English elements (*Dämmershoppen* ‘late-evening shopping’) (2002: 29-30).

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7 Examples for this section (pseudo-loans) are taken from Busse/Görlach, 2002: 29-30.
The third class, *semantic pseudo-loans*, contains terms “where the Anglicism develops a meaning in German that is absent from English” (Görlach, 2002: 30). Examples for this class are words like *Slip* (underpants, panties), *Gag* (gimmick) and *Gangway* (steps, ramp).

5. **Integration of Anglicisms into the German Language**

In order to properly integrate English words into German grammar, the foreign words have to undergo some lexical and grammatical changes according to the German linguistic rules. Onysko states that, “[a]t the beginning of the 20th century, there was a tendency to phonologically and orthographically assimilate anglicisms to German spelling and pronunciation” (2007: 62). Examples of this tendency are words such as *Keks* (cake), *Konzern* (concern), *Streik* (strike), *Klub* (club), *Klan* (clan) and *Kutter* (cutter). The process of assimilation is an important step in order to integrate foreign words in a certain language system. Basically, it can be seen as the first stage of word integration. This can affect spelling, but also morphology and word formation. As Klaus Heller states in his article: “So werden Substantive sofort großgeschrieben, Verben erhalten die deutsche Infinitiv- bzw. Personalendung und die Aussprache richtet sich nach der deutschen Artikulation, d.h. im deutschen Phonemsystem nicht vorhandene Phoneme werden [...] durch heimische Phoneme ersetzt (Heller, 2002: 192). [As a consequence, nouns are written with capital letter, verbs receive the German infinitive- or personal ending and the pronunciation is determined by German articulation. That means that phonemes that are not available in the German phonemic system are replaced by German phonemes.] However, there are certain anglicisms which have kept their original form, such as *Copyright*, *Baby*, *Dinner* or *Coach*.

Recently, though, this tendency of orthographically assimilating the English words to the German system has disappeared. Words like *Klub* and *Klan* have again been changed, in order to have a more English appearance and are now written with <c> instead of <k>. Some other words which have kept their original orthography are *Camp*, *Cockpit*, *Crash*, *Crew*, *Lobby*, *Newcomer*, *Party*, *Shirt* and *Shop* (cf. Onysko, 2007: 62-63).

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5.1. Pronunciation and Spelling

5.1.1. Pronunciation

Phonologically speaking, there can occur huge differences also with respect to age and cultural background of the speakers. Young people most of the time have a better knowledge of the English phonological system than older people and this fact also influences the pronunciation of English words in German. Generally, anglicisms are, for the most part, pronounced in the English form, although, certain variations can occur. The most problematic English sounds to pronounce for a German native speaker are the interdental fricatives and the bilabial approximant. Therefore, these sounds are often replaced by similar German sounds (cf. Onysko, 2007: 65). According to Busse and Görlach, there are some more factors which influence the pronunciation of an English word apart from the age and the degree of knowledge of the speakers: “the age of the loan, its degree of popularity, whether the source is written or acoustic (and often, but not necessarily as a consequence, its orthographic and/or phonemic assimilation)” (Busse/Görlach, 2002: 20). Differences also occur on a geographical level since dialects in northern Germany differ from those in southern Germany, which plays another important role in the pronunciation of English words.

5.1.2. Spelling

When it comes to spelling though, it is not a real problem to integrate English words into German since both languages share the same alphabetic system. According to Görlach, there are basically three areas where changes take place: a) the English <c> turns into a German <k>, such as in Keks (cakes). However, not in all cases does the <c> have to be replaced by a <k> since there are also coexisting forms, such as in Cord/Kord, Clan/Klan and Go-cart/Go-kart; b) the English <sh> turns into a German <sch>, such as in Schock or Schal. However, there can be occurrences of coexistence again, such as in Shampoo/Schampoo; c) the English <ss> at the end of a word becomes a <ß> in German. However, this Germanization is obsolete and no longer in use. The English <ss> is commonly used as the proper form, such as in Fitness, Business and Stress (cf. 2002: 22-23).

Assimilation in spelling is a very common phenomenon in order to make the foreign words seem more belonging to the German lexicon and grammatical system. This is especially the case when there are graphemes that are not available in the German language system, such as in words taken over from French or Spanish. With English words this is not so much of a problem, but still graphemes are very often assimilated. Klaus Heller attributes this phenomenon to the “[…] Diskrepanz zwischen Schreibung und Lautung, also die fremde
Graphem-Phonem-Beziehung, die eine Anpassung wünschenswert erscheinen lässt (Heller, 2002: 193). […] discrepancy between spelling and articulation; and hence, the unfamiliar grapheme-phoneme-relationship, which makes an assimilation preferable].

5.2. MORPHOLOGY

There is also an evident occurrence of morphological assimilation. Busse and Görlach state that “German inflects for case, number (and gender) in nouns, pronouns, adjectives, and articles, and for person, number, tense and mood in verbs. Loanwords are normally integrated to the extent that they fit into any syntactic environment without restrictions” (Busse/Görlach, 2002: 23).

5.2.1. Gender

In the case of gender it is often difficult to label a term as masculine or feminine, since the English words sometimes do not coincide with the German words, such as in der Job but die Arbeit. Furthermore, due to the fact that the majority of English nouns are neutral, German speakers have to find an appropriate solution for the German system in order to add the right article, to conjugate adjectives correctly or to be able to replace them by a personal pronoun (cf. Ikonomidis, 2009: 39). Generally speaking, the gender of nouns often goes by their endings, which signal either masculine (–er, -ant, -ist, -or, -ig, -ich, -ling) or feminine (-in, -heit, -keit, -schaft, -ung, -ness, -ess(e), -ity, -ion) or neuter (-ing, -ment, -um, -chen, -lein, -le) (Onysko, 2007: 152). Another indication can be the biological gender, such as for example die Lady or der Gentleman.

5.2.2. Plural formation

Further assimilations are made when it comes to plural formation. The most prominent plural marker of English words in German is the suffix –s, which is also added to English based nouns, such as Aliens, Airports, Clubs, Briefings, Teams, Trends. Words ending in –y take on the plural –s, however, the –y does not become –ies, the words end in –ys, such as in Babys, Copys and Partys. On the other hand, words ending in –ie take on the plural –s and get the ending in –ies, such as in Barbies, Booties, Hippies and Walkie-Talkies. Although the plural –s is the standard to signal number, there are also those nouns which only occur in the singular, such as Equipment or Patchwork. Another group of nouns which also go without the plural –s, are words ending in –er, such as Manager, Newsletter and Tuner⁹. However, there

⁹ All examples in this section (plural formation) are taken from Ikonomidis, 2009.
are some exceptions, because some older loans are fully adapted, such as *Boote, Filme* and *Lotsen*\(^{10}\).

5.2.3. Capitalization

In terms of capitalization it has to be stated that in German texts, English nouns are basically written with capital letters. However, if the noun is part of an adjectival compound, it is written without capital letter. Also substantival abbreviations are basically capitalised (Ikonomidis, 2009: 20-24).

5.2.4. Verbs

Verbs which derive from the English language are adapted into German by adding prefixes or suffixes which are typical for the German language. The conjugation of English verbs is guided by the conjugation of German verbs (transl. from Ikonomidis, 2009: 66). Some words are for example, *chatten, chillen, googeln, posten, relaxen*\(^{11}\), *geoutet, einloggen, starten*.

5.2.5. Adjectives

In terms of adjectives, in many cases such words are not inflected, such as in *in, out, hip*. Although in some cases they can occur in attributive position and thus have to be inflected, such as in *die coole Musik, die trendige Frisur*. When it comes to new adjectives, Busse and Görlach state that, “[t]hese are rarely coined, especially since there seems to be little need for them. English –able translates into –bar, but the number of such German derivatives is limited, and more limited still are coinages with –ig (= English –y) like trendig, peppig, poppig” (Busse/Görlach, 2002: 25).

5.2.6. Compound forms

When English loanwords are taken over into the German lexicon, they are also often used in compound forms with German terms. In this case Busse and Görlach state that

[w]hen a loanword enters into German word-formation it is freely used in compounding (although the frequency tends to be low during the first stages of integration). Acceptability can also be restricted for phonological reasons, because the hybrid character of a new compound is too evident, or because the need for it is not apparent; all the more surprising are ‘ugly’ words like compounds ending in –shop such as Badshop, Brotschop, Fleischshop (Görlach, 2002: 26).

\(^{10}\) Taken from Görlach, 2002: 24.

\(^{11}\) Examples taken from Ikonomidis, 2009: 66.
Summing up, it can be said that on the orthographic level the majority of anglicisms in German maintain their original form. However, there are assimilations on the morphological and grammatical level with the addition of affixes, like for example in plural formation and verb inflexion. As Onysko states in his book, some researchers are of the opinion that “a term is integrated with its original spelling first and then graphemically assimilated as a logical consequence of integration. Once the anglicism shows signs of conventionalization, it is rated as Germanized” (2007: 66).

5.3. LEVELS OF INTEGRATION OF LINGUISTIC BORROWINGS

In the whole range of linguistic borrowings there are words that seem more foreign to the German speaker than others, although all of them have English origins. This is because some of these words have a higher level of integration than others. This means that words with a high level of integration are perceived as belonging to the German lexicon, whereas words with a low level of integration are perceived as being foreign. In order to measure the degree of integration three categories have been proposed: fully integrated, partially integrated and not integrated (cf. Muhr, 2004: 36). Muhr explains in his article,


([…], that it is the phonetic, orthographic and morphological resemblance to the German language system that is crucial to decide if a word is perceived as fully integrated or not. One has also to consider the communicative relevance of the expression i.e., if they are “frequently used” and thus “important” or not. Furthermore it has to be considered that the knowledge of loanwords differs according to social class and age group.)

Loanwords that are familiar to all groups of a linguistic community are approved as fully integrated items and are equatable with words belonging to the receptor language, in this case German.

6. AREAS IN WHICH ANGLICISMS ARE USED

It is difficult to determine the actual number of English words in the German language. The reason for this is that many anglicisms underlie the fast pace of temporary fashion and disappear as quickly from the actual usage as they have emerged. As Dewald claims in her book, the number of anglicisms used in the German lexicon varies from around 2700 (according to Carstensen’s and Busse’s dictionary of anglicisms) to about 6200 (according to
more recent lists from Verein Deutsche Sprache). Some scholars actually estimate the real number at many thousands more, like for example Dieter E. Zimmer, who estimates the amount of anglicisms in the German lexicon at 4-14% (cf. Dewald, 2008: 45-46). Dewald further states:


(As compared to the foreign vocabulary of the German speaker, that is estimated at about 85 000 words (according to the Großer Fremdwort-Duden), this number seems relatively small. It has to be considered though, that most of the foreign words that are listed in the foreign dictionary are inactive and only used in certain professional jargons or special environments. Anglicisms, though, are willingly and commonly used by the speakers. Compared to their “brothers” from French and Latin origins they are therefore a lot more active and their number is constantly growing.)

A very important role in the diffusion of anglicisms is fulfilled by mass media and the new media. Through channels like television, radio broadcasting, print media, and also through the Internet, English words are spread in a highly rapid way and reach a maximum number of people. Often not only existing anglicisms are used, the media even invent new word creations by combining terms from both languages, so called Neologisms. This is very evident in the print media and also in the advertising industry.

Although anglicisms are common in almost every area of life of German speakers these days, there are several sectors in which it is impossible to imagine that there were no English based words available. Generally speaking, the areas in which anglicisms are very prominent and used a lot are the media, technology and also the movie industry, the sector of information technology, telecommunications, the service industry and the leisure industry (cf. Doeppner, 2007: 14). Furthermore, there is so-called youth language, which predominantly uses English terminology. Part of this domain is also the huge range of so-called trend sports, such as Bungee Jumping, Canooing, Freeclimbing, Fitnesstraining, Heli-Diving, Inlineskaten, Mountainbiking, Skateboarden, Snowboarden, Streetball, Streethockey, Trekking, etc. Other fields are also beauty, fashion, economy, politics and sports. This chapter will focus on the sections of Technology, including IT, telecommunications, entertainment (video games, films) and TV; Media, including newspapers and advertisements; Beauty; Fashion; Music; Sports; Youth Language and Nutrition.

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6.1. Technology

These days the area of information technology and new media is developing so rapidly that new devices are invented on a regular basis. These new devices need to be labelled with catchy and modern expressions in order to get the attention of the potential buyer. In the case of such devices it is predominantly the young generation which is seen as the perfect target group. Due to this fact, the marketing experts of the several technology companies involved chose English expressions to name the devices in order to make them more interesting and appealing to young people. One reason for this is that the English language is considered to be cool and trendy among youngsters. Another reason for the English labelling of new technological inventions is the fact that they predominantly come from America or China, the leading markets in the world when it comes to new technologies. This basically forces the companies to use English expressions in order to be successful and competitive in the whole world.

Anglicisms which belong to the area of technology are mostly labelling devices and processes from the IT sector, such as Computer, Laptop, Homepage, Notebook, online, Host, CD-Rom, Desktop, Print-out, Account, User, Web, Web-Cam, Website, Scanner, Printer, Server, Hardware, Software, Motherboard, Upgrade, einloggen, ausloggen, Chip, USB-Stick, Beamer, Cyberspace, Internet, Domain, Download, Provider; furthermore it concerns the area of telecommunications, such as Handy, Smartphone, Touchscreen, App, Display, SMS, MMS, Flatrate; and also the sector of entertainment widgets like video games and movies, such as Console, Gameover, Joystick, Controller, DVD, Soundtrack, Visual Effects, Stuntman; and also the sector of television, such as Receiver, Flatscreen, HiFi, Dolby Surround Sound, Soap, Show, Spots, Sitcom, Thriller, Pay-TV, zappen.

6.2. Media

Also newspapers are using more and more English expressions in their articles. Especially in the sections concerning International, Economy, Sports and TV & Media the occurrence of anglicisms has grown in the last years. Newspapers do not want to fall behind in terms of readership and therefore they use English expressions in order to add a certain amount of trendiness and modernness to their reporting. The occurrence of anglicisms in newspapers will be treated in detail in the second part of this thesis.

One of the biggest areas when it comes to the use of anglicisms is the domain of advertising. When the radio or TV is turned on we can hear slogans and mottos of companies the whole day and interestingly the majority of those slogans are partly or completely in
English. Some very prominent slogans are *We love to entertain you* by Pro7, *Nokia is connecting people* by Nokia and *Come in and find out* by Douglas. The use of anglicisms in advertisements portrays the image of modernness, trendiness, extraversion and lifestyle.

Furthermore, as Heinz-Günter Schmitz states in his article,


(The purpose of using anglicisms or americanisms is to meet an assumed preference of the consumer for everything that comes from America and this preference is even reinforced by this behaviour. Just as a product often wakes an urge of wanting it and feeling satisfied by it, the situation with English names and descriptions for such goods might be quite similar: they can and also should arouse the perception – especially in the uncritical consumer –, that they are indispensable and not replaceable by other – native – terms.)

However, some companies have changed their English slogans into German equivalents, due to the fact that a lot of people did not understand the message behind. Many slogans got misinterpreted and therefore did not have the effect they were supposed to have, namely making the potential buyers purchase or use the article or service.

6.3. Beauty

The beauty sector is another area in which anglicisms are frequently used. This is also one of the domains where people are not even aware of the fact that they are using English words. This is because such words are already perfectly integrated in the German lexicon and are used on a regular basis by German speakers. The presence of anglicised items already starts in the morning, with products we use every day, such as *Shampoo*, *Conditioner*, *Peeling*, *Bodylotion*, *Anti-Ageing-Crème*, *Make-up*, *Concealer*, *Mascara*, *Eyeliner*, *Lipgloss* etc. Furthermore, terms like *Extensions*, *Lifting*, *Tanning*, *Lashes*, *Wellness*, *Beautyfarm*, *Beautycase*, *Beautycontest* are very common in the German lexicon.

Another trend that can be recognized is that beauty products such as mascara, lipsticks and make-up are labelled with catchy English names. Some examples of these products are names of mascaras, such as *The Colossal Volum Express* or *Lash Stiletto* (by Maybelline), or *Double Extension* (by Loreal), or *Masterpiece Max* (by Max Factor); of powder, such as *Stay Matte* (by Rimmel), or *Pure Make-up Mineral* (by Maybelline), or *Soft Mat Loose Powder* (by Manhattan); of make-up, such as *Dream Matte mousse* (by Maybelline); of concealers, such as *Dream Lumitouch* (by Maybelline); of eyeshadows, such as *Eyestudio* (by Maybelline), or *Eye Tornado* (by Look by Bipa); of eyeliners, such as *Master Precise liquid eyeliner* (by
Maybelline), or *Soft Kohl Kajal Eye Pencil* (by Rimmel); of lipsticks, such as *Color sensational* or *Super Stay 24 Color* (by Maybelline); of nail polish, such as *Nail quickie* (by Look by Bipa), or *Color Show* (by Maybelline). These examples make it quite obvious that the naming of the products happens first and foremost in English. One reason for this strategy might be that these names have more marketing potential and therefore the product has better chances to be purchased by the buyer. Having a closer look at these names, one can see that the name always resembles the features and advantages of the product. In other words, the name reveals the effects the product will have on the buyer. This approach can be classified as belonging to the field of marketing strategies.

6.4. FASHION

Furthermore, there is the whole domain of fashion which is much anglicised too. German speakers are wearing products such as *Jeans, Pullovers, T-Shirts* and *Tops* and they do not use a German equivalent for those terms. Quite the contrary, they start to use more and more English based expressions when talking about fashion. Even German designers have begun to use the English language in order to be connected to the international fashion business. Also the younger generation, which in general is very interested in the fashion industry uses these terms in order to sound like real fashion victims. Many new trends come from America and Britain and therefore are labelled with English terms. Another aspect which influences young people in their understanding and conception of fashion is the fact that celebrities such as musicians, actors, athletes and other starlets constitute a role model also in terms of fashion. Therefore, many youngsters, especially young girls, adapt their fashion style to the clothes that are worn on red carpets, award shows, movies and stage performances. Furthermore, it can be observed that many fashion stores in Austria and Germany have English names too, such as *New Yorker, Forever 18, Mister Lady, Sports Experts, Intersport, Street One, Jack & Jones*.

Some very common and popular anglicisms in the area of fashion are *Boots, Blazer, Catwalk, Cocktailkleid, Outfit, High Heels, Sneakers, Panties, Pulli, Boxershorts, Trenchcoat, Top, Shorts, Look, Style, Styling, Stylist, Design (Designer, designen), Fitting, Hotpants, Jeans, Slip, Mini, Model, Kollektion, Trend (trendig, trendy), Testimonial, Retro-Look, Runway, Shop, stonewashed, Sweater, Wedges, Peeptoes, Ankle Boot, Casting.*
6.5. Music

Another domain which is characterized by a huge amount of English expressions is the music industry. Especially in popular music such as Pop, Rock and Hip-Hop anglicisms are very common. One explanation is the fact that, like in the area of fashion, these genres predominantly focus on the younger generation. Many anglicisms have German equivalents, such as *Lyrics* (Liedtext), *Band* (Musikgruppe), *Song* (Lied), *Stage* (Bühne) or *Performance* (Auftritt). However, in terms of coolness and international connectivity young people prefer the English terms. German radio stations predominantly broadcast English songs and actually a lot of German bands and singers sing in English. And as Schmitz points out in his article: “Die vorherrschende Englischsprachigkeit in weiten Bereichen der Unterhaltungsmusik trägt natürlich ganz wesentlich dazu bei, ein günstiges Klima für die Aufnahme und Verwendung von Anglizismen zu schaffen” (Schmitz, 2001: 58) [The predominant use of the English language in the area of popular music contributes essentially to the favourable climate for the absorption and application of anglicisms.].

Examples of anglicisms in the music industry are *Band, Drummer, Songwriter, Song, Lyrics, Label, Beat, Performance, Soundcheck, Tourbus, Groupie, Album, Single, Gig, Tour, Setliste, Booklet, Boygroup, Evergreen, Girlgroup, Cover, Roadies, Crew, DJ, Festival, Star, Fan, Hip-Hop, Hit, Image, Jazz, Jamsession, Blues, live, Love Parade, Musical, Newcomer, Oldie, on stage, Pop, Remix, Rock, Sound, Soundtrack, One-Hit-Wonder, unplugged, Stagelalger, Standing Ovations.*

6.6. Sports

Anglicisms are also very prominent in the area of sports. Not only sports which came over from English speaking countries, such as *Baseball* or *Basketball* have English names. Also in traditional types of sport we make use of a huge range of English expressions. Beside the names of sports there are also many many words which belong to the different types of sport, such as *Cockpit, Crash, High Speed, Drift* (motorsports), *Handicap, Green* (golf), *Goal, kicken* (football). Furthermore, there is the relatively new area of so-called trendy or extreme sports, such as *Mountainbiking, Heli-skiing, Paragliding, Bungee Jumping, Inlineskaten, Freeclimbing* and *Streethockey*. People who perform such kinds of sport often also have their own language among each other and this language is predominantly characterized by an English vocabulary.

Further examples of anglicisms in sports are *Trainer, Training, Team, Comeback, Bike, Doping, driften, dribbeln, Eishockey, Fairness, Hattrick, Manager, Grid, Interview, Ironman,*
In recent years it became more and more obvious that the English language is an important marker of modern youth culture. According to Karsten Tischer, “young people use English expressions and often modify them in order to create their own language. A reason for this is the attempt to isolate themselves from the world of adults. Furthermore, the United States constitutes a kind of role model for progress, future and youth. This is why it is not surprising that English words seem to be so appealing to young people who tend to be rebellious in order to show and keep their individuality” (cf. Tischer, 2009: 12) [trans. by author]. However, the phenomenon of a so called youth language is not that new actually. As Evgenia Slozina writes in her work:


(A so called youth language has already existed in German for quite a long time, although the term itself only emerged in scientific research after WWII. A former version of youth language is the historical student language that already existed centuries ago. This special language distinguished the students from other people and was an important part of their lives. Today it is the same, only with the difference that the youth language is coined by anglicisms.)

Some examples of the new and trendy language of German and Austrian youngsters and teenagers are abgefuckt, Action, Job, aus-/abchecken, chillen, ausgepowert, Bad Boy, Blind Date, busy, by the way, carving, chatten, relaxen, Chill-out area, City, Bro (Brother), Buddy, Sis (Sister), Freak (freakig), Junky, cool, cruisen, Date, dealen, gepierct, aufgestylt, Event, Ex-Lover, Punk (punkig), facebooken, Fuck, mobben, dissen, Fun, Gang, gecancelt, gefaket, rappen, stalken, happy, Hype, herumswitchen, Hi, Hey, Insider, Joint, jumpen, killen, obertrendy, okay, out, outen, Party, Slang, Quickie, sexy, Shit happens, shoppen, Single, boarden, Sorry, starten, stoned, supercool, Teens, trashig, twittern, uncool, yeah.
6.8. Nutrition

Lastly, a tendency to use anglicisms can also be recognized in the area of food, drinks, nutrition and dieting. Beside some familiar names such as Pudding, Cornflakes and Steak, there are also modern expressions which have been introduced recently, such as Low-Carb Produkte, Softdrink and Powerriegel. Also the whole fast food industry uses the popular position of the English language in order to promote their products. People want to have their beloved Hamburger (McDouble, Big Mac, Cheeseburger, McMorning Bacon, McMuffin Fresh Chicken, McMuffin Ham&Egg, McToast Deluxe), Curly Fries, Wraps (Honig Senf Crispy Chicken Wrap, Honig Senf Grilled Chicken Wrap, Tomato Salsa Crispy Chicken Wrap, Veggie Wrap), Chicken Wings with Curry Dip or Barbecue Dip, Caesar Salad with French Dressing, Milchshakes, Muffins, Cheesecakes and Coke Zero\(^\text{13}\).

Further examples of this category are Fast Food, Burger, Energydrink, Drive-In, Coke, Donut, Cookie, Snack, Junk Food, Sandwich, Coffee-to-go, Milchshake (Shake), Longdrink, Cocktail, Sugar-free, Ketchup, Grapefruit, Lunch, Brunch, Brownie, Hot-Dog.

7. Reasons for the use of anglicisms

The reasons why English words are used among German speakers are various and have to be grouped according to different aspects. As Franz Stark points out in his article:


(The hype about anglicisms in Germany (including the production of incorrect anglicisms) has several reasons that can actually be reduced to two fundamental causes. The first one might be a linguistic-cultural inferiority complex, in combination with a certain admiration for the English language, that is considered to be better and more modern: therefore, a kind of linguistic-cultural immunodeficiency. The second cause is the masterful marketing and the ideologisation of English as the language of the modern human being per se; as well paired with a power political but usually hidden strategy to enshrine the English language in not yet sufficiently anglicised areas.)

In order to close his article, Stark gives the following final sentence: “Wo eine Immunschwäche besteht, lassen sich Infektion und Fieber kaum verhindern” (Stark, 2001: 106) [Where there is an immunodeficiency, infection and fever cannot be prevented]. This short sentence outlines the rather negative approach Stark conveys in his article.

\(^\text{13}\) Taken from http://www.mcdonalds.at
A rather positive opinion has held by Ragna Dewald who states in her paper that there can be factual reasons why English words are rather used than German words, but it can also be an emotional choice of the speaker. She further states that the use of anglicisms has a certain stylistic effect on the language. The phenomenon that the use of English words by German speakers is also fostered by the fact that the English and the German language feature a close linguistic relation. Both languages have developed from the West Germanic branch of the Germanic language (cf. Dewald, 2008, 38). There might be a lot of individual and personal causes for each person; however, some general reasons can be mentioned in order to explain the popularity of English expressions among speakers of German.

7.1. Prestige

One reason is of course, the international and prestigious position the English language has nowadays. Not only is the German language affected by English but a huge number of languages that are spoken in the world are too. Due to globalization and the fact that different cultures can come into contact very easily, for example through the internet, the English language is accessible for many speakers of different languages. Therefore, anglicisms contribute to international communication and consequently also to international understanding and togetherness. The fact that English is perceived as a very prestigious language, whose usage indicates a high degree of education and open-mindedness, is an important reason for the increasing use of words of English origins. Furthermore, the linguistic competence of the speaker is extended and allows a much broader range of articulation. It is also a matter of variation of expression. It is an indication of a rich linguistic style and it prevents linguistic monotony. However, some scholars like Dewald claim that anglicisms are also used to only pretend a high degree of education. People with a lesser degree of education use English words in order to sound more educated and sophisticated. For this case Dewald uses the term “words of display behaviour” (cf. Dewald, 2008: 44).

Another aspect that shows the highly prestigious position of the English language is the trend of new job descriptions. Die Presse has featured an article on their homepage that names the following modifications in job titles: “Soil Movement Engineer” instead of Erd-/Straßenarbeiter, “Vision Clearance Engineer” for Fensterputzer, “Facility Manager” for Hausmeister, “Nourishment Production Assistant” for Essensausgeber, “Ropeway Manager” for Liftwart, “Waste Removal Engineer” for Müllman, “Environment Improvement Technician” for Putzfrau, “Master of Welcome” for Rezeptionist, “Head of Verbal
Communication” for Sekretärin or “Petroleum Transfer Engineer” for Tankwart\textsuperscript{14}. Certainly, those names are slightly exaggerated and some of them can be seen as ironic overstatements, however, it is still an indication for the boom in English appellations. Also Dewald addresses this issue by stating that “Key-Account-Manager” sounds much more sophisticated than Verkäufer or Vertreter, and also a “Call Center Agent” obtains a higher approval than a Telefonberater (cf. Dewald, 2008: 44).

7.2. GROUP AFFILIATION AND IDENTITY

A very strong cause is also the aspect of belonging to a group through the use of a common language. This is very obvious especially among groups of youngsters. During the process of growing up, children and teenagers very often join certain groups who share common ideas and preferences. These groups often use a certain kind of language variation in order to express their individuality. Most often these language variations are strongly influenced by the English language. Reasons for this might be the modern and mature aspect of the use of English words.

However, not only young people use the English language in order to show their membership to a certain group. This can also be said about certain professional groups who share a language that is very often strongly influenced by English, for example scientists, doctors, engineers, sportsmen or people from the music or fashion industry. Language is one of the most important means to express one’s identity and affiliation. This is also an aspect that is considered by many defenders of the German mother language. They are of the opinion that the use of English terms constitutes a threat to the national identity of the Germans.

7.3. EFFECTIVE USE OF LANGUAGE

English words often tend to be much more precise in describing something than German equivalents would be. Furthermore, they tend to be much shorter than possible German translations which make them much easier to memorise. As a consequence, the speaker might tend to remember the English term rather than the German expression. As Dewald quotes in her thesis, it is the “attempt to obtain the maximum linguistic effectiveness with a minimum of linguistic effort” (cf. Dewald, 2008: 40) [transl. by author]. Many scholars claim, that language economy is one of the most important criteria when it comes to linguistic borrowings from English.

\textsuperscript{14} Taken from http://www.diepresse.com
7.4. ENGLISH AS AN “EYE- AND EAR-CATCHER”

It is a fact that English words, even if they are already integrated in the German lexicon, are striking and catch one’s attention. This is the reason why especially in advertising, television and broadcasting, the use of English words is very popular. Especially the advertising industry has realized that English expressions catch the consumer’s attention and make the product more attractive. This can be noticed in commercials for cars, beauty products and technical equipment. This issue has been addressed also by Wolfram Wilss in his article, as he states:

[…] die Wahl eines Fremdwortes richtet sich nicht nur nach seinem sachlichen Aussageinhalt, sondern häufig auch – vorwiegend oder ausschließlich – nach seinem sinnlichen Ausdruckswert, genauer gesagt, nach seiner Bild- und Klangwirkung. Gerade die englische Sprache, heute mehr denn je im Besitze einer geheimnisvollen, fast magischen einseitigen Anziehungskraft auf die deutsche Sprache, strahlt nicht selten einen sprachlichen Glanz, eine sprachliche Suggestivkraft aus, die dem englischen Fremdwort den Vorrang vor dem entsprechenden, an sich inhaltlich einwandfreien, aber lautlich weniger anziehenden deutschen Ausdruck sichert (Wilss, 2001: 24).

([…] the choice of a foreign word is not only determined by its factual content, but very often – predominantly or exclusively – by its sensual statement value, to be more precise, by its figurative and tonal effect. Especially the English language that, today more than ever before, exerts a mysterious, almost magical one-sided attraction on the German language, frequently exudes a linguistic glamour and a linguistic suggestive power. That is why an English word is rather used than the appropriate, content-wise proper, but phonetically less appealing German expression.)

Nevertheless, many companies have decided to banish English expressions from their commercials because they are of the opinion that anglicisms complicate and worsen the comprehensibility of their message. Studies have shown that this is partly true. Many people do not understand what is meant by an English slogan or they misinterpret what has been said. However, despite the fact that a lot of companies use German slogans in their commercials, the catchy effect of English expressions is unquestioned.

7.5. LOCAL COLOUR

The advertising industry also uses English words in order to convey a certain American atmosphere or lifestyle. Many people see the United States as the most influential power in the world, which makes the country admired by many people. Also the often mentioned American way of life is something a lot of people want to experience too. Since most of them do not have the possibility to move over to America, the use of their language is a kind of substitution. The American language is often associated with values such as modernity, internationality, progress, vitality and attractiveness. Also among younger people the United States conveys a fascinating and exemplary image, also through American actors/actresses, sportsmen and musicians. It is a positive emotional connotation with American culture and American lifestyle. As Dewald states in her book, “the best methods to generate American
local colour is by the use of proper names, such as names of persons, locations, institutions or currency; exoticisms and quotations” (cf. Dewald, 2008: 42) [transl. by author].

7.6. OPEN LEXICAL FIELDS

This aspect has gained importance especially in the last decades, mainly through the increase and growth of new technologies and the IT sector. A lot of products or services that came into existence within these areas come from America and do not even have an appropriate German equivalent designation. Furthermore, not only products or services that come from the United States are labelled in English, also technical innovations that come from other countries, such as Japan, China or India, are named with English terms in order to make them internationally successful. Although there have been attempts to create new German inventions to name these entities, most of the expressions have been taken over from the English language. This is also because the English terms are much more precise than any German equivalent could ever be. These words have mainly to do with the Internet, new technological inventions, computing and information technology. It is a certain jargon that is used within these fields and it has become a necessity to use such words in other languages too.

8. POSITIVE AND NEGATIVE REACTIONS TO ANGLICISMS

The question of foreign words being positive or negative for the receptor language has been an issue for a long time. Languages have always been influenced by other languages and cultures when having been in contact with these. It is nearly inevitable that one culture leaves traces in another culture when both come into contact and that is also the case for languages. On the one hand it is seen as an enrichment for the receptor language and as a chance to grow and to develop. On the other hand, though, there have always been, and probably will always be, people who perceive the mingling of different languages and cultures as a threat. These people want to keep their mother language clean and unpolluted by other languages and do not accept the new trend of anglicisation.

Another aspect that should not be neglected is the connection between language and politics. During the Nazi regime in Germany, for example, the use of foreign words was prohibited, at least in the beginning. This was a reflection of the political attitude of the regime. They wanted a pure and unpolluted German race and therefore, any foreign influence
was not allowed. However, in order to promote their political philosophy Hitler changed his mind in 1940. As Busse and Görlach state in their article:

In the 1930s the Nazi ideology saw the impact of American lifestyle, mainly in the fields of music, literature, and liberal thought, as particularly dangerous to the German psyche. The aspirations of the Sprachverein and the Nazi regime, however, finally became incompatible, because the Nazi rulers were well aware of the force of foreign words for the purposes of propaganda, and with the decree of 11 November 1940 Hitler himself prohibited the witchhunt of foreignisms (Busse/Görlach, 2002: 16-17).

This shows that not even Hitler with his strict belief in the pure Aryan race could deny and ignore the power and influence of the English language. Also Bernhard Kettemann mentions two similar instances of how politics influenced language use. Around the German-French War in 1870/71 words of French origin were refused and a campaign against their Germanisation was launched. Around 1898/1900 the German-British relationship was in trouble because of the Wilhelmine fleet politics and again, the linguistic situation was influenced, because this time it was the English lexicon that was perceived as a threat for the German language (cf. Kettemann, 2004: 59).

The attitude towards foreign words is strongly related to political and social developments. Franz Stark mentions a quote of the American sociolinguist Ronald Wardhaugh in his article that says: “Language is an instrument of politics […] languages find themselves used as weapons of considerable importance in the world-wide competition for minds and power” (Wardhaugh, 1987, in: Stark, 2001: 84). There are times in which a mother language is heavily influenced by other languages and then there are times in which these linguistic influences are condemned by society. Then people are anxious about their identity and their own mother tongue being too much influenced by a foreign language. At the moment the influence of English words is relatively strong which forces language purists to fight for the maintenance of the German language (cf. Muhr, 2004: 20). As Rudolf Muhr further states,

Heute sind es ausschließlich die Anglizismen, gegen die sich die Aktivitäten der Sprachvereine richten, vor 100 Jahren waren es die französischen Wörter, gegen die gekämpft wurde. Dabei lassen sich zwei Richtungen unterscheiden: (1) Eine ältere deutschtümelnd-sprachreinigende, die der Muttersprachennationaleideologie verpflichtet ist und (2) eine jüngere, die lediglich „überflüssige“ Anglizismen beseitigen will und – so die Beteuerung – nicht grundsätzlich gegen Fremdwörter eingestellt ist (Muhr, 2004: 20).

(Today language societies exclusively fight against Anglicisms in German, 100 years ago it was French words they fought against. Two directions can be distinguished: (1) an older German-chauvinistic, language-purifying direction, which is committed to the ideology of the mother language, and (2) a younger direction, which only wants to remove “superfluous” anglicisms and – as is assured – which is not principally appointed against foreign words.)

Also Rudolf Hoberg addresses the positive and/or negative reactions towards anglicisms in his article. He has collected a corpus of statements dealing with the issue of anglicisms in
the German language and he basically states four assertions that have been filtered out of this data (Hoberg, 2002: 172-173):

- Die Verständigung wird durch Anglizismen erschwert.
- Anglizismengebrauch ist häufig nichts weiter als Angeberei und Imponiergehabe.
- Die Deutschen flüchten aus ihrer Sprache, weil sie – vor allem wegen des Nationalsozialismus – Probleme mit ihrer Identität haben.

[transl. by author]:
- Anglicisms are redundant; there are enough German words, or rather, new German words can and should be formed. Example: Kids (still the most criticised anglicism) in contrast to Kinder.
- Anglicisms make communication difficult.
- The use of anglicisms is often only a sign of swaggering and display behaviour.
- The Germans flee from their language, because they have problems with their identity, especially because of the era of National Socialism.

Considering both sides, the positive as well as negative aspects of linguistic borrowing, it becomes clear that these assertions are not scientifically established, a point which will be discussed in the following sections.

8.1. NEGATIVE REACTIONS

“The wave of Anglo-Americanization breaks on top of us and threatens to sink the ship of the German language” (Onysko, 2007, 1). This metaphor very well describes the negative approach towards the increasing use of English words in German. Already in 1899 there were opponents to the use of anglicisms in the German lexicon, like Hermann Dunger, who has been quoted in Bernhard Kettemann’s article:


(With the ever growing influence of the English character, the number of superfluous English words is increasing in a critical way. Also in this linguistic phenomenon the old hereditary defects of the German people come forward: overestimation of the foreign, lack of self-awareness, disregard of the own language. [... and we urge] all of our friends of the mother language to resolutely resist this new emerging nuisance of foreign words.)

As Onysko further states, “[t]he discourse about anglicisms in German is based on a perception of English elements as non-indigenous, as foreign, as intruding” (2007: 2). The use of English words is often seen as a threat of “nationhood” and “national identity” (cf. Onysko, 2007: 2) and is therefore perceived as something negative and dangerous by some German speakers. Also Gerhard Kurzmann describes the anglicisation of the German language with a negative overtone in his article: “Seit Beginn der 90er-Jahre ist zu beobachten, dass die
deutsche Sprache durch eine ständig steigende Anzahl englischer Wörter beeinflusst und nicht nur für die Älteren zunehmend unverständlicher wird. Kaum ein Bereich der Gesellschaft blieb davon verschont“ (Kurzmann, 2004: 223) [From the beginning of the 1990s it can be observed that the German language is being influenced by a constantly growing number of English words, which makes it more and more incomprehensible not only for older people. There is hardly an area of society that has been reprieved]. In this article he also gives a quote of the German Federal President in 1999, Johannes Rau, who also perceives the integration of anglicisms in German as a problem:

The excessive use of americanisms in advertisement and media, but also in publications of many companies and authorities is supposed to signal progressiveness and modernity. Actually, though, it is often evidence of the impoverishment of articulateness in one’s own language. Actually it segregates all of those who are not able to speak and understand the English and American language, many older people, and many young people who do not have the appropriate school education…).

Furthermore, beside the fear of the decay of the German language, there also exists the apprehension that the English language might gain too much power and might become too influential. This can create the problem that other European languages might become minor and of second rank. As Harald Weinrich states in his article:

When children and teenagers learn an idiom as their first foreign language, that is so cool, sexy and trendy that they are already eagerly rewarded by commercials and the Internet after they have only learned a ten or twenty words, they inevitably have to get the impression that it is not only a foreign language among others, but the foreign language as such, because obviously every important person in this society is talking English all the time. So, why make an effort and learn another European language?

There might be instances, though, where an over-anglicisation has become a problem in terms of lack of transparency and loss of information. As Rudolf Muhr explains, this might be the case for companies such as Deutsche Bahn and also the Österreichische Bundesbahnen. Those companies have changed the terminology of many of their services into English, which might cause problems of understanding among the older generation. Terms such as Ticket, Service-Point, Ticket Counter, Autoshuttle, Park & Ride, BahnCard, City NightLine, Online-Ticketing, CityStar Ticket, Businesscard, Trafiknet and Denzeldrive Carsharing might not be
understood by all customers. Furthermore, the distinction between the different types of trains, such as *InterCityExpress, InterCity, InterRegio, CityExpress* or *RegionalExpress*, might cause danger of confusion (cf. Muhr, 2004: 15-16). The use of anglicisms should not lower the level of transparency and clarity. Although anglicisms provide a certain amount of modernity and trendiness, they should not be used at the cost of comprehensibility because people want to understand what they read. Otherwise they will feel a lack of education which will give them a negative feeling and this negative feeling will be connected to this certain company. Consequently, it could be the case that they would avoid using the products or services of this company and this would not be the goal the company wanted to reach. Furthermore, as Hermann H. Dieter claims in the introduction to Hermann Zabel’s work *Denglisch, nein danke!,* an exaggerated use of English expressions can be an indication of “impoverishment of expressiveness in one’s own mother tongue” (cf. Dieter, 2001: 8) [transl. by author]. Another author whose contribution to this topic was published in Zabel’s book as well, namely Gerhard H. Junker, expresses his attitude towards anglicisms in the German language in the following poem (2001: 182):

*Weißen Wein in Roten gießen,*

*heißt, sie beide zu vermiesen.*

*Deutsch und Englisch sind wie Weine,*

*sie erblühen nur alleine.*

*Mischmasch-Englisch wird zumal*  

*Shakespeares Enkeln selbst zur Qual.*

*Übler noch wird Deutsch behandelt,*  

*von der Werbezunft verschandelt.*

*Sportreporter, gar noch dreister,*  

*sind im Panschen große Meister.*

*Bahn und Post und Telefon*  

*sprechen Englisch, uns zum Hohn.*

*Das versteht dann kaum noch einer,*  

*ungepanscht war Deutsch noch feiner.*

*Lasst darum Roten Roten sein*  

*Und mischt ihn nicht mit weißem Wein!*

### 8.1.1. Language associations vs. foreignisms

Many people and defenders of the German language have dedicated their work and efforts to maintain and protect the traditional and original German language and to keep it clean from foreign expressions. A very evident example of the negative attitude towards anglicisms in Germany is offered by *Verein Deutsche Sprache* (German Language Association). They state that „we are united in being fed up with the adulteration of German with English, leading to
‘Denglisch’; we are deeply annoyed with the pseudo-cosmopolitan pretentiousness of many fellow citizens, which is particularly evident in the unrestrained use of unnecessary anglicisms” (Onysko, 2007: 1). Furthermore, the association suggests to be guided by the following criteria when it comes to the acquisition of anglicisms:


(Terms and phrases from the Anglo-American cultural environment should be only used in German everyday language when they fulfil at least two of the following three requirements: a) an appropriate, even slightly longer, equivalent can neither be formed nor found in the German language; b) the term is an ‘internationalism’ […]; c) the term or phrase can be integrated in German sentences and lexical fields without major phonetic or grammatical changes that have to be made.)

In order to protect the German language from English influences, the association even generated a list of German equivalents for English words15. Sometimes new German words have to be created in order to match the meaning of the English term at least approximately. These words can be really misleading and strange as the following examples, taken from the list of Verein Deutsche Sprache, will demonstrate: Prallkissen for Airbag, Straßenfeger for Blockbuster, Schmalzgebäckkringel for Donut, Trimm dichstätte for Fitnesscenter, verbundene Netzwerke for Internet, Unterredung for Interview, tragbarer Musikspieler for iPod, Autoveteran for Oldtimer, Aufmachung for Outfit, Fetenmädchen for Partygirl, Rubbelcreme for Peeling, Klappstulle for Sandwich, Schlaufon for Smartphone, Klangabstimmung for Soundcheck, Heim stapfer for Stepper.

There are many of such organisations whose main concern is the transfer of English words into German equivalents. In order to justify their efforts and attempts they provide a whole list of arguments why the German language must not be submerged with English expressions (Muhr, 2004: 38):

(1) Sie behindern die zwischenmenschliche Verständigung, weil man ihre Bedeutung nicht kennt.
(2) Sie fördern die Vorherrschaft bekannter privilegierter sozialer Schichten, da nur sie aufgrund ihrer (Aus-)Bildung verstehen, was gemeint ist.
(3) Sie ebnen die Vielfalt des Deutschen ein, indem treffendere deutsche Wörter verdrängt werden.
(4) Das Deutsche wird von Anglizismen überschwemmt. Sie bewirken, dass das Deutsche im Begriff ist auszusterben.
(5) Sie bedrohen die Identität des Deutschen und der deutschsprachigen Kulturen.
(6) Der amerikanische Sprachimperialismus nimmt überhand und muss bekämpft werden.

[transl. by author]:
(1) They obstruct interpersonal communication because their meanings are unknown.

15 List available on their homepage www.vds-ev.de/index
They foster the supremacy of certain privileged social classes, because only those classes understand what is meant because of their education.

They restrict the variation of the German language as more precise German terms are displaced.

The German language is flooded with anglicisms, which cause the extinction of German.

They threaten the identity of the German and of German-speaking cultures.

American language imperialism gains the upper hand and has to be fought against.

Whether these accusations are really appropriate has to be decided by any individual speaker of German her/himself. One has to be cautious, though, that these aspirations do not turn out to become a war against the English language. Clearly these language associations formulate their arguments in a way that they get the most attention; however, one has to ponder on what is true and what is not. This perception can differ from one individual to another, since the attitude towards one’s mother language in connection to one’s identity is a very personal matter. Furthermore, as we have seen, enforced German equivalents for English expressions can lead to an even higher degree of incomprehension and misunderstanding.

Summing up, the following quote of Rudolf Muhr will give a reasonable perspective of the issue:


(Hence the following hypothesis that underlies all such attempts of Germanisation is invalid: German expressions are “more comprehensible” und thereby “better” than English expressions, because as a speaker of the mother language one has a better approach to the German expression. However, this is only true when the context of the source word is correctly reproduced / is able to be correctly reproduced, when the creation of the equivalents uses generally common components of the language, and when only few equivalents are necessary to render the context of the source word.)

8.2. POSITIVE REACTIONS

However, it seems that the group of opponents of anglicisms does not reflect the general attitude towards English influences on the German language and in the last years there has been a significant change regarding the attitude towards anglicisms. A great number of German speakers use anglicisms on a daily basis not even thinking about using German equivalents for certain expressions and concepts. This becomes also evident in many different projects of researchers who have investigated the development of the occurrence of anglicisms in German. As Onysko states, these investigations show a slight increase of English words in the German language over the past decades (cf. 2007: 4). Furthermore, the English language does not have to be seen as a threat to other languages. As Haarmann explains in his article,
In order to calm those who fear that the German language will be inherited by the English language, the process of language borrowing is not a one way street. Not only have English words been introduced into the German lexicon, also German words have entered the English lexicon and are used by English speakers frequently and willingly. For example, words such as angst, apfelstrudel, bauhaus, bierhaus, bierstube, blitzkrieg, bratwurst, dirndl, dummkopf, fasching, fest, frankfurter, fräulein, gemütlichkeit, gestalt, glühwein, gugelhupf, kaffeeklatsch, kaiser, kneipe, knödel, kraut, leberwurst, lederhosen, leitmotiv, nockerl, palatschinken, poltergeist, pretzel, sauerkraut, schnaps, schnitzel, schnitzel, schuhplattler, spätzle, spritzer, studel, sturm und drang, tote, vaterland, weisswurst, wiener, wurst or zeitgeist are commonly used in English speaking countries (cf. Kettemann, 2004: 71-72).

Furthermore, the German language has always been influenced by different languages. Not only has the English language left its traces but also Latin and Greek, and especially also the French language is still very prominent in the German lexicon. Words such as Accessoires, Baguette, Bistro, Buffet, Courage, Montage, Mannequin, Ouvertüre, Parfum, Polonaise, Pommes, Regisseur, Repertoire, Serviette, Toilette and Vernissage are frequently used among speakers of German (cf. Kettemann, 2004: 73).

As Bernhard Kettemann summarises,

Anglicismen im Deutschen sind eine normale Erscheinung des Sprachkontakts. Gegenseitige Einflüsse sind nichts Neues in der deutschen Sprachgeschichte, und wenn auch die zahlenmäßigen Relationen derzeit etwas unausgewogen scheinen mögen, sehe ich trotzdem keine ernsthafte Gefahr für das Deutsche aufgrund dieser Fremdwörter. Es handelt sich meiner Auffassung nach um Modeerscheinungen, die sich nach politischer und wirtschaftlicher, kultureller und sozialer Kräfteleage im Sprachengefüge richten und sich auch wieder ändern können. (Kettemann, 2004: 74)

(Anglicisms in German are a normal phenomenon of language contact. Mutual influences are nothing new in German language history and even if the numerical relations seem a little bit unbalanced at the moment, there is no obvious and serious threat for the German language because of these foreign words. It is a matter of temporary fashion that is determined by the political and economical, cultural and social situation in language and that can change any time.)

The English language should be perceived as enrichment and as an extension of the linguistic means of expression. Many anglicisms indicate entities which have been newly invented and which do not even have an appropriate German equivalent. Those are words such as, Callcenter, Compact Disk, Container, Chips, Diskette, Disk Jockey, Full-Service,
Gameshow, Mobbing, Model, Newcomer, Notebook, Oldtimer, Overkill, Paperback, Pickup, Playback, Promoter, Rafting, Rally, Reader, Recycling, Safe, Scanner, Setup, Slang, Song, Sponsor, Stress, surfen, Talkshow, Trend, Walkman or zoomen (Muhr, 2004: 38). Even if German equivalents were invented, they might lead to a significant loss of meaning or they simply might be too long and inconvenient (cf. Muhr, 2004: 38).

Even the Verein Deutsche Sprache does not demand „dass das Deutsche grundsätzlich von Fremdwörtern freigehalten oder vor ihnen ‚geschützt’ werden sollte“ (Muhr, 2004: 23) [that the German language principally has to be kept free of or has to be ‚protected’ from foreign words] and it even acknowledges: “Das Deutsche ist wie viele andere Sprachen Europas eine Mischsprache. Auch ihr Wortschatz lässt sich durch treffende Ausdrücke aus anderen Sprachen mitunter bereichern” (Muhr, 2004: 23) [The German language is, like many other European languages, a hybrid language. Therefore, also the German lexicon can be enriched by appropriate expressions from other languages].

9. ANGLICISMS AND NEWSPAPER LANGUAGE

On the one hand, the language in newspapers is obviously different from everyday language and also different from the standard form of a language. Certainly, one reason for this fact is that the author of a newspaper article has to put a lot of expressiveness in a rather short text. This is why they use a special type of language which catches the reader’s attention and makes them buy the newspaper. On the other hand, though, it is a fact that the language in newspapers has a lot of influence on the everyday language of a speaker. Relating to this point, Christiane Götzeler states that two perspectives have to be considered (2008: 127):

a) Zum einen wird die Pressesprache als eigene, durch spezifische Merkmale gekennzeichnete Sprachvarietät bzw. als eigener Funktionalstil des Deutschen analysiert und beschrieben. Dieser Pressesprache wird dann unter Umständen ein mehr oder weniger gewichtiger Einfluss auf andere Sprachvarietäten zugeschrieben.

b) Zum anderen untersucht man die Pressesprache exemplarisch für die ‚Allgemeinsprache’. Dabei geht man davon aus, dass die Sprache in der Presse Tendenzen der Sprache ihrer Gegenwart aufnimmt und widerspiegelt, dass sie also repräsentativ ist.

(a) On the one hand, the language of newspapers is analysed and described as a proper language variety, characterised by specific features; and as a proper stylistic function of the German language. Possibly this newspaper language is then accredited a more or less substantial influence on other language varieties.

b) On the other hand, newspaper language is investigated as an example of the ‘standard language’. Thereby it is assumed that the language used in the press gathers and reflects tendencies of the contemporary language, and therefore is assumed to be representative.)
Although the language in a newspaper has to be uncomplicated and easily comprehensible for the reader, authors use certain strategies in order to make their articles more expressive. Some of these strategies to attract and inform as many readers as possible are abbreviations, slang expressions, short and precise catchwords and slogans, proper names (also from other languages) and of course, foreign words that help to make an article appear modern and ‘fresh’, which is nowadays the case especially with anglicisms. As Tamara Zschieschang states in her thesis, it is true that especially anglicisms have an important function concerning style, since “they belong to the functionally-stylistically differentiated part of the vocabulary because they are neither understood or used by all classes of population, nor are they unexpressive” (Pfitzner: 31 in Zschieschang, 2011: 64) [transl. by author]. Therefore, it can be argued that the use of anglicisms is very often a matter of style. In this regard Zschieschang mentions the concept of local colour, which serves to create a certain atmosphere that is typical for English-speaking countries. As she points out: “Auf die Presseschrafe übertragen bedeutet dies, dass Autoren den Wortschatz ihres Artikels stets so wählen, dass durch ihn Besonderheiten hervorgehoben bzw. untermauert werden. Anglizismen eignen sich dafür besonders, da sie so vielfältig und abwechslungsreich sind (2011: 65) [Transferred to newspaper language this means that authors always choose the vocabulary of their articles in a way that special characteristics are emphasized or confirmed. For this purpose anglicisms are very suitable since they are various and rich in variety]. However, it is not only the concept of local colour that plays a role. Words that create a special atmosphere are used in many different realms, such as words based on the social dimensions of life (Penthouse, Slang, Slum etc.), or on special disciplines like economy (Billig-Airline), politics (Lobbyist), society and culture (Bestseller, Small Talk), electronics and multimedia. This last discipline of electronics and multimedia is a very rich source of such words, considering all the new devices that have appeared in recent years (Headset, Internet-Provider, Notebook, etc.)16. Furthermore, also its status as a world language makes English a very popular source of expressions. As Christiane Götzeler points out:

Deutlich bestätigt die vorliegende Untersuchung das Prestige der englischen Sprache, welches auf dem übergreifenden Prestige der USA basiert, sowie damit zusammehängend die tief verwurzelte USA-Orientierung der deutschen Gesellschaft. Unterstützt werden positive Konnotationen des Englischen durch den Status dieser Sprache als Weltsprache (2008: 301).

(The current study clearly confirms the prestige of the English language, which is based on the overarching prestige of the USA. Moreover it also interrelates to the deeply enrooted USA-favouring orientation of German society. Positive connotations of the English language are also supported by its status as a world language.)

Anglicisms help to make newspaper articles more attractive to the reader through another four strategies that are mentioned in Zschieschang’s book: vividness, conspicuity, wordplay and variation of expression. In terms of vividness it can be said that it helps the reader to understand complex and ambiguous issues and it contributes to the vivacity of a given text (e.g. Cocktail, Green, Patchwork). Regarding conspicuity it can be said, that there are emerging more and more new word creations and mixed compounds containing both German and English terms that are invented by the authors themselves. These words are very striking for the reader and therefore catch their attention for the particular article (e.g. Babyboomer-Seminar, Banker-Dresscode, Anti-Aging-Peeling-Pflege). When it comes to word play, English terms are very likely to be used. Reasons for this strategy are to use idioms, catchphrases and also to generate a certain rhythm. Again it is a medium in order to catch the reader’s attention (e.g. Hai-Society instead of High-Society, Shoetime instead of Showtime). Finally, variation of expression is a strategy in order to extend vocabulary and consequently also expressiveness. Often English synonyms are used for German terms in order to sound more sophisticated and modern and to avoid repetition of words (e.g. City, Fan, Job, Team) (cf. Zschieschang, 2011: 72-77).

Another important aspect in newspaper language is also the matter of language economy. The authors of newspaper articles have to put a lot of information into a comparatively short text. That is another reason why the use of anglicisms is quite popular in this area, since it is a fact that English terms are very often much shorter than possible German equivalents. Furthermore, as Zschieschang points out: “Neben der oftmals vorteilhaften Kürze von Anglizismen ist auch deren Prägnanz besonders hervorzuheben. In vielen Fällen sind diese englischen Ausdrücke treffender und prägnanter als oftmals umständliche deutsche Paraphrasierungen, was für einen Text sprachökonomisch ist“ (2011: 77) [Beside the beneficial brevity of anglicisms, also their conciseness has to be emphasized. In many cases such English terms are much more precise and concise than inconvenient German paraphrases, which contributes to the language economy of a text.]

This broad and extensive use of English words is also a reason why newspapers are often used by scientists and researchers in order to investigate the features of a language, since the language used in newspapers and magazines reflects contemporary language patterns very well. Nadja Grebe used a quote by Plümer who confirms: “Da die Mediensprache im Allgemeinen als Spiegel und Verbreiter sprachlicher Neuerungen gilt und ihr außerdem eine überaus große Nähe zur Gemeinsprache attestiert wird, bietet sie sich als idealer
Untersuchungsgegenstand an (Plümer (2000) in Grebe, 2010: 6) [Since the language of the media is usually supposed to be a mirror and circulator of linguistic innovations and, moreover, is said to be closely related to the common language, it can be seen as the ideal object of investigation].

However, the use of anglicisms in a certain newspaper cannot be defined as being distinct or not without having a closer look at the individual sections of the paper. Sections which might have a higher occurrence of English words could concern international reports, society reports and of course, sports reports; whereas sections about national or regional events, letters to the editor or editorials and commentaries might have a lower occurrence of anglicisms. As Marc Rathmann points out in his study, “[b]ecause editorials intend to convey an opinion to the readers and to influence them to take similar stands, it is expected that they will contain fewer Anglicisms than cover stories in order to be fully comprehensible” (Rathmann, 2007: 45). However, as he further states: “[t]he opposite is also conceivable, because journalists may also try to impress readers by their command of the language and their use of loanwords” (ibd.).

Conclusively it can be said how Zschieschang puts it in her paper:

Anglizismen bereichern die deutsche Sprache in vielerlei Hinsicht und fördern unter anderem eine größere Variationsmöglichkeit, was den Ausdruck eines Textes betrifft. Viele Anglizismen werden in der Pressesprache von den Autoren ganz bewusst eingesetzt, um einen Text moderner, interessanter, einprägsamer oder anziehender zu gestalten, da die deutschen Entsprechungen oftmals als veraltet oder nicht dem aktuellen Trend entsprechend gelten (2011: 71-72).

(Anglicisms enrich the German language in many respects and benefit better variation possibilities regarding the expressiveness of a text. Many anglicisms in newspaper language are used by the authors very deliberately, in order to make a text more modern, more interesting, more memorable and more attractive, since German equivalents are often perceived as being outdated or not matching the current trend.)

Moreover, as Götzeler recites a quote by Plümer: “Die Zeitung dokumentiert nicht nur sprachliche Neuerungen, sondern trägt maßgeblich zu ihrer Verbreitung bei. Zwar ist sie nicht unbedingt der Entstehungsort von Neologismen und anderer sprachlicher Neuerungen, aber deren Multiplikator (Plümer, 2000 in Götzeler, 2008: 130) [The newspaper not only documents linguistic innovations, it contributes essentially to their diffusion. Admittedly it is not implicitly the place of origin of neologisms and other linguistic innovations, but it is their multiplier]. Götzeler further states that “the daily ‘high-wire act’ of a journalist entails in pondering many different factors; to motivate to read and to convey topics in a factually and linguistically appropriate way” (2008: 302) [transl. by author].
PREVIOUS STUDIES

Already in 1970 a study by Hermann Fink was published investigating the use and occurrence of americanisms in German newspaper language. For this study Fink investigated three supraregional German newspapers (Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Die Welt) in order to find out if there might be a “regional incline in consumer acceptance” (Pfitzner: 9 in Zschieschang, 2001: 12) [transl. by author]. In more detail, as Fink points out, this study should help to:

1. den amerikanischen Spracheinfluß auf die deutsche Sprache der Gegenwart genauer zu erkennen, 2. den vorhandenen Aufschluß über die Bedeutung der Zeitung als Eingangstor für Amerikanismen zu erweitern, 3. die Möglichkeit einer besonderen regionalen Aufnahmefreudigkeit [...] in besonderen Zeitungsrubriken zu prüfen (Fink, 1970: 2).

(1. more precisely realize the American influence on the current German language, 2. extend the present exposure about the relevance of the newspaper as an entrance gate for americanisms, 3. prove the possibility of a special regional consumer acceptance in certain sections of the newspaper.)

The results of the study show that in the south of Germany the use of americanisms in newspapers is highest (Süddeutsche Zeitung) with 41,6% of all the English usages, followed by Die Welt with 32,1%, representing the northern part of Germany, and the Frankfurter Allgemeine Zeitung with 26,3%, which shows the use of American expressions in central Germany (cf. Fink, 1970: 116-117). However, concerning the proportion of americanisms with reference to the total number of words, the presence of English expressions is not very high, constituting only 0,1% (cf. 1970: 179). Concerning the different rubrics of the newspapers it became apparent that the following sections showed the highest number of americanisms: employment market, politics, economy and finances, general business commercials, Sunday supplement, cultural life, motoring and its advertisements (cf. ibd.)[transl. by author]. Furthermore, Fink found out that the greatest part of the americanisms found in the newspapers occurred in texts which came from German news agencies or German-speaking correspondents (1970: 117.). Concerning the motivations for using English expressions, Fink gives a quote by Galinsky that mentions seven main reasons for the use of anglicisms:

…: providing national American color of settings, actions, and characters; establishing or enhancing precision; offering or facilitating international disguise; effecting brevity to the point of terseness; producing vividness, often by way of metaphor; conveying tone, its gammut ranging from humourous playfulness to sneering parody on America and ‘Americanized’ Germany; creating or increasing variation of expression (Carstensen, B. / Galinsky, H. in Fink, 1970: 133)

Fink himself divides the motivations into two categories, namely a) factual reasons, e.g. terms which do not have an appropriate equivalent in German; this means it is a matter of linguistic necessity; and b) emotional reasons, e.g. terms that imply a certain degree of prestige and terms which convey a certain atmosphere that emanates from America (cf. 1970: 143-140).
In order to draw on more recent studies, the German news magazine *FOCUS*, as Grebe points out, serves “as the main port of entry of anglicisms into German due to its similarity to the American news magazine *Time*” (Onysko, 2007 in Grebe, 2010: 7). In her diachronic study, where she compared two sections of the newspaper from 1993 with the same two sections in 2009, she found out that, compared to 1993, the use and occurrence of anglicisms had diminished in 2009 (1,63% in 1993, 1,05% in 2009). She further found out that anglicisms are much more likely to be used in areas regarding modern life than in the sections regarding national contributions (cf. Grebe, 2010: 11-18).

Also Alexander Onysko investigated a German news magazine, *Der Spiegel 2000*, in the year 2007 and found out that the percentage of anglicisms was 1,11% regarding the total amount of words (cf. Onysko, 2007: 113).

Another diachronic study has been produced by Marc Rathmann, who investigated the German business magazine *Wirtschaftswoche* from 1973 until 2003. As he states in the abstract of his work, “The results of the study show a significant increase in the use of Anglicisms over the investigation period in all examined text types. As far as the use of Anglicisms in different text types is concerned, the highest percentage of English loanwords was found in cover stories. The opinion-centered genres contained significantly less Anglicisms” (Rathmann, 2007: ii). In more detail, he found a percentage of 1,48% based on the proportion of the total number of tokens and the total text corpus (1973-2002) (2007: 72). Furthermore, as he claims, “[a]ccording to the data, the amount of Anglicisms increased considerably from 1973 to 2003” (2007: 75). Although there have been fluctuations over the years, the percentage increased from 1,11% in 1973 to 1,73% in 2003 (cf. 2007: 76).

The *Kleine Zeitung* has already been object of investigation in 2007. Mag. Bettina Friedl investigated the newspaper for her diploma thesis *From ‘buy-it-yourselver’ to ‘verswafen’ – Anglicisms in the ‘Kleine Zeitung’* and found out that the number of anglicisms accounts for 1,91% of the total words.

Tamara Zschieschang has investigated four popular German magazines for her study in 2011. Again the news magazines *DER SPIEGEL* and *FOCUS* have been part of this study, and two further lifestyle magazines, *BRIGITTE* and *GQ*. In contrast to the other studies, this study does not show the percentage based on the total number of words in the corpus. In her study, Zschieschang shows the frequency of anglicisms in proportion to the number of pages that have been investigated. The result was that *GQ*, on average, used 8,76 anglicisms per page; *FOCUS* 6,71 / page; *DER SPIEGEL* 5,87 / page; and *BRIGITTE* 4,92 / page (cf. Zschieschang, 2011: 32). Another observation of this study was that, taken together, the two
lifestyle magazines used more anglicisms than the two news magazines. Since she used a
different method to evaluate the number of anglicisms it is difficult to compare her results to
the others. Nonetheless, it verifies the fact that anglicisms are commonly used in newspapers
and magazines. This assumption is also underlined by the fact that in all the four magazines
together, English vocabulary has been found on 82.1% of the investigated pages (cf. 2011: 80).

However, according to Bernhard Kettemann there is no need to talk about an overflow of
anglicisms in the Austrian daily press. As studies from 1998/1999 have shown, the percentage
of English words in the newspapers is relatively low. The *Standard* shows the lowest
percentage of 0.9% and is followed by the *Presse* (1.0%), the *Kurier* (1.1%), the *Kleine
Zeitung* (1.3%), the *Kronen Zeitung* (1.4%), the *Profil* (2.5%), the *News* (3.4%) and the *Trend*
(4.3%) (cf. Kettemann, 2004: 68). Although these studies were undertaken a while ago, more
recent studies have shown that this assumption can be confirmed. Furthermore, also the study
in this paper will show that the number of anglicisms, with respect to the overall number of
words, is still relatively low and therefore, does not constitute a threat to the German language
in newspapers.
C) EMPIRICAL RESEARCH

The theoretical part on the phenomenon of linguistic borrowings from the English language has served to give a basic overview of the extensive subject matter. Now it is time to move on to the empirical part of this paper. The study that has been made will serve to show the present trend of using anglicisms in Austrian newspapers. As we have seen, a number of studies have been already produced that have been concerned with the topic of anglicisms in the newspaper language. There have been diachronic studies that have compared issues of the same newspaper in different periods, there have also been newspapers that have been investigated in terms of frequency of anglicisms per page and there have been studies that have investigated one newspaper over a longer period in order to find out the proportion of anglicisms based on the overall number of words.

This present study, however, will compare three different Austrian newspapers in order to find out which of them has the highest number of anglicisms and which one presents the lowest number of English words. For this purpose, in each case five issues (Monday to Friday) of the Kronen Zeitung, the Kleine Zeitung and the Standard have been investigated. As opposed to other studies, where only specific rubrics have been considered, in this study all rubrics have been searched for English words, in order to find out which one has the highest number of anglicisms and which one has the lowest. The next step was to select those rubrics that could be found in all five issues of the newspapers. Since there are several rubrics that only show up in one or two of the issues, these were not included in the comparison. Only the rubrics that have been found in all five issues have been compared. This will be discussed more precisely in a later section of this empirical part of the thesis.

As already mentioned, all rubrics have been counted, except front page (in the case of Kronen Zeitung and Kleine Zeitung), the Motor Journal (Kronen Zeitung), advertisements, the weather forecast, horoscope, cinema programmes, announcements of death, other announcements (newborns, animals, real estates, stock prices, dating, consulting, etc.) and the radio and TV programme. Included in the countings are headings, subtitles and captions.
10. **Research Questions and Hypotheses**

As already mentioned above, the goal of this paper is to find out the percentage of anglicisms in these three newspapers in order to find out which of them (*Kronen Zeitung, Kleine Zeitung, Standard*) uses the most anglicisms in the investigated five issues. For this purpose, a) the total number of words (except the excluded parts of the papers) have been counted, and b) the number of anglicisms have been counted too in order to calculate the percentage of English words in every newspaper. Another question in this context is whether the differences between the three newspapers concerning the use of anglicisms is significant or small. Furthermore, the study serves also to find out in which rubrics the most anglicisms have been used and in which rubrics the lowest number of anglicisms have been used. Therefore, those rubrics that have appeared in all five issues of a newspaper have been separated and compared. Moreover, the most prominent English words have been listed for every newspaper, sorted according to frequency of the tokens. As a result, also the frequency according to word type can be investigated. The study will reveal if nouns, verbs or adjectives prevail when it comes to borrowings from English. Furthermore, it will be discussed how these words are integrated into the German language.

In the course of this study the following hypotheses will be proved right or wrong:

- The *Kronen Zeitung* presents the highest number of anglicisms, whereas the *Standard* shows the lowest number of English words. The reason for this assumption is that the *Kronen Zeitung* uses a more general language, which might contain more English terms, as opposed to the more sophisticated language used in the *Standard*.

- The rubrics with the highest number of anglicisms will be ‘Sport’, ‘International’, ‘TV/Film’ and ‘Society’, because in these areas the use of anglicisms is supposed to be much more significant than in the sections mentioned below.

- The rubrics with the lowest number of anglicisms will be ‘National’, ‘Regional’ and ‘Letter to the Editor’.

- The most anglicisms according to word type will be nouns, since these words are easy to adopt in another language.

- The least number of anglicisms found in the papers will belong to the word class of adjectives, since these words have to be adjusted to the rules of the German language.

- The most frequently used anglicisms will belong to the area of sports.
These hypotheses have been chosen to be tested because in the first instance, the goal of this thesis is to find out which newspaper presents the highest number of English words and which one presents the lowest. Furthermore, it is interesting to see in which rubrics the use of anglicisms is significant and in which ones it is not. Also concerning word types it is important to see the distribution between nouns, verbs, adjectives and adverbs. Finally, the hypothesis that the most anglicisms will belong to the field of sports will show that this is one of the most anglicised areas nowadays and constitutes a main entrance gate for English words in the German language.

11. Objects of Investigation

For this study, in each case, five issues of the Kronen Zeitung, the Kleine Zeitung and the Standard, over a period of five weekdays (Monday to Friday), have been investigated. All in all, a total corpus of 352,269 words has been counted. In order to get a basic appreciation of the philosophies and directions of the newspapers, some general information will be provided in the following section.

11.1. Kronen Zeitung

11.1.1. History

The Kronen Zeitung was founded by the former officer and chief editor of the newspaper ‘Reichswehr’, Gustav Davis. The first edition was published on the 2nd of January in 1900. The name of the newspaper derives from the currency unit ‘Krone’ because back then, the price of a monthly subscription had been 1 ‘Krone’. The idea of Davis was to make a newspaper that would be accessible for every Austrian citizen. He had a number of people who helped to make the newspaper successful. An important step was made in the year 1903 when in Serbia King Alexander and his wife had been murdered by some officers who had entered the royal palace. Davis and his associates sent out a team of reporters to Serbia in order to report from the regicide on site, which had been a revolutionary act for the situation back then. This move made the Kronen Zeitung lastingly very popular and increased the circulation considerably. In 1938 however, the end of the Kronen Zeitung was near. When the National Socialists invaded Austria, also the editorial office of the Kronen Zeitung was controlled. Eventually, the Kronen Zeitung was transformed into the ‘Kleine Kriegszeitung’.
On August 31st 1944 the newspaper ceased to appear, which also marked the temporary end of the *Kronen Zeitung*. In 1958 Hans Dichand decided to relaunch the *Kronen Zeitung* and in 1959 the first issue of the *Neue Kronen Zeitung* was published, with a circulation of 165.000. In 1963 the first regional issues were published. Gradually, the *Kronen Zeitung* came to be the most popular newspaper in Austria and one of the biggest newspapers in the world (cf. www.krone.at) [transl. by author].

11.1.2. Target group

The *Kronen Zeitung* is meant to be a source of information for the whole population. Therefore it is not designed in order to meet the demands of certain target groups. It is published in order to satisfy the citizen who is interested in the daily events that are going on in Austria. Regardless of whether one is interested in the economy, politics, sports or society, the *Kronen Zeitung* fulfils any of these needs.

11.1.3. Circulation

According to the *Österreichische Auflagenkontrolle* (ÖAK), the overall circulation of the *Kronen Zeitung* in the first half-year of 2013 was 904.933 (cf. www.oeak.at).

11.1.4. Language level

The language level of the *Kronen Zeitung* can be described as an average level, since the newspaper is designed to be a source of information for the average reader and for every age group.

11.1.5. Statement concerning the use of anglicisms

Unfortunately, no statement to anglicisms has been given by the *Kronen Zeitung* until this paper has been finished.

11.2. KLEINE ZEITUNG

11.2.1. History

The *Kleine Zeitung* was founded in 1904. At that time, when newspapers were the privilege of the higher social classes of the population, the *Kleine Zeitung* was a newspaper also for the ‘lower classes of society’. Furthermore, the *Kleine Zeitung* did not want to be dependent on political parties; therefore, it was a newspaper for the whole population. The
circulation back then had been 30,000. Already in the 1930s the Kleine Zeitung was the most popular newspaper in the Austrian alpine provinces. Beside the Styrian edition, in 1937 also a Carinthian edition was published. In 1938 the Kleine Zeitung was taken over by the National Socialists and was transformed into a National Socialist propaganda paper. In 1945 the Soviet troops prohibited the publication of the Kleine Zeitung. Finally, after extensive proceedings with the British occupiers, who had displaced the Soviets, the Kleine Zeitung was again published from 1948 onwards. In 1954 the printing of the Carinthian edition was shifted to Klagenfurt. Since the Kleine Zeitung was only published six days a week (not on Mondays), in 1969 the ‘Grazer Montag’ and the ‘Kärntner Montag’ were published for the first time. From now on, the readers of the Kleine Zeitung could read up about the news on Mondays too. Also the first steps for a regional coverage were made. By that time the circulation had increased to 145,000. In 1996 the online-versions styria-online and carinthia-online of the Kleine Zeitung were launched. In 1999 the new online service of the Kleine Zeitung was made available for use (cf. www.kleinezeitung.at) [transl. by author].

11.2.2. Target group

According to an article on their website, the Kleine Zeitung is the most popular newspaper among readers of the leadership in the South of Austria. Referring to the Leseranalyse Entscheidungsträger\(^{17}\), the coverage of the Kleine Zeitung in this sector is 80.8%, which means 90,000 readers. The second place goes to the Kronen Zeitung with only 43,100 readers, which shows the significant difference very well.

However, the Kleine Zeitung is not only designed to meet the aspirations of the leadership. It is also a newspaper that is meant to be a source of information for anyone who is interested in what is going on in Austria. According to Othmar Wagner, managing editor of the Kleine Zeitung: “the Kleine Zeitung is the second biggest daily newspaper in Austria (with a main range in two states – Styria and Carinthia) and is addressed to a broad audience, from the academic to the labourer”.

11.2.3. Circulation

The circulation of the Kleine Zeitung in the first half-year 2013 according to the ÖAK was 307,973.

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\(^{17}\) The study is undertaken every 2 years and is ordered by 16 local publishers (cf. www.kleinezeitung.at “Lesestoff für die Führungsetage”)
11.2.4. Language level

The language level of the *Kleine Zeitung* can be determined as an average language level, comprehensible for a broad readership.

11.2.5. Statement concerning the use of anglicisms

Concerning the use of English expressions the newspaper has stated that “the *Kleine Zeitung* tries to escape from temporary linguistic fashions. The language is an erosive good and the infiltration of English terms is hardly avoidable in the long run. However, we will do our utmost to not even accelerate this process. On our advertisement pages certainly we cannot prescribe our customers how they have to text – and especially from the advertising branch the English language comes in unfiltered. In our editorial area, though, we follow the rule that a German expression has to be used unless the English term or phrase is already integrated and ‘domestic’ in the German language. Apart from that, if a faux pas happens and we use an anglicism instead of a German equivalent, we receive complaints by our readers immediately” (Othmar Wagner / managing editor *Kleine Zeitung*) [transl. by author].

11.3. *Der Standard*

11.3.1. History

*Der Standard* was founded in 1988 by Oscar Bronner and the German Axel Springer Verlag under the former title *Wirtschaftsblatt*. In the beginning *Der Standard* was only published five days a week, without the rubrics *Chronik* and *Sport*. In 1989 the first Saturday issue was published. In 1992 the coverage already accounts for 4,4% of total newspaper spread. *Der Standard* became established as a newspaper especially for young and well-off readers. In 1995 the online version of *Der Standard* was launched. It was the first German-language newspaper that was available on the Internet. According to *ABC News* and the *Wall Street Journal*, ‘their website is the most important source of information for us, living abroad, in order to follow the happenings in Austria’. In the same year the Axel Springer Verlag withdrew from *Der Standard* and Oscar Bronner took over their shares. In 1998 the Süddeutscher Verlag joins in with 49% ownership. In 2005 the eight page supplement ‘*New York Times*’, appearing every Monday, was published for the first time. In 2008 *Der Standard* is again completely ‘Austrian’, as the Süddeutscher Verlag withdraws its participation. 2010 the new iStandard App turns out to be the most popular one in the App Store. Mobile postings are now possible with applications for iPhone and other new mobile devices. Since 2011 the
iStandard+ App for the iPad is available too. In 2013 Der Standard celebrated its 25th anniversary.

Concerning the name, Der Standard, it is stated on their website that the title was found in an encyclopaedia. The entry said that the title implies ‘the assertion of a high cultural standard’. This is why Der Standard was chosen as the name of the newspaper. (cf. derstandarddigital.at) [transl. by author].

11.3.2. Target group and philosophy of the paper

As stated on the website, Der Standard is a liberal medium. It is independent of political parties, institutions and interest groups and is directed at all readers who expect high standards of a thorough and broad reporting, together with a profound and factual commentary in the areas of economy, politics, culture and society.

Der Standard stands for:
- the protection and promotion of parliamentary democracy and republican-political culture;
- constitutional goals in rejecting political extremism and totalitarianism;
- the strengthening of the economic competitiveness of the country, following the principles of a social market economy;
- tolerance towards all ethnic and religious communities;
- the equality of all citizens and all provinces in the Republic of Austria.

(cf. www.derstandarddigital.at “Blattlinie”) [transl. by author].

11.3.3. Circulation

According to the ÖAK, the circulation of the Standard in the first half-year 2013 was 100,926.

11.3.4. Language level

The language level of the Standard can be described as medium-high. It uses a more sophisticated language than the other two newspapers, since the focus is on economic, political and cultural issues.
11.3.5. Statement concerning the use of anglicisms

According to the Standard: “there are no fixed guidelines: However, we still try to reduce anglicisms and if possible, use German equivalents. Sometimes, though, there are problems with translating certain expressions, such as in the case of the term ‘Tappering’ in connection to the US central bank. In this case we try to explain the expression” (Alexandra Föderl-Schmid, chief editor / co-publisher Der Standard).

Apart from this, since 2005 every Monday issue of the Standard contains an English supplement. It comprises articles from the New York Times that have been selected for the Standard.

11.4. Media analysis of the newspapers

According to the 2012/13 data of the Verein Arbeitsgemeinschaft Media-Analysen\(^{18}\), the overall coverage of the Kronen Zeitung accounts for 36,2% (including readers from 14 years onwards), which means 2.616.000 readers\(^{19}\). According to gender the readers are divided into 37,6% (1.322.000) of male readers and 34,8% (1.294.000) of female readers\(^{20}\). Concerning age, there is a steady increase from 14-19 years (25,1%) over 20-29 years (29,3%), 30-39 years (32,2%), 40-49 years (36,5%), 50-59 years (41,6%) and to 60-69 years (43,8%). Only in the age group of 70+ can a slight decrease to 41% be observed. When it comes to the regional distribution it is shown that the Kronen Zeitung is most widely spread in Burgenland (50,8%), Carinthia (44,2%) and Lower Austria (39,6%). The lowest circulation is recorded in Vorarlberg (5,3%) and Vienna (30,9%).

The overall coverage of the Kleine Zeitung, is 11,3%, which means 817.000 readers from 14 years onwards. Concerning gender the situation is relatively balanced: 11,5% (402.000) of the readers are male, whereas 11,2% (415.000)\(^{21}\) are female. Concerning age, there is a slight decrease of the percentage between the age groups 14-19 years (9,5%) and 20-29 years (9,1%); in the following age groups there is a steady increase from 30-39 years (10,3%), 40-49 years (11,3%), 50-59 years (12,6%) to 60-69 years (13,4%). Again, as was the same with the Kronen Zeitung, in the age group 70+ there is another slight decrease to 12,6%.

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\(^{18}\) The ‘Media-Analyse’ is the biggest study to find out the coverage of print media in Austria (www.media-analyse.at/welcome.do) [transl. by author].

\(^{19}\) These percentages refer to the ‘Nettoreichweite’ which means that only these readers are included in the percentages, who actually read the newspapers. The ‘Nettoreichweite’ for 2012/13 was 72,5%.

\(^{20}\) Referring to the Nettoreichweite which amounts to 2.616.000 readers. The rest is divided between other daily newspapers that have been part of the analysis.

\(^{21}\) Again referring to the Nettoreichweite, amounting to the 817.000 readers. It has to be noted here that there might be a confusion with the percentages and the number of readers. Although, the percentage of male readers is slightly higher, the actual number of female readers is higher with 415.000 as opposed to 402.000. The numbers could have been confused. The results have been adopted as indicated on the website.
Concerning the regional distribution, the analysis has shown that the *Kleine Zeitung* has the biggest coverage in Styria (49,9%) and Carinthia (48,6%). In all the other regions the percentage does not exceed 1%, except Tyrol (3,4%) and Burgenland (2,6%).

The overall coverage of *Der Standard* is 5,3%, which means 382,000 readers from 14 years onwards. The distribution according to gender is 6,1% (213,000) male readers and 4,6% (169,000) female readers. Concerning the age groups, the percentage is relatively low from 14-19 years (3,6%), but increases to 6,2% (20-29 years), 6,3% (30-39 years) and 6,5% (40-49 years). From 50 years onwards there is another decline to 5,3% (50-59 years), 4,9% (60-69 years) and 2,8% (70+ years). Concerning the regional distribution we have the highest percentage in Vienna (10,9%) and Vorarlberg (5,4%). In all other regions the percentages are relatively low, with the smallest distribution in Carinthia with 2,8%.

All the percentages that have been described above are shown in the table below in order to give a clear overview of the results:

Tbl. 1: Media analysis of the investigated newspapers

<table>
<thead>
<tr>
<th>Region</th>
<th>Kronen Zeitung</th>
<th>Kleine Zeitung</th>
<th>Der Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>Readers in 1000</td>
<td>%</td>
</tr>
<tr>
<td>Total</td>
<td>36.2</td>
<td>2,616,000</td>
<td>11.3</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td>%</td>
<td>In 1000</td>
</tr>
<tr>
<td>Male</td>
<td>37.6</td>
<td>1,322</td>
<td>34.8</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>%</td>
<td>In 1000</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td>%</td>
<td>In 1000</td>
</tr>
<tr>
<td>14-19 y.</td>
<td>25.1</td>
<td>145</td>
<td>14-19 y.</td>
</tr>
<tr>
<td>20-29 y.</td>
<td>29.3</td>
<td>316</td>
<td>20-29 y.</td>
</tr>
<tr>
<td>30-39 y.</td>
<td>32.3</td>
<td>357</td>
<td>30-39 y.</td>
</tr>
<tr>
<td>40-49 y.</td>
<td>36.5</td>
<td>505</td>
<td>40-49 y.</td>
</tr>
<tr>
<td>50-59 y.</td>
<td>41.6</td>
<td>484</td>
<td>50-59 y.</td>
</tr>
<tr>
<td>60-69 y.</td>
<td>43.8</td>
<td>384</td>
<td>60-69 y.</td>
</tr>
<tr>
<td>70+ y.</td>
<td>41.0</td>
<td>426</td>
<td>70+ y.</td>
</tr>
<tr>
<td>Region</td>
<td>%</td>
<td>In 1000</td>
<td>%</td>
</tr>
<tr>
<td>Burgenland</td>
<td>50.8</td>
<td>127</td>
<td>Styria</td>
</tr>
<tr>
<td>Carinthia</td>
<td>44.2</td>
<td>213</td>
<td>Carinthia</td>
</tr>
<tr>
<td>Lower Aus.</td>
<td>39.6</td>
<td>548</td>
<td>Tyrol</td>
</tr>
<tr>
<td>Styria</td>
<td>39.0</td>
<td>410</td>
<td>Burgenland</td>
</tr>
<tr>
<td>Salzburg</td>
<td>38.8</td>
<td>176</td>
<td>Vorarlberg</td>
</tr>
<tr>
<td>Upper Aus.</td>
<td>37.6</td>
<td>451</td>
<td>Upper Aus.</td>
</tr>
<tr>
<td>Tyrol</td>
<td>35.4</td>
<td>216</td>
<td>Salzburg</td>
</tr>
<tr>
<td>Vienna</td>
<td>30.9</td>
<td>459</td>
<td>Vienna</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>5.3</td>
<td>17</td>
<td>Lower Aus.</td>
</tr>
</tbody>
</table>

(cf. www.media-analyse.at)
12. **Corpus and Methodology**

As already mentioned above, in each case five issues (Monday to Friday) of the *Kronen Zeitung*, the *Kleine Zeitung* and the *Standard* have been investigated for this study. This amounts to a total corpus of 352,269 words. Individually there were 98,116 words in the issues of the *Kronen Zeitung*, 110,594 words in the issues of the *Kleine Zeitung* and 143,559 words in the issues of the *Standard*.

Alltogether, 8,678 Anglicisms have been found in the total corpus; 2766 in the *Kronen Zeitung*, 2797 in the *Kleine Zeitung* and 3115 in the *Standard*. This results in a total percentage of 2.46% of English words in the total corpus.

Concerning the rubrics that have been included in the counting: all rubrics have been counted except front page (in the case of *Kronen Zeitung* and *Kleine Zeitung*), the Motor Journal (*Kronen Zeitung*), advertisements, the weather forecast, horoscopes, cinema programmes, death announcements, other announcements (newborns, animals, real estates, stock prices, dating, consulting, etc.) and the radio and TV programme. Included in the counting have been headings, subtitles and captions. Furthermore, it has to be stated that the English supplement (*New York Times*) belonging to the Monday issue of the *Standard*, has not been included in the countings.

Concerning the types of borrowings that have been included: practically all types of borrowings have been included, i.e. loanwords, mixed compounds, full substitutions (these are hard to identify because they are fully integrated in the German language; therefore it is possible that not all of these words have been counted as anglicisms), pseudo-loans and proper names (these are only counted when there was a possible German equivalent that could have been used, e.g. names of agencies). Furthermore, it is important to mention that compounds, proper names and other expressions have been counted as one word, even if they consisted of more than one lexical word (e.g. Standing Ovations). Excluded from the counting have been words of geographic place; names of people, companies or organizations that cannot be expressed in German, titles of English books and articles, quotations and sayings.

All the words, both the total number of words in the corpus and the total number of anglicisms have been counted by hand. The decision to do a manual investigation without the support of computerised software was a conscious choice. Since such computer programmes only search for English words without considering the context, it will hardly detect any anglicism in the corpus. Furthermore, it would also list English words that are part of
company names, geographical places or English proper names, which have not been counted for this study. Moreover, these programmes need equivalence lists in order to find the appropriate English words and it can be doubted that such lists contain all the anglicisms that are used in the newspapers, since a lot of them are newly formed by the authors in order to use them as stylistic devices.

13. RESULTS

In the following sections the results of the study will be presented. First of all, the overall number of anglicisms as compared to the total number of words in the corpus will be discussed. The next section is dedicated to the frequency of English words in the three newspapers, answering the questions as to which of the newspapers presents the highest percentage of anglicisms and which one presents the lowest percentage. The following section will discuss the individual results of the different rubrics in each of the three papers. The results will be supported by pie charts, which give a visual impression of the findings. The next part will show the most frequently used anglicisms in any of the three newspapers, presented in lists containing the top-30 anglicisms. The second last section will be dedicated to the frequency of anglicisms according to word type, discussing the question as to which word type provides the most anglicisms in the newspapers. Furthermore, in this chapter the integration into the German language will be discussed with reference to the top-30 lists of the previous chapter and to the full lists of anglicisms that have been found in the papers. Finally, there will be a short section which lists the most noticeable anglicisms that have been found. Some are listed because they are rarely used and some of them are listed because they have been newly invented by the authors, including also some very long compound forms that are formed by using English and German terms.

13.1. OVERALL NUMBER OF ANGLICISMS

As already mentioned above, the total corpus of the 15 investigated newspaper editions amounts to **352,269** words. In this whole corpus **8,678** anglicisms have been found. This makes a proportion of **2.46%**. The table on the next page will show the individual distribution of the counted words and the located anglicisms in the different editions of the newspapers:
Concerning the number of anglicisms, every token has been counted as an anglicism in order to find out the proportion of English words compared to the total number of words that have been counted. The distinction between type and token for this study can be described as follows: a type is a certain English word that occurs in a German text (e.g. Computer). As a type this word is only counted once, whereas this type can have more than only one token in the respective text, because the word ‘Computer’ may appear two or three times. In order to find out the frequency every token has to be counted. As Marc Rathmann states in his book concerning the type-token-ratio:

A high frequency of a certain word not only implies popularity, but may also reflect a strong integration into the German vocabulary. An Anglicism may have filled a gap or may have partially or fully replaced another word. An Anglicism which is only used once, on the other hand, may not really have become part of the German language, but rather be used occasionally by a journalist as a stylistic device (2007: 74).

13.2. FREQUENCY ACCORDING TO NEWSPAPER

Concerning the individual types of newspapers, there have been slight differences when it comes to the proportion of anglicisms. In the five issues of the Kronen Zeitung, with a total number of 98,116 words, 2,766 English terms have been found. This makes a percentage of 2,819%. Thus, the Kronen Zeitung presents the highest proportion of anglicisms among the

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**Tbl. 2: Overall number of anglicisms in the three newspapers**

<table>
<thead>
<tr>
<th>Kronen Zeitung</th>
<th>Total words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, August 27th 2012</td>
<td>16.129</td>
<td>537</td>
<td>3.329</td>
</tr>
<tr>
<td>Tuesday, August 28th 2012</td>
<td>17.760</td>
<td>471</td>
<td>2.652</td>
</tr>
<tr>
<td>Wednesday, August 29th 2012</td>
<td>21.571</td>
<td>562</td>
<td>2.605</td>
</tr>
<tr>
<td>Thursday, August 30th 2012</td>
<td>22.186</td>
<td>660</td>
<td>2.975</td>
</tr>
<tr>
<td>Friday, August 31st 2012</td>
<td>20.470</td>
<td>536</td>
<td>2.618</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kleine Zeitung</th>
<th>Total words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, August 27th 2012</td>
<td>16.468</td>
<td>439</td>
<td>2.666</td>
</tr>
<tr>
<td>Tuesday, August 28th 2012</td>
<td>21.381</td>
<td>573</td>
<td>2.680</td>
</tr>
<tr>
<td>Wednesday, August 29th 2012</td>
<td>20.543</td>
<td>580</td>
<td>2.823</td>
</tr>
<tr>
<td>Thursday, August 30th 2012</td>
<td>24.422</td>
<td>557</td>
<td>2.281</td>
</tr>
<tr>
<td>Friday, August 31st 2012</td>
<td>27.780</td>
<td>648</td>
<td>2.333</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Der Standard</th>
<th>Total words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, August 27th 2012</td>
<td>23.027</td>
<td>499</td>
<td>2.167</td>
</tr>
<tr>
<td>Tuesday, August 28th 2012</td>
<td>29.700</td>
<td>680</td>
<td>2.290</td>
</tr>
<tr>
<td>Wednesday, August 29th 2012</td>
<td>37.555</td>
<td>772</td>
<td>2.056</td>
</tr>
<tr>
<td>Thursday, August 30th 2012</td>
<td>27.041</td>
<td>549</td>
<td>2.030</td>
</tr>
<tr>
<td>Friday, August 31st 2012</td>
<td>26.236</td>
<td>615</td>
<td>2.344</td>
</tr>
</tbody>
</table>

**352,269** | **8.678**

---
investigated newspapers. The second highest percentage has been found in the *Kleine Zeitung*, with a total number of 110,594 words and 2,797 anglicisms it amounts to 2,529%. The lowest number of English words has been found in the *Standard*, with a total number of 143,559 words and 3,115 anglicisms making a percentage of 2,170%. Hence, the hypothesis that has been stated at the beginning has been proved correct.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total number of words</th>
<th>Anglicisms</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kronen Zeitung</td>
<td>98,116</td>
<td>2,819%</td>
<td></td>
</tr>
<tr>
<td>Kleine Zeitung</td>
<td>110,594</td>
<td>2,529%</td>
<td></td>
</tr>
<tr>
<td>Der Standard</td>
<td>143,559</td>
<td>2,170%</td>
<td></td>
</tr>
</tbody>
</table>

Although many researchers and linguists argue that there is an extensive use of English words in the German language, this study shows that in the case of Austrian newspapers, the use of anglicisms is not that distinct, compared to the total number of words in the corpus. Therefore it cannot be said that the German language, at least in the case of the language of the press, is in danger because of English influence. Certainly, English words are used because in some cases no German equivalents are available and in some cases they are used as stylistic devices in order to make a text appear more modern and catchy. Also the persons in authority of the newspapers that have been asked for their philosophy about anglicisms, have stated that they try to avoid English expressions when there are possible German equivalents they can use. However, in some cases such equivalents are not available in the German language and therefore English terms have to be used.

13.3. FREQUENCY ACCORDING TO RUBRIC

In order to find out which rubrics of the individual newspapers present the highest percentages of anglicisms, all rubrics have been investigated. In the following sections those rubrics have been analysed in more detail which have been found in all five issues of the respective paper. Certain rubrics that did not appear in all five issues were not included in this comparison, although some of those rubrics presented a quite high percentage of English words, such as ‘Wirtschaft’, ‘Jung sein’, ‘Freizeit’, ‘Pop up’s’, ‘Reportage’ and ‘Film’ in the
**Kronen Zeitung**; the rubrics ‘Feldkirchen’, ‘Shopping Spezial’, ‘Reise’, ‘Aviso Spezial’ and ‘Vorteilsclub’ in the *Kleine Zeitung*; and the rubrics ‘Szenario’, NetBusiness/Wissenschaft’ and ‘Automobil’ in the *Standard*. Some of the rubrics which presented the highest percentages are briefly discussed in each case at the end of the following sub-chapters.

### 13.3.1. Kronen Zeitung

The rubrics with the highest percentages of anglicisms in the *Kronen Zeitung* are ‘Sport’ with a percentage of 4,267%, ‘Ausland’ with 3,663% and ‘Society’ with 3,622%. The rubrics with the lowest number of anglicisms are ‘Letter to the editor’ with 1,065%, ‘Kärnten extra’ with 1,435% and ‘Österreich’ with 1,559%. In the following pie chart the results are clearly depicted.

![Anglicisms in the rubrics of the Kronen Zeitung](image)

In the following sections the results of the individual rubrics of the *Kronen Zeitung* will be explained in more detail, sorted according to the percentage of English words. Beside the total amount of words of all five issues, also the total number of anglicisms (tokens) and the percentages will be given.

**‘Sport’**

As anticipated, this section presents the highest percentage of anglicisms in the *Kronen Zeitung*. The different types of sport use a lot of English words in order to describe strategies, moves and positions. Many types of sport come from America or Britain and therefore the English terminology is often adopted instead of searching for German equivalents. Another
reason for the extensive English terminology in the area of sports is the fact that many types of sports are internationally established and common in many countries. Therefore it is easier to use English expressions that are understandable in all these countries.

Total number of words: 26,082
Anglicisms: 1,113
Percentage: 4,267%

‘Ausland’
In this section events and stories from other countries are reported in order to give the reader an international overview of the happenings and processes. As expected, also this section presents a quite high number of anglicisms.

Total number of words: 5,378
Anglicisms: 197
Percentage: 3,663%

‘Society (Adabei)’
Since this section reports about events and incidents concerning actors/actresses, musicians, celebrities and other important personalities from Austria, but also from other countries, especially from America, the section is ranked in the top-3 rubrics regarding the use of anglicisms.

Total number of words: 4,914
Anglicisms: 178
Percentage: 3,622%

‘Kärnten’
In this section, events and incidents that happened in Carinthia are treated. It was not expected that this rubric would be ranked on the 4th place regarding the use of English words.

Total number of words: 14,007
Anglicisms: 315
Percentage: 2,249%
'Kultur'

This rubric reports about cultural events in Austria and was anticipated to be ranked in the midfield concerning the use of anglicisms.

Total number of words: 2,168
Anglicisms: 48
Percentage: 2,214%

‘TV’

This section reports about national and international TV series, actors/actresses, and about new movie projects and serial productions. It has been anticipated that this section would be ranked higher than only the 6th place. However, a possible explanation could be the fact that a great part of this section is dedicated to national matters.

Total number of words: 4,239
Anglicisms: 87
Percentage: 2,052%

‘Politik’

The fact that the section reporting about political events in Austria and other countries is only ranked at 7th place is not surprising. Although also international happenings are considered in this rubric, the language that is used does not exhibit a lot of English words, except possible proper names, geographic places and names of institutions that are not included in the counting of this study.

Total number of words: 6,518
Anglicisms: 116
Percentage: 1,780%

‘Österreich’

Also the 8th place of the rubric concerning articles about national events is not surprising at all. As the newspapers have declared, they try to avoid unnecessary English terms and try
to use German equivalents. This is not always possible when it comes to international reporting, but in articles about happenings in Austria, English terms can be avoided.

Total number of words: 7,057  
Anglicisms: 110  
Percentage: 1,559%

‘Kärnten Extra’
In contrast to the rubric ‘Kärnten’, which focuses on events concerning the whole state, the rubric ‘Kärnten Extra’ is dedicated to happenings in the different regions of Carinthia. The fact that this section is one of those who present the lowest number of anglicisms has been anticipated and mentioned at the beginning of this empirical part (hypotheses).

Total number of words: 4,390  
Anglicisms: 63  
Percentage: 1,435%

‘Letter to the editor’
The last place goes to the section ‘Letter to the editor’, which presents the lowest number of anglicisms in the Kronen Zeitung. This is not surprising, since Austrian citizens are willing to avoid English expressions. This assumption has also been confirmed by the managing editor of the Kleine Zeitung, Othmar Wagner, who states that the readers draw attention to English terms which could have been replaced by German equivalents and complain about the extensive use of anglicisms. This is why the low number of anglicisms in this section has been anticipated.

Total number of words: 9,203  
Anglicisms: 98  
Percentage: 1,065%

As already mentioned, there are other rubrics in the Kronen Zeitung, which present a quite high percentage of anglicisms. Since these rubrics have not appeared in all five issues they have not been included in the comparison. However, it is important to mention them as well. A section that presents a very high number of English words is the rubric called ‘Jung sein’,
which appeared only in the Monday issue of the Kronen Zeitung. With a total number of 1022 words and 70 anglicisms this rubric shows a percentage of 6,849%. Also the rubric called ‘Pop up’s’, which contains articles about concerts and new record releases, shows a high number of English expressions. This rubric only appeared in the Friday issue and with a total number of 361 words and 25 anglicisms it presents a percentage of 6,925%. Another rubric is the section ‘Film’, which is found in the Thursday issue and which presents a proportion of anglicisms of 5,706%, with a total number of 1069 words and 61 anglicisms.

13.3.2. Kleine Zeitung

In the Kleine Zeitung the rubrics with the highest percentages of anglicisms are again ‘Sport’ with 3,850%, ‘Leute’ with 3,848% and ‘Aviso’ with 2,955%. The rubrics with the lowest number of anglicisms are ‘Leserforum’ with 0,928%, ‘Österreich’ with 1,446% and ‘Thema’ with 1,569%. Again the following pie chart will give a good overview of the results.

As above, the following sections will show the details of the individual rubrics, concerning total number of words, number of anglicisms (tokens) and percentages.

‘Sport’

As already seen in the Kronen Zeitung, also in the Kleine Zeitung the rubric with the highest percentage of anglicisms is ‘Sport’. The reasons for this have already been discussed in the same passage about the Kronen Zeitung.
‘Leute’
This section is the equivalent of the section ‘Society (Adabei)’ in the Kronen Zeitung. It reports about national and international personalities and presents again a quite high percentage of English words.

Total number of words: 1.923
Anglicisms: 74
Percentage: 3,848%

‘Aviso’
This section gives helpful tips of what can be experienced in readers’ spare time. It gives an overview of events, exhibitions, concerts, lectures, festivals and marketplaces so that the reader has a number of choices of what to do. The high percentage of anglicisms is not surprising either, since recreational activities usually contain a lot of English expressions. Furthermore, this section is also dedicated to musical events and anglicisms in the music branch are very common.

Total number of words: 6.126
Anglicisms: 181
Percentage: 2,955%

‘TV & Medien’
This section does not treat the actual TV programme, since these rubrics are excluded from the counting. This section rather discusses new movies and TV productions. As it were, it is the equivalent to the ‘TV’ section in the Kronen Zeitung.

Total number of words: 3.431
Anglicisms: 96
Percentage: 2,798%
‘Kultur’

In this rubric new and upcoming cultural events are discussed and introduced. It includes stage performances, interviews with actors and authors, book launches and so on. Interestingly this section is ranked at the same 5th place as it was also ranked in the Kronen Zeitung.

Total number of words: 9,232
Anglicisms: 224
Percentage: 2,426%

‘Tribüne’

This section does not have an equivalent in the Kronen Zeitung. It includes articles by different authors, such as the so called ‘Denkzettel’, the ‘Leitartikel’ and the ‘Porträt des Tages’. Furthermore, an E-Mail is always published from the Kleine Zeitung to famous personalities, such as politicians, sportsmen or other celebrities.

Total number of words: 5,629
Anglicisms: 130
Percentage: 2,309%

‘International’

The 7th place of this section is quite surprising, since it has been assumed that this would be one of the sections with the highest number of English words. However, in the Kleine Zeitung relatively few anglicisms are used in order to describe and report international events.

Total number of words: 4,147
Anglicisms: 83
Percentage: 2,001%

‘Kärnten’

As opposed to the Kronen Zeitung (4th place), this section about regional events concerning Carinthia is only ranked at the 8th place in the Kleine Zeitung. This meets the expectations that have been stated at the beginning of this study.
Again the section about political issues in Austria and other countries is ranked at the farther end of the ranking scale. The reasons for that have been explained in the passage above and are not surprising at all. In the realm of politics relatively few anglicisms are used.

In this section the most discussed issues of the week are published. In the case of this study these issues were the elections in the USA in 2012, economically priced groceries that are offered in the supermarkets, the issue of a new version of the Austrian Armed Forces, the abolition of the civil service in Austria and the power struggle within the political party ÖVP. Therefore it is not surprising that the number of anglicisms found in this section is relatively low, since only one of these issues is about an international topic. The other issues are related to national matters and thus contain relatively few English words.

As it was expected, the section about national events that happened in Austria is again ranked at the end of the list. As already mentioned above, the newspapers have declared that they try to avoid English terms when it is possible and use German expressions instead.
‘Leserforum’

This section is the equivalent to the rubric ‘Letters to the editor’. According to the hypotheses that have been compiled at the beginning of this study, this section occupies the far end of the ranking, like it was the case in the Kronen Zeitung as well.

Total number of words: 4,204  
Anglicisms: 39  
Percentage: 0,928%

Beside the rubrics that have been compared above, also the Kleine Zeitung includes sections with a very high percentage of anglicisms that did not appear in all the five issues. One of these rubrics is ‘Aviso Spezial’, containing articles about sporting events and about cultural and culinary happenings. This section appeared in the Thursday issue of the Kleine Zeitung and with a total number of 1078 words and 51 anglicisms it presents a percentage of 4,731%. Another rubric was the section called ‘Vorteilsclub’, which explains the advantages of the Kleine Zeitung Vorteilsclub for subscribers and friends, appearing in the Tuesday issue. With a total number of 1639 words and 59 anglicisms it amounts to 3,600%. Also the section called ‘Reise’, which was part of the Thursday issue, presents a quite high number of anglicisms. With a total number of 2150 words and 76 English terms it results in a percentage of 3,535%.

13.3.3. Der Standard

In Der Standard the rubrics with the highest number of anglicisms are again ‘Sport’ with 3,833%, ‘TV/Radio’ with 3,274% and ‘Wirtschaft’ with 2,666%. The sections with the lowest amount of anglicisms in the Standard are ‘Chronik’ with 0,963%, ‘Inland’ with 1,142% and ‘Kommentar der Anderen’ with 1,420%. Also for these results a pie chart has been created in order to give a visual overview of the findings, which can be seen at the following page.
In the following, the details about the rubrics in the Standard concerning total number of words, number of anglicisms (tokens) and percentages will be displayed.

‘Sport’

Also in the third investigated newspaper, the rubric about sporting events presents the highest percentage of English words. As already explained in the passages of the other two papers, this has been anticipated and proves right the prepared hypotheses at the beginning of the thesis.

Total number of words: 9,914
Anglicisms: 380
Percentage: \(3,833\%\)

‘TV/Radio’

This section is not about the actual TV or radio programme. It rather gives a description of good movies, discussions, reports and talk-shows so that the reader can decide whether they want to see or hear them or not. In the Standard it is the so called ‘Switch List’ that examines certain programmes and offers the reader the most important facts.

Total number of words: 4,429
Anglicisms: 145
Percentage: \(3,274\%\)
‘Wirtschaft’

The 3rd place of the economy section is a little bit of a surprise and was not expected. However, the fact that many articles in this section are about international economic events could be a possible explanation for the high number of anglicisms in this rubric.

Total number of words: 18,566
Anglicisms: 495
Percentage: 2,666%

‘Kultur/Kommunikation’

This section includes descriptions of cultural events, as well as portraits of artists and other famous, predominantly Austrian, personalities. Like in the other two newspapers, the section about cultural happenings takes a place in the top midfield of the ranking.

Total number of words: 17,766
Anglicisms: 386
Percentage: 2,173%

‘Front’

As opposed to the other two papers, the front page of the Standard contains whole articles about national and international events, not only headings and subheadings. This is the reason why the front pages of the Standard issues have been included in the counting.

Total number of words: 3,969
Anglicisms: 81
Percentage: 2,041%

‘International’

As with the similar situation in the Kleine Zeitung (7th place), the 6th place of the section about international occurrences is surprising. Only the Kronen Zeitung (2nd place) presents a quite high number of anglicisms in this section, as it has been anticipated. The other two papers, though, do not confirm this assumption.
‘Kommentar’

This is the equivalent section to ‘Letters to the editor’ in the other two papers. As opposed to with them, this rubric is not ranked at the last position in the Standard, but rather in the midfield of the ranking.

Total number of words: 7,088
Anglicisms: 132
Percentage: 1,862%

‘Thema’

As in the Kleine Zeitung, also in the Standard the rubric called ‘Thema’ covers current issues concerning national and international events. In the investigated editions of the Standard these issues have been the fight about Syria, the Republican political convention, the Austrian people and compulsory military service, global monetary policy and China’s ambitions of becoming a maritime power. Although the themes are very internationally related, the number of English words found in this section is relatively low, which is surprising.

Total number of words: 7,967
Anglicisms: 144
Percentage: 1,807%

‘Kommentar der Anderen’

This section contains contributions by other authors concerning national and international processes. Since there are no equivalent sections in the other two newspapers, a comparison is difficult to make. Furthermore, there has not been a particular anticipation for this section concerning a high or low number of anglicisms.
Total number of words: 7,886  
Anglicisms: 112  
Percentage: 1,420%

‘Inland’
This section can be compared to the sections ‘Österreich’ in the other two papers. It can be seen that the section is permanently ranked at the end of the respective lists (see the table on the next page). Therefore, the hypothesis that sections concerning national contributions will present a low number of anglicisms, has been proved correct.

Total number of words: 11,294  
Anglicisms: 129  
Percentage: 1,142%

‘Chronik’
This section also contains articles about national processes and events. Many of these have to do with the law, with social matters, with politics and with everyday processes of the Austrian daily routine. The low number of anglicisms in this rubric is not surprising.

Total number of words: 11,427  
Anglicisms: 110  
Percentage: 0,963%

Further rubrics in the Standard which also show a high number of English expressions are ‘NetBusiness / Wissenschaft’, ‘Szenario’ and ‘Automobil’. The rubric ‘NetBusiness / Wissenschaft’ includes articles concerning scientific studies and technological processes. This rubric appeared in four issues of the Standard except from the Monday issue. With a total number of 4612 words and 191 anglicisms it shows a proportion of 4,141% of English expressions. The rubric called ‘Szenario’ reports about cultural and musical events, about exhibitions and theatre productions. Also this rubric appears in four issues except the Monday issue. With a total number of 3371 words and 127 anglicisms it reveals a percentage of 3,767%. Finally, the rubric called ‘Automobil’ includes articles about innovations in the
In order to give a final and clear overview of the common rubrics in the three newspapers which just have been analysed in detail, the following table has been compiled:

Tbl. 4: Frequency of anglicisms according to rubric

<table>
<thead>
<tr>
<th>Rubrics</th>
<th>Kronen Zeitung</th>
<th>Total number of words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.  Sport</td>
<td>26.082</td>
<td>1113</td>
<td>4,267</td>
<td></td>
</tr>
<tr>
<td>2.  Ausland</td>
<td>5.378</td>
<td>197</td>
<td>3,663</td>
<td></td>
</tr>
<tr>
<td>3.  Society (Adabei)</td>
<td>4.914</td>
<td>178</td>
<td>3,622</td>
<td></td>
</tr>
<tr>
<td>4.  Kärnten</td>
<td>14.007</td>
<td>315</td>
<td>2,249</td>
<td></td>
</tr>
<tr>
<td>5.  Kultur</td>
<td>2.168</td>
<td>48</td>
<td>2,214</td>
<td></td>
</tr>
<tr>
<td>6.  TV</td>
<td>4.239</td>
<td>87</td>
<td>2,052</td>
<td></td>
</tr>
<tr>
<td>7.  Politik</td>
<td>6.518</td>
<td>116</td>
<td>1,780</td>
<td></td>
</tr>
<tr>
<td>8.  Österreich</td>
<td>7.057</td>
<td>110</td>
<td>1,559</td>
<td></td>
</tr>
<tr>
<td>9.  Kärnten Extra</td>
<td>4.390</td>
<td>63</td>
<td>1,435</td>
<td></td>
</tr>
<tr>
<td>10. Letter to the editor</td>
<td>9.203</td>
<td>98</td>
<td>1,065</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rubrics</th>
<th>Kleine Zeitung</th>
<th>Total number of words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.  Sport</td>
<td>18.027</td>
<td>694</td>
<td>3,850</td>
<td></td>
</tr>
<tr>
<td>2.  Leute</td>
<td>1.923</td>
<td>74</td>
<td>3,848</td>
<td></td>
</tr>
<tr>
<td>3.  Aviso</td>
<td>6.126</td>
<td>181</td>
<td>2,955</td>
<td></td>
</tr>
<tr>
<td>4.  TV &amp; Medien</td>
<td>3.431</td>
<td>96</td>
<td>2,798</td>
<td></td>
</tr>
<tr>
<td>5.  Kultur</td>
<td>9.232</td>
<td>224</td>
<td>2,426</td>
<td></td>
</tr>
<tr>
<td>6.  Tribüne</td>
<td>5.629</td>
<td>130</td>
<td>2,309</td>
<td></td>
</tr>
<tr>
<td>7.  International</td>
<td>4.147</td>
<td>83</td>
<td>2,001</td>
<td></td>
</tr>
<tr>
<td>8.  Kärnten</td>
<td>20.086</td>
<td>389</td>
<td>1,937</td>
<td></td>
</tr>
<tr>
<td>9.  Politik</td>
<td>7.637</td>
<td>130</td>
<td>1,702</td>
<td></td>
</tr>
<tr>
<td>10. Thema</td>
<td>3.761</td>
<td>59</td>
<td>1,569</td>
<td></td>
</tr>
<tr>
<td>11. Österreich</td>
<td>4.496</td>
<td>65</td>
<td>1,446</td>
<td></td>
</tr>
<tr>
<td>12. Leserforum</td>
<td>4.204</td>
<td>39</td>
<td>0,928</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rubrics</th>
<th>Der Standard</th>
<th>Total number of words</th>
<th>Anglicisms</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.  Sport</td>
<td>9.914</td>
<td>380</td>
<td>3,833</td>
<td></td>
</tr>
<tr>
<td>2.  TV/Radio</td>
<td>4.429</td>
<td>145</td>
<td>3,274</td>
<td></td>
</tr>
<tr>
<td>3.  Wirtschaft</td>
<td>18.566</td>
<td>495</td>
<td>2,666</td>
<td></td>
</tr>
<tr>
<td>4.  Kultur /Kommunikation</td>
<td>17.766</td>
<td>386</td>
<td>2,173</td>
<td></td>
</tr>
<tr>
<td>5.  Front</td>
<td>3.969</td>
<td>81</td>
<td>2,041</td>
<td></td>
</tr>
<tr>
<td>6.  International</td>
<td>18.397</td>
<td>369</td>
<td>2,006</td>
<td></td>
</tr>
<tr>
<td>7.  Kommentar</td>
<td>7.088</td>
<td>132</td>
<td>1,862</td>
<td></td>
</tr>
<tr>
<td>8.  Thema</td>
<td>7.967</td>
<td>144</td>
<td>1,807</td>
<td></td>
</tr>
<tr>
<td>9.  Kommentar d. Anderen</td>
<td>7.886</td>
<td>112</td>
<td>1,420</td>
<td></td>
</tr>
<tr>
<td>10. Inland</td>
<td>11.294</td>
<td>129</td>
<td>1,142</td>
<td></td>
</tr>
<tr>
<td>11. Chronik</td>
<td>11.427</td>
<td>110</td>
<td>0,963</td>
<td></td>
</tr>
</tbody>
</table>
13.4. **Most Frequently Used Anglicisms**

In order to find out the most used anglicisms in the three newspapers, any token of an English word has been counted. On this basis, the following rankings of English expressions have been compiled. In each case, the first table lists the top-30 anglicisms without all the compound forms of a word and the second table lists the top-30 English expressions including all the compound formations of a word.

The figure that can be found in the third column shows the number of tokens that have been found of the respective word (type) in the five issues of any newspaper. The letter in the fourth column indicates the word type of the anglicisms:

N = noun, V = verb, A = adjective, P = prefix.

Adverbs are not considered in these rankings, since no adverb has shown up among the 30 mostly used anglicisms in neither of the newspapers.

13.4.1. Kronen Zeitung

Tbl. 5: Most frequently used anglicisms in the Kronen Zeitung (without compounds)

<table>
<thead>
<tr>
<th></th>
<th>Expression</th>
<th>Tokens</th>
<th>Type</th>
<th></th>
<th>Expression</th>
<th>Tokens</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fan(s)</td>
<td>71</td>
<td>N</td>
<td>16</td>
<td>Paralympics</td>
<td>17</td>
<td>N</td>
</tr>
<tr>
<td>2</td>
<td>Trainer</td>
<td>49</td>
<td>N</td>
<td>16</td>
<td>Programm</td>
<td>17</td>
<td>N</td>
</tr>
<tr>
<td>3</td>
<td>Team(s)</td>
<td>42</td>
<td>N</td>
<td>16</td>
<td>Dollar</td>
<td>17</td>
<td>N</td>
</tr>
<tr>
<td>4</td>
<td>Problem(e)</td>
<td>38</td>
<td>N</td>
<td>20</td>
<td>Sex-Täter</td>
<td>16</td>
<td>N</td>
</tr>
<tr>
<td>5</td>
<td>starten (gestartet)</td>
<td>37</td>
<td>V</td>
<td>20</td>
<td>UEFA 22</td>
<td>16</td>
<td>N</td>
</tr>
<tr>
<td>6</td>
<td>Film(e)</td>
<td>24</td>
<td>N</td>
<td>22</td>
<td>Finale</td>
<td>15</td>
<td>N</td>
</tr>
<tr>
<td>7</td>
<td>Expert(e)n / In</td>
<td>24</td>
<td>N</td>
<td>23</td>
<td>Info(s)</td>
<td>12</td>
<td>N</td>
</tr>
<tr>
<td>8</td>
<td>Foto(s)</td>
<td>23</td>
<td>N</td>
<td>23</td>
<td>Internet</td>
<td>12</td>
<td>N</td>
</tr>
<tr>
<td>9</td>
<td>Sport 24</td>
<td>21</td>
<td>N</td>
<td>23</td>
<td>Video(s)</td>
<td>12</td>
<td>N</td>
</tr>
<tr>
<td>9</td>
<td>Start</td>
<td>21</td>
<td>N</td>
<td>23</td>
<td>Kid(s)</td>
<td>12</td>
<td>N</td>
</tr>
<tr>
<td>11</td>
<td>Star(s)</td>
<td>20</td>
<td>N</td>
<td>27</td>
<td>Kamera(s)</td>
<td>11</td>
<td>N</td>
</tr>
<tr>
<td>11</td>
<td>USA</td>
<td>20</td>
<td>N</td>
<td>27</td>
<td>trainieren</td>
<td>11</td>
<td>V</td>
</tr>
<tr>
<td>11</td>
<td>US Open</td>
<td>20</td>
<td>N</td>
<td>27</td>
<td>Training</td>
<td>11</td>
<td>N</td>
</tr>
<tr>
<td>14</td>
<td>international 25</td>
<td>19</td>
<td>A</td>
<td>27</td>
<td>Partner/In</td>
<td>11</td>
<td>N</td>
</tr>
<tr>
<td>15</td>
<td>Klub(s)</td>
<td>18</td>
<td>N</td>
<td>27</td>
<td>Show</td>
<td>11</td>
<td>N</td>
</tr>
<tr>
<td>16</td>
<td>Interview(s)</td>
<td>17</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

22 Although the term is of French origin, it has been counted as an anglicisms because of the English pronunciation of the acronym; and because there would be a possible German equivalent, namely Europäischer Fußballverband (www.duden.de).

23 From „english film”, according to the Duden (www.duden.de)

24 Duden: from „english sport, ursprünglich = Zerstreuung, Vergnügen, Zeitvertreib, Spiel”; but also „altfranzösisch desport”.

25 Duden: „english international, aus inter-, Inter- und national, geprägt von dem englischen Sozialphilosophen und Juristen J. Bentham (1748-1832) im Sinn von „zwischen den Nationen (bestehend)”“.

84
This table lists the 30 most often used English words in the *Kronen Zeitung*, but, as already mentioned above, this list does not consider all the compound formations that contain English expressions. The following table, however, shows the ranking of the top-30 anglicisms including all the compound forms that have been found of a term.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Term</th>
<th>Count</th>
<th>Category</th>
<th>Rank</th>
<th>Term</th>
<th>Count</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Fan(s)</td>
<td>98</td>
<td>N</td>
<td>16.</td>
<td>Klub(s)</td>
<td>32</td>
<td>N</td>
</tr>
<tr>
<td>2.</td>
<td>Team(s)</td>
<td>85</td>
<td>N</td>
<td>18.</td>
<td>Paralympics</td>
<td>29</td>
<td>N</td>
</tr>
<tr>
<td>5.</td>
<td>Sport</td>
<td>63</td>
<td>N</td>
<td>22.</td>
<td>Finale</td>
<td>25</td>
<td>N</td>
</tr>
<tr>
<td>6.</td>
<td>Start</td>
<td>46</td>
<td>N</td>
<td>21.</td>
<td>Test(s)</td>
<td>25</td>
<td>N</td>
</tr>
<tr>
<td>6.</td>
<td>Problem(e)</td>
<td>44</td>
<td>N</td>
<td>21.</td>
<td>UEFA</td>
<td>25</td>
<td>N</td>
</tr>
<tr>
<td>8.</td>
<td>Film(e)</td>
<td>43</td>
<td>N</td>
<td>24.</td>
<td>Interview</td>
<td>23</td>
<td>N</td>
</tr>
<tr>
<td>9.</td>
<td>Star(s)</td>
<td>42</td>
<td>N</td>
<td>25.</td>
<td>Job(s)</td>
<td>21</td>
<td>N</td>
</tr>
<tr>
<td>10.</td>
<td>Rekord(e)</td>
<td>39</td>
<td>N</td>
<td>26.</td>
<td>Boot</td>
<td>20</td>
<td>N</td>
</tr>
<tr>
<td>11.</td>
<td>starten (gestartet)</td>
<td>37</td>
<td>V</td>
<td>26.</td>
<td>TV(-)</td>
<td>20</td>
<td>N,P</td>
</tr>
<tr>
<td>11.</td>
<td>Experte(n) / In</td>
<td>37</td>
<td>N</td>
<td>26.</td>
<td>USA</td>
<td>20</td>
<td>N</td>
</tr>
<tr>
<td>13.</td>
<td>Sex</td>
<td>36</td>
<td>N</td>
<td>29.</td>
<td>Cup</td>
<td>19</td>
<td>N</td>
</tr>
<tr>
<td>13.</td>
<td>Tennis</td>
<td>36</td>
<td>N</td>
<td>29.</td>
<td>Show</td>
<td>19</td>
<td>N</td>
</tr>
<tr>
<td>13.</td>
<td>top(-)</td>
<td>36</td>
<td>A,P</td>
<td>29.</td>
<td>international</td>
<td>19</td>
<td>A</td>
</tr>
<tr>
<td>16.</td>
<td>Foto(s)</td>
<td>32</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As can be seen, there are some changes in the ranking when all the compound forms are considered. Although in some cases the position does not change, or only changes slightly, it becomes obvious that the number of tokens increases significantly in the second table. This is the case because many English terms are combined with German expressions and form so called compounds. This fact raises the number of tokens of anglicisms in the second ranking considerably.

However, in both rankings the term ‘Fan(s)’ occupies the first position, with a considerable gap to the following words. Whereas the terms ‘Trainer’, ‘Team(s)’ and ‘Problem(e)’ are found at the top end of the list in both rankings, the prefix ‘US-‘ takes on the third position in the ranking including compounds, whilst it was not listed among the top-30 anglicisms in the first ranking. It can be found in compounds such as *US-Amerikaner, US-Bundesstaat, US-Konzern, US-Legende or US-Staat*. Other terms that did not appear in the first ranking but which have entered the second listing are ‘Rekord(e)’ (*Weltrekord, Rekord-*)

---

26 This term has been counted as an anglicisms because of the relation to the term ‘finally’.
27 Duden: “englisch test”; auch “altfranzösisch”.
28 Duden: “aus dem Niederdeutschen < mittelniederdeutschen bôt < mittelenglisch bot < altenglisch bat”.
29 According to www.merriam-webster.com, the adjectival term is of Middle English origin; but also from Latin and Anglo-French. Although, the noun might be of French origin, it has been counted as an anglicisms because of its international relevance.
When considering the contextual environment those words relate to, it becomes obvious that a great proportion of the terms in the lists above come from the area of sports, which is not a surprise since the rubric of sports in any case shows the highest percentage of anglicisms. These are words like ‘Fan(s)’, ‘trainer’, ‘Team(s)’, ‘Sport’, ‘US Open’, ‘Paralympics’, ‘UEFA’, ‘Finale’, ‘trainieren’ and ‘Training’. Also ‘starten’, ‘Start’, ‘Klub(s)’ and ‘Interview(s)’ are part of sports vocabulary. However, these words can also be used in other contexts. The other words in the lists are hard to associate with a certain area. There are words from the entertainment industry (‘Film(e)’, ‘Foto(s)’, ‘Star(s)’, ‘Show’), from the technology sector (‘Internet’, ‘Video(s)’, ‘Kamera(s)’) and words that are used in international contexts such as politics or the economy (‘Problem(e)’, ‘Experte(n)/In’, ‘USA’, ‘international’, ‘Programm’, ‘Dollar’, ‘Partner/In’).

13.4.2. Kleine Zeitung

Tbl. 7: Most frequently used anglicisms in the Kleine Zeitung (without compounds)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>international</td>
<td>44</td>
</tr>
<tr>
<td>2.</td>
<td>Interview(s)</td>
<td>38</td>
</tr>
<tr>
<td>3.</td>
<td>Team(s)</td>
<td>34</td>
</tr>
<tr>
<td>3.</td>
<td>USA</td>
<td>34</td>
</tr>
<tr>
<td>5.</td>
<td>Hotel(s)</td>
<td>33</td>
</tr>
<tr>
<td>6.</td>
<td>Info(s)</td>
<td>31</td>
</tr>
<tr>
<td>7.</td>
<td>Trainer</td>
<td>29</td>
</tr>
<tr>
<td>8.</td>
<td>Film(e)</td>
<td>28</td>
</tr>
<tr>
<td>9.</td>
<td>Fan(s)</td>
<td>27</td>
</tr>
<tr>
<td>9.</td>
<td>starten (gestartet)</td>
<td>27</td>
</tr>
<tr>
<td>11.</td>
<td>Problem(e)30</td>
<td>26</td>
</tr>
<tr>
<td>11.</td>
<td>Programm(e)</td>
<td>26</td>
</tr>
<tr>
<td>13.</td>
<td>Austria</td>
<td>23</td>
</tr>
<tr>
<td>13.</td>
<td>Paralympics</td>
<td>23</td>
</tr>
<tr>
<td>15.</td>
<td>E-Mail(s)</td>
<td>19</td>
</tr>
<tr>
<td>15.</td>
<td>Foto(s)</td>
<td>19</td>
</tr>
<tr>
<td>15.</td>
<td>Start(s)</td>
<td>19</td>
</tr>
<tr>
<td>15.</td>
<td>Streik(s)</td>
<td>19</td>
</tr>
<tr>
<td>19.</td>
<td>Hurrikan(s)</td>
<td>17</td>
</tr>
<tr>
<td>20.</td>
<td>Dollar</td>
<td>16</td>
</tr>
<tr>
<td>20.</td>
<td>Internet</td>
<td>16</td>
</tr>
<tr>
<td>22.</td>
<td>Experte(n)/In</td>
<td>15</td>
</tr>
<tr>
<td>22.</td>
<td>Festival(s)</td>
<td>15</td>
</tr>
<tr>
<td>24.</td>
<td>Star(s)</td>
<td>14</td>
</tr>
<tr>
<td>25.</td>
<td>Teamchef(s)</td>
<td>13</td>
</tr>
<tr>
<td>25.</td>
<td>Finale</td>
<td>13</td>
</tr>
<tr>
<td>25.</td>
<td>Filmfestspiele</td>
<td>13</td>
</tr>
<tr>
<td>28.</td>
<td>Daten</td>
<td>12</td>
</tr>
<tr>
<td>28.</td>
<td>live</td>
<td>12</td>
</tr>
<tr>
<td>30.</td>
<td>Job(s)</td>
<td>11</td>
</tr>
<tr>
<td>30.</td>
<td>Sponsoring</td>
<td>11</td>
</tr>
<tr>
<td>30.</td>
<td>UEFA</td>
<td>11</td>
</tr>
<tr>
<td>30.</td>
<td>US Open</td>
<td>11</td>
</tr>
</tbody>
</table>

30 According to www.merriam-webster.com, “Middle English probleme, from Latin problema, from Greek problèma”.
Again, this list only shows the ranking according to tokens without all the compound forms. The ranking including the compounds will be shown in the following table:

Tbl. 8: Most frequently used anglicisms in the Kleine Zeitung (including compounds)

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Team(s)</td>
<td>95</td>
<td>N</td>
<td>17</td>
<td>Experte(n)/In</td>
</tr>
<tr>
<td>2</td>
<td>Film(e)</td>
<td>89</td>
<td>N</td>
<td>17</td>
<td>Star(s)</td>
</tr>
<tr>
<td>3</td>
<td>US-</td>
<td>70</td>
<td>P</td>
<td>19</td>
<td>Problem(e)</td>
</tr>
<tr>
<td>4</td>
<td>Programm(e)</td>
<td>57</td>
<td>N</td>
<td>20</td>
<td>Tennis</td>
</tr>
<tr>
<td>5</td>
<td>Trainer</td>
<td>56</td>
<td>N</td>
<td>21</td>
<td>Show</td>
</tr>
<tr>
<td>6</td>
<td>Sport</td>
<td>53</td>
<td>N</td>
<td>21</td>
<td>starten (gestartet)</td>
</tr>
<tr>
<td>7</td>
<td>Hotel(s)(^{31})</td>
<td>52</td>
<td>N</td>
<td>23</td>
<td>Internet</td>
</tr>
<tr>
<td>8</td>
<td>Fan(s)</td>
<td>45</td>
<td>N</td>
<td>24</td>
<td>Streik(s)</td>
</tr>
<tr>
<td>9</td>
<td>Rekord(e)</td>
<td>44</td>
<td>N</td>
<td>25</td>
<td>Foto(s)</td>
</tr>
<tr>
<td>10</td>
<td>international</td>
<td>44</td>
<td>A</td>
<td>26</td>
<td>Austria</td>
</tr>
<tr>
<td>11</td>
<td>Interview(s)</td>
<td>40</td>
<td>N</td>
<td>27</td>
<td>Paralympics</td>
</tr>
<tr>
<td>12</td>
<td>Start(s)</td>
<td>39</td>
<td>N</td>
<td>28</td>
<td>Boot(e)</td>
</tr>
<tr>
<td>13</td>
<td>Info(s)</td>
<td>37</td>
<td>N</td>
<td>28</td>
<td>Club</td>
</tr>
<tr>
<td>14</td>
<td>Klub(s)</td>
<td>35</td>
<td>N</td>
<td>28</td>
<td>Finale</td>
</tr>
<tr>
<td>15</td>
<td>USA</td>
<td>34</td>
<td>N</td>
<td>28</td>
<td>Park(^{32})</td>
</tr>
<tr>
<td>16</td>
<td>top(-)</td>
<td>33</td>
<td>A,P</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Again we can recognize some changes in the ranking when the compound forms are considered. Whilst the adjective ‘international’ occupies the 1\(^{st}\) position in the first ranking, it only takes on the 9\(^{th}\) place in the second listing, since it cannot be combined with other terms. Also the word ‘Interview(s)’, occupying the 2\(^{nd}\) position in the first listing, falls back to the 11\(^{th}\) place in the second listing, whereas the terms ‘Team(s)’, ‘Hotel(s)’ and ‘Trainer’ are listed in the top end of both lists. Again, the prefix ‘US-’, not listed in the first ranking among the top-30 anglicisms, takes on the 3\(^{rd}\) place in the second ranking, since it is very frequently used in combination with German terms. Examples for such compounds are US-amerikanisch, US-Arme, US-Dollar, US-Präsident and US-Republikaner. Also the term ‘Film(e)’ has made a considerable step forward from the 8\(^{th}\) place in the first ranking to the 2\(^{nd}\) place in the second ranking; as well as ‘Programm(e)’, from the 11\(^{th}\) place in the first ranking to the 4\(^{th}\) place in the second ranking. Further terms which are not listed in the first ranking, but have entered the second listing are ‘Sport’ (Ballsport, Motorsport, Sporthalle etc.), ‘Rekord(e)’ (Hitzerekorde, Teilnehmerrekord, Rekordfund etc.), ‘Klub(s)’ (Alpenklub, Nationalratsklub, Nationalratsclub, Nationalratsklub und Nationalratsklub).

\(^{31}\) Although the term is of French origin, it has been counted as an anglicisms in this thesis because of its international relevance.

\(^{32}\) According to the Duden, it comes from “englisch park” (also from “französisch parc”). Even more precise, according to www.merriam-webster.com, the term comes from “Middle English , from Anglo-French, from Medieval Latin”.

87
Klubchef etc.), ‘top(-)’ (Top-15, Topfavoritin, Topmodel etc.), ‘Tennis’ (Spitzentennis, Tennisprofis, Tennisverband etc.), ‘Show’ (Flugshow, Prêt-à-porter-Show, Showprogramm etc.), ‘Boot(e)’ (Elektroboot(e), Motorboot(e), Bootsführer etc.), ‘Club’ (Vorteilsclub, Nachtclub, Kegelclub etc.), ‘Park’ (Kurpark, Nationalpark, Windpark etc.).

Although the rubric of sports presented the highest percentage of anglicisms also in the Kleine Zeitung, the list of the top-30 anglicisms does not include such a high number of words belonging to the area of sports like it has been the case in the Kronen Zeitung. These words which are in the list, however, are quite the same words which have already been found in the Kronen Zeitung: ‘Team(s)’, ‘Trainer’, ‘Fan(s)’, ‘Paralympics’, ‘Teamchef(s)’, ‘Finale’, ‘UEFA’, ‘US Open’, ‘Sport’, ‘Tennis’. Again there are some words which can be used in the context of sports as well as in many other contexts, like words such as ‘Interview(s)’, ‘starten’, ‘Start’, ‘live’, ‘Sponsoring’, ‘Rekord(e)’ or ‘Klub(s)’. Other contextual areas where words occur are again international issues regarding politics or the economy (‘international’, ‘USA’, ‘Problem(e)’, ‘Programm(e)’, ‘Streik(s)’, ‘Hurrikan(s)’, ‘Dollar’, ‘Experte(n)/In’, ‘Job(s)’), the entertainment industry (‘Film(e)’, ‘Foto(s)’, ‘Festival(s)’, ‘Star(s)’, ‘Filmfestspiele’) and the technology sector (‘Programm(e)’, ‘E-Mail(s)’, ‘Internet’ ‘Daten’).

13.4.3. Der Standard

<table>
<thead>
<tr>
<th>Rank</th>
<th>Word</th>
<th>Frequency</th>
<th>Category</th>
<th>Rank</th>
<th>Word</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>USA</td>
<td>71</td>
<td>N</td>
<td>17.</td>
<td>Konzern(e)</td>
<td>18</td>
</tr>
<tr>
<td>2.</td>
<td>Problem(e)</td>
<td>58</td>
<td>N</td>
<td>18.</td>
<td>Premier</td>
<td>17</td>
</tr>
<tr>
<td>4.</td>
<td>Dollar</td>
<td>40</td>
<td>N</td>
<td>20.</td>
<td>Streik(s)</td>
<td>17</td>
</tr>
<tr>
<td>5.</td>
<td>starten (gestartet)</td>
<td>38</td>
<td>V</td>
<td>21.</td>
<td>Laser</td>
<td>16</td>
</tr>
<tr>
<td>6.</td>
<td>Programm(e)</td>
<td>35</td>
<td>N</td>
<td>22.</td>
<td>Foto(s)</td>
<td>15</td>
</tr>
<tr>
<td>7.</td>
<td>Film(e)</td>
<td>32</td>
<td>N</td>
<td>23.</td>
<td>AMA-Marketing</td>
<td>15</td>
</tr>
<tr>
<td>8.</td>
<td>Experte(n)/In</td>
<td>26</td>
<td>N</td>
<td>24.</td>
<td>Internet</td>
<td>14</td>
</tr>
<tr>
<td>9.</td>
<td>Team(s)</td>
<td>26</td>
<td>N</td>
<td>25.</td>
<td>Tablet(s)</td>
<td>13</td>
</tr>
<tr>
<td>11.</td>
<td>Hurrikan</td>
<td>23</td>
<td>N</td>
<td>27.</td>
<td>Daten</td>
<td>12</td>
</tr>
<tr>
<td>12.</td>
<td>Paralympics</td>
<td>22</td>
<td>N</td>
<td>28.</td>
<td>Airline(s)</td>
<td>11</td>
</tr>
<tr>
<td>13.</td>
<td>Interview(s)</td>
<td>22</td>
<td>N</td>
<td>29.</td>
<td>Fokus</td>
<td>11</td>
</tr>
<tr>
<td>14.</td>
<td>Job(s)</td>
<td>21</td>
<td>N</td>
<td>30.</td>
<td>Google</td>
<td>11</td>
</tr>
<tr>
<td>15.</td>
<td>Festival(s)</td>
<td>19</td>
<td>N</td>
<td>31.</td>
<td>Smartphone(s)</td>
<td>11</td>
</tr>
<tr>
<td>16.</td>
<td>Sportler/In(nen)</td>
<td>19</td>
<td>N</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Again, this list shows the ranking without the compound forms. In order to get the same comparison like in the other two papers, the following table includes the compound forms.
In the case of the Standard there are significant changes in the rankings. Whilst the first listing is headed by the terms ‘USA’, ‘Problem(e)’ and ‘international’, the first positions in the second listing including the compounds are taken by the terms ‘US(-)’, ‘Programm(e)’ and ‘Film’. In the case of the Standard the prefix ‘US(-)’, which is not present in the first list, has even taken the 1st position in the second list. Examples of compounds including the prefix ‘US(-)’ are US-Behörde(n), US-Bürger, US-Küste, US-Präsidentenwahlen and US-Wirtschaft.

Comparing the two rankings, a significant loss in position can be observed for the terms ‘Hurrikan’ (from 10th to 20th position), ‘Paralympics’ (from 12th to 22nd position), ‘Sportler/In(nen)’ (from 15th to 25th position) and ‘Premier’ (from 18th to 28th position). However, there are also terms which present an improvement regarding their position in the second ranking: ‘Programm(e)’ (from 6th to 2nd position), ‘Film’ (from 7th to 3rd position), ‘Konzern(e)’ (from 17th to 7th position) and ‘Festival’ (from 15th to 8th position). Terms which are not present in the first list but have entered the second listing are ‘Daten’ (Datenaustausch, Datenbank, Bankdaten etc.), ‘Sport’ (Breitensport, Sportarten, Sportgeschichte etc.), ‘TV’ (TV-Direktorin, TV-Sendungen, Staats-TV etc.), ‘Partner/In’ (Ansprechpartner, Geschäftspartner, Partnerschaft etc.), ‘Start’ (Neustart, Schulstartgeld, Startklassen etc.), ‘Marketing’ (Agrarmarketing, AMA-Marketing, Marketingmaßnahme(n) etc.).

Interestingly, despite the rubric ‘Sport’ which presents the highest percentage of English words in the Standard as well, only a small number of the top-30 anglicisms actually belongs
to the area of sports, such as ‘Team(s)’, ‘Paralympics’, ‘Sportler/In(nen)’, ‘US Open’ and ‘Sport’. Words like ‘starten’, ‘Start’ and ‘Interview(s)’ can be used in many different sectors, including sports of course. The great proportion of the top-30 anglicisms in the *Standard* belong to the area of international affairs regarding politics and the economy. These are words like ‘USA’, ‘international’, ‘Dollar’, ‘Programm(e)’, ‘Experte(n)/In’, ‘Parlament(e)’, ‘Hurrikan’, ‘Job(s)’, ‘Konzern(e)’, ‘Premier’, ‘Budget’, ‘Streik(s)’, ‘AMA-Marketing’, ‘Airline’, ‘Fokus’. Furthermore, there are some expressions that belong to the sector of technology, such as ‘Laser’, ‘Internet’, ‘Tablet(s)’, ‘Daten’ and ‘Smartphone’; and some terms belonging to the area of entertainment, such as ‘Film(e)’, ‘Festival’ and ‘Foto(s)’.

All in all it can be said that the top-30 lists of the *Kronen Zeitung* present the highest number of anglicisms belonging to the area of **sporting activities**, whereas the number decreases a little in the *Kleine Zeitung* and decreases significantly in the *Standard*. The greatest proportion of the top-30 anglicisms in the *Standard* belongs to the area of **international affairs** regarding politics and the economy. Moreover, in all top-30 lists of the three newspapers words have been found which belong to the areas of **entertainment** and **technology**.

13.5. FREQUENCY ACCORDING TO WORD TYPE

Concerning the word type the most anglicisms belong to, it can be said that by far the greatest number of the English words are nouns. Herewith, the hypothesis stated at the beginning of the thesis has been proved correct. Contrary to the assumptions at the beginning, the difference between verbs and adjectives is not very significant. In the *Kronen Zeitung* and the *Kleine Zeitung* slightly more verbs have been found than adjectives; namely 42 types of verbs and 34 types of adjectives in the *Kronen Zeitung*; and 39 types of verbs and 36 types of adjectives in the *Kleine Zeitung*. However, in the *Standard* the number of adjectives that has been found is slightly higher than the number of verbs; 45 types of verbs and 48 types of adjectives have been found in the *Standard*.


Concerning adverbs, only the terms ‘online’, ‘out’ and ‘nonstop’ have been found in the newspapers.

When having a look at the top-30 anglicisms lists in the previous chapter, this assumption concerning word types is also proved correct. Concerning the Kronen Zeitung, 28 of the 31 types listed in the first ranking are nouns, whereas only 2 types are verbs and only 1 type is an adjective. In the second ranking (including compounds) 27 types are nouns, 1 type is a verb and 2 types are adjectives (1 type is a prefix). When it comes to the Kleine Zeitung, 30 of the 33 types listed in the first ranking are nouns, only 1 type is a verb and 2 types are adjectives. Regarding the second listing (compounds), 27 of 31 types are nouns, 1 type is a verb and 2 types are adjectives. Finally, the listings in the Standard show that 29 of 31 types listed in the first ranking are nouns, only 1 type is a verb and also only 1 type is an adjective. The second ranking (compounds) shows a similar picture with 28 of 31 types which are nouns, 1 type which is a verb and also 1 type that belongs to the word class of adjectives.

### 13.5.1. Integration into the German language

When it comes to integration into the German language, some of those words, especially verbs and adjectives, are adjusted to the rules of German. In the case of nouns, they are written with capital letter and are in many cases combined with German terms in order to

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33 Duden: „zum Training boxen“; origin: „englisch to spar (Sparring)“.
34 Duden: „englisch video-, zu lateinisch videre = sehen“. 

In the case of verbs, they are given German pre- and suffixes, in order to be integrated into a German sentence. For example, in the case of checke (Engl. to check) the prefixes ‘ein-’ and ‘aus-‘ and the suffix ‘-en’ are added to the stem. The same process happens with the term loggen (‘einloggen’, ‘ausloggen’). In general, the English verbs that have been found in the papers all end with the German suffix ‘-en’ in the infinitive form. The 3rd person singular tense of the verbs end with the suffix ‘-te’, like in the case of ‘pushte’, ‘filmte’ and ‘postete’. The prefix ‘ge-‘ is added to the past participle form of the verbs, such as in ‘gedopt’, ‘geschockt’ and ‘gestartet’.

Concerning the adjectives, it becomes clear that not all of them have to be adjusted to German language rules. Examples for such words are ‘cool’, ‘clever’, ‘tough’ and ‘sexy’. However, when they occur in attributive position they have to be inflected, such as in das coole Outfit, der clevere Schüler or die toughe Mutter. Adjectives that end with –y in English are often written with –ig in German, such as in ‘trendig’, ‘funkig’ and ‘hurtig-rockig’. Other adjectives consist of German and English parts, such as ‘babyleicht’, ‘filmreif’, ‘ genderneutral’, ‘ hypermodern’, ‘ imagebewusst’, ‘ loungeweilig’, ‘ loftähnlich’, ‘ showwirksam’, ‘ slapstickhaft’, ‘ starbesetzt’ and ‘ topmodern’.

13.6. Most striking anglicisms

Some of the anglicisms that have been found in the newspapers have been more striking than others, since some of them are rather new inventions and some of them are quite long
and complicated compound forms of English and German expressions. To complete this study some of those words will be listed here in order to show the creative abilities of languages.


14. CONCLUSION AND FINDINGS

In order to sum up the findings of this study, it can be said that the proportion of anglicisms in the three investigated Austrian newspapers is relatively low compared to the total amount of words in the corpora. Including all 15 newspapers, a total percentage of 2.46% of English words has been found.

Considering the individual newspapers, the Kronen Zeitung presented the highest percentage with 2.819%, followed by the Kleine Zeitung with 2.529% and the Standard with 2.170%.

Concerning the individual rubrics, the study has shown that in all three newspapers, the rubric with the highest amount of English words is the rubric ‘Sport’, followed by the rubrics ‘Ausland’ and ‘Society’ in the Kronen Zeitung; ‘Leute’ and ‘Aviso’ in the Kleine Zeitung; and ‘TV/Radio’ and ‘Wirtschaft’ in the Standard.

The most frequently used anglicisms in the Kronen Zeitung belong to the area of sporting activities, followed by words used in international contexts, such as politics and economy, and words used in the entertainment industry and the technology sector. Also the top-30 anglicisms in the Kleine Zeitung present a similar ranking of the contextual areas as the Kronen Zeitung. Only in the Standard does the great part of the top-30 anglicisms come from the area of international issues such as politics and economy, followed by sports, the technological sector and the entertainment industry. This is not very surprising, since the Standard is more economy-oriented than the other two newspapers.

When it comes to the classification of word types, it becomes obvious that a huge part of the anglicisms that have been found are nouns. Only a small part of the English words are verbs and adjectives and an even smaller number of adverbs have been found.

To come back to the hypotheses that were stated at the beginning of this empirical part, it can be said that most of them have been proved right in the course of this study. It has been anticipated that the Kronen Zeitung would present the highest number of anglicisms, whereas the Standard would show the lowest number of English words.

Furthermore, it has been stated that the rubrics with the highest number of anglicisms would be ‘Sport’, ‘International’, ‘TV/Film’ and ‘Society’. In the case of the rubric ‘Sport’ this assumption has been proved correct in all three newspapers; in the case of the rubric ‘Society’ it has been proved correct in the Kronen Zeitung and the Kleinen Zeitung. In the case of the rubric ‘TV/Film’ it has been proved correct in the Standard. However, contrary to
expectations, the rubric ‘International’ (Ausland) appeared at the top end of the listing only in the *Kronen Zeitung* (2\textsuperscript{nd} place). It was only listed at the 7\textsuperscript{th} position in the *Kleine Zeitung* and at the 6\textsuperscript{th} position in the *Standard*.

It has also been assumed that the rubrics with the lowest number of anglicisms would be ‘National’, ‘Regional’ and ‘Letter to the Editor’. In the case of the rubric ‘Letter to the editor’ there has been a clear result in all the three newspapers. In the *Kronen Zeitung* and the *Kleine Zeitung* this section occupies the last position in the rankings. In the *Standard* it is listed at the 9\textsuperscript{th} place (of 11 positions). In the case of the rubrics ‘National’ (Österreich) the result was obvious in the *Kronen Zeitung* (8\textsuperscript{th} of 10 positions) and the *Kleine Zeitung* (11\textsuperscript{th} of 12 positions). In the *Standard* it is hard to say, since there is not only one section that includes articles about national incidents, but three to four rubrics that are concerned with national events, such as ‘Inland’, ‘Chronik’, ‘Thema’ and also the front page includes articles about Austria. However, considering that the rubrics ‘Inland’ and ‘Chronik’ occupy the last two positions in the ranking it can be argued that this hypothesis has been proved correct as well. However, in the case of the rubric ‘Regional’ (Kärnten), the results differ between the *Kronen Zeitung* and the *Kleine Zeitung*. Whilst in the *Kleine Zeitung* this section is only ranked at the 8\textsuperscript{th} place (of 12 positions), in the *Kronen Zeitung* it takes on position number 4 (of 10).

The assumption that the most anglicisms belong to the word class of nouns has been confirmed as well. However, it has also been stated that the least number of the words would be adjectives. This assumption has been proved incorrect, since the least words belong to the word class of adverbs. In the case of verbs and adjectives the results among the three newspapers differ again. In the *Kronen Zeitung* and the *Kleine Zeitung* the second most number of words that have been found are verbs, closely followed by adjectives. In the *Standard* though, it has been the converse image, with the second most number of adjectives, closely followed by verbs.

Finally, the hypothesis that the most frequently used words in the newspapers will belong to the area of sports has been partly proved correct. When having a look at the top-30 anglicisms tables of the *Kronen Zeitung*, there can be found four sporting terms within the top-5 positions (considering both tables). Also the *Kleine Zeitung* shows three terms in the two tables that belong to the area of sports. However, in the *Standard* no term belonging to the area of sports can be found among the first five positions, in neither of the two tables.

All in all, it can be said that the expectations, that were stated before the study was undertaken, have been satisfied. It has been useful to find out that not all assumptions could be proved correct, which has made the study even more interesting.
D) CONCLUSION

History shows that languages have always been influenced by other languages. There have been periods in which Greek or Latin have been the dominant donor languages, and also French has been a very important and dominant language that has influenced other languages. Nowadays it is mostly the English language that exerts a great impact on other cultures and languages. It is massively dependent on the political situation and the power of a country which language and culture has the most influence on other nations.

The discussions whether the English language is an enrichment for the German language or rather a threat, will probably never stop. This might be a very personal view of things and any individual has to decide for themselves. However, it has been shown in several studies, also in the present one, that the German language is a long way from being suppressed by English, which has been the fear of many language associations in past decades and still is today. Considering the work of all the associations which try to change all anglicisms into German expressions, it can be the case that the preferred ‘German’ terms are of Latin or French origins. What makes a Latin or French loanword better or more German than an English loanword? This question should be kept in mind when it comes to the matter of linguistic borrowings from the English language.

Regarding the language of newspapers, it is a fact that English expressions are often used by the authors in order to make an article more catchy and expressive. The use of foreign words, especially English terms, catches the reader’s attention and will probably persuade them to read the whole article. Therefore, while quite a number of English expressions have been found in this study, there is no need to talk about an surfeit of English words compared to the total amount of words used in the newspapers.

However, as already mentioned, the discussions about the use of anglicisms in the German language will probably never stop and it will always be a topic that causes disagreement. Many German speakers are willing to perceive these English words as an enrichment for the German language, since they contribute to a broader range of expression and to a more diverse style of speaking. Others though, will further ‘fight’ on, in order to keep the German
language clean and unpolluted from English terms. This has also to do with the fact that many German speakers associate their language with their national identity. Therefore, they fear that not only the German language will be heavily influenced by English, but also their identity will be anglicised. This is an important aspect which contributes to the negative approaches towards anglicisms. As already mentioned, everybody has to decide for themselves, whether to see the English language as enrichment or a threat for the German language and the German culture.
E) BIBLIOGRAPHY


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**FURTHER READINGS**


ONLINE SOURCES


F) TABLE OF ILLUSTRATIONS

Ill. 1: Anglicisms in the rubrics of the Kronen Zeitung ........................................... 70
Ill. 2: Anglicisms in the rubrics of the Kleine Zeitung ............................................... 74
Ill. 3: Anglicisms in the rubrics of the Standard ......................................................... 79

G) LIST OF TABLES

Tbl. 1: Media analysis of the investigated newspapers .................................................. 65
Tbl. 2: Overall amount of anglicisms in the three newspapers ...................................... 68
Tbl. 3: Frequency of anglicisms according to newspaper .............................................. 69
Tbl. 4: Frequency of anglicisms according to rubric ..................................................... 83
Tbl. 5: Most frequently used anglicisms in the Kronen Zeitung (without compounds) .... 84
Tbl. 6: Most frequently used anglicisms in the Kronen Zeitung (including compounds) .... 85
Tbl. 7: Most frequently used anglicisms in the Kleine Zeitung (without compounds) ....... 86
Tbl. 8: Most frequently used anglicisms in the Kleine Zeitung (including compounds) ...... 87
Tbl. 9: Most frequently used anglicisms in the Standard (without compounds) .............. 88
Tbl. 10: Most frequently used anglicisms in the Standard (including compounds) .......... 89
H) APPENDIX

15. LIST OF ANGLICISMS IN THE KRONEN ZEITUNG
(The numbers in square brachets indicate the number of tokens that have been found of the respective word.)

A
Action [5]
  Action-Aficionados
  Action-Genre
  Actionheld(en) [4]
  Action-Legenden
  Action-Rentner
  Actionsequenzen
Aids-Erreger
Aircondition
Airline [2]
Airport-Ankunftsbereich
Alligatoren-Jagd
AP (Associated Press)
App(s) [2]
Appartement
Assist(s) [3]
  Assistgeber [2]
Astronaut [4]
Attacke(n) [4]
  (Gift)-Attacke(n) [2]
  (Grapsch)-Attacke
  (Hai)-Attacke
  (Herz)attacke [2]
  (Kroko)-Attacke
  (Schmerz)attacken
Attraktionen [3]
AUA-Flüge
Audio-Files
auschecken
Austria [3]
  Austria Klagenfurt
  Austria-Truppe
Austria’s next Topmodel(s) [2]

B
Baby [4]
  Babyalarm
Bad Boy [4]
Banana-Boot
Band [3]
  (Erfolgs)band
  (Unterhaltungs)bands
  Bandchef
  Bandmitglied(er)
Banker [2]
Bar
  (Champagner)-Bar
Basketball-Teamchef
Basketballer [5]
Beach
  Beach-Tennis [3]
  Beach-Volleyball [3]
beamen (beamte) [2]
Bestseller
  Bestsellerautor
  Bestsellerlisten
„Big Apple“ [4]
Big Bernie
Bike(s) [4]
  (Kult)-Bikes [2]
  Bike-Schmieden
  Bike Week-Besucher
Biker [3]
  Biker-Bräute
  Bike(er)-Shirt [2]
Blade Runner [2]
Blistering
Bluetooth
Bodyguard
Body-Mass-Index
BonusCard-Besitzer [2]
Boom [2]
Boot(e) [6]
  (Einsatz)boot
  (Feuerwehr)boot [2]
  (Fischer)boot(e) [4]
  (Flüchtlings)boot [2]
  (Motor)boot [2]
  (Segel)boot
  (Tret)boot [2]
Boss
  (Bundesliga)-Boss
  (Expendables)-Boss
  (Tenne)-Boss
Box [2]
Boy
boykottieren [2]
BP (British Petroleum)
Broadway-Stück
Budget(s) [5]
  Budget-Konsolidierungspaket
  Budgetzahlen
Bus
Business line [4]
Bypass-Operation
C
(Sommer)camp(s) [2]
Canadian Open
Cannabis [6]
  Cannabis-Konsum [3]
Cartoon
Casting(s)
  (Ballkinder)-Casting [2]
  Castingtour
Catwalk
CD [2]
Cent [5]
Centercourt [4]
(Vorjahrs)champ
Champion
  (Olympia)-Champion
Champions League [6]
Chart-Königin
Charterflugzeuge
(Gesundheits)check
Checker
  (ge)checkt
  (rege)checkt
CIA (Central Intelligence Agency) [2]
City-Streifen
(Familien)clan
  (Fuchs)-Clan
clever [2]
Club(s) [7]
  Radclub
Coach [10]
  (Drautal)-Coach
  (Erflogs)coach
  (Ex-VSV)-Coach
  (KAC)-Coach
Cockpit
Cocktail(s) [5]
  (Gift)-Cocktail
Code
Cold-Case
  Cold-Case-Ermittler [2]
College-Spieler
Colts
Comeback [7]
  (Bildschirm)-Comeback
  Comeback-Storys
Comedy-Show
  (Hunde)-Comedy-Show [2]
Comic-Welt
Computer [2]
  Computerspiele
  Computerspiel-Shop(s)
Computerspieler
  (Abfall)container
  (Metall)container
cool [10]
Couch-Potatoes
Countdown
Countertenor
Cover
Coup(s) [3]
  (Überraschungs)-Coup
Crack
(Frontal)crash
crashen
Crew [2]
  (Mechaniker)-Crew
  Crewchef [2]
Croc(s) [4]
Cross Country [2]
  Cross Country Eliminator
(Europa)-Cup [5]
  (Bier)-Cup
  (Dolomiten)cup-Sieger
  (Europa)cupausschluss [2]
  (Europa)cup-Qualifikation
  (Talente)cup [2]
  (Talente)cup(-Teilnehmer)
  (Welt)cupsieger
  Cup-Hürde
  Cupsieg [2]
  Cupsieger [2]
D
Daddy
Dance-Crew
  Dance-Show
Date
Daten [2]
  (Wirtschafts)daten
  “Day after”
(Drogen)deal(s) [2]
Dealen
Demo-Rides
Demonstration(en) [2]
  Demonstrationsfahrten
Demonstrant(en)
Derby [6]
  (Heim)-Derby
  (Lokal)derby
  Derbyabbruch
Design [2]
Designen
Designerin
digital
  Digitalkamera
Dinner [2]
  Galadinner
Dirtpark
DJ’s
DNA-Abstrich
  DNA-Analyse
  DNA-Auswertung
  DNA-Ergebnis
DNA-Labor [2]  
DNA-Proben  
Dollar [17]  
Dollar-Prinzessin  
Doping  
(Anti-)Doping-Agentur [2]  
Dopingsperre [2]  
Dopingkontrolle  
Dopingprobe  
Double(s) [2]  
Double-Gewinner  
Downhill  
Downhill-Bewerb  
(Erstrunden)draft  
(Ehe)-Dreamteam  
Dress  
(Twente)-Dress  
Dresscode [2]  
Drink(s) [2]  
Driving Range  
DVD('s)  

E  
E-Car-System  
einchecken [2]  
Eishockey  
Eishockey-Welt  
E-Mail [7]  
E-Mobile  
Entertainer  
Entertainment  
Eskalation  
eskalieren  
Euro-Fighter (Eurofighter) [5]  
Euroleague-Klubs  
European Bike Week [2]  
European Masters  
Event-Lady  
(Motorrad)-Event  
Evergreens  
Ex [7]  
exklusiv [7]  
Experte(n/in [24]  
( Arbeitsrechts-)Experten  
(Greenpeace)-Experten  
(Jugend-)-Experte  
(Reptilien-)Experten [5]  
(Schönheits)experten  
(Verkehrs)experten  
Expertenanalyse  
Expertenrat  
Expertenrunde  
Export [2]  
Exportgüter  
Exportwirtschaft  
exportieren  


F  
Facebook- [7]  
fair [3]  
Fakten [2]  
Fan(s) [71]  
(Ferrari)-Fans  
(Formel-1)-Fans  
(Fußball)fans [3]  
(Griechen)-Fans [2]  
(Panathinaikos)-Fan  
(PAOK)-Fans [3]  
(Rapid)-Fans [2]  
(Rapid)-Fanprojekt  
Fanbetreuer  
Fan-Capo(s) [2]  
Fangemeinde  
Fanklub  
Fanpolitik  
Fan-Rückgang  
Fanshop  
Fanszenes [3]  
Fanunterstützung  
Fanzentrum  
Fanservice-Chef [4]  
Fanservice-Leiter  
(Rinder)farm  
Fashion  
Fastfood  
Fatsuit [2]  
Favorit(en) [4]  
(Gruppen)favorit  
(Mit)favoriten  
(WM)-Favorit  
Favoritenrolle  
Federation  
Fehlpasses  
Festival(s) [4]  
(Venedig)-Festival  
Fight [2]  
fighten  
(Europacup)-Fighter  
Film(e) [24]  
( Eröffnungs)film  
(Kino)film  
(Söldner)film(niveau)  
Filmbiz  
Filmbranche  
Filmmaker  
Filmfestspiele  
Filmmacherin  
Filmfestival  
Filmfestspiele  
Filmjubiläum  
Filmkarriere  
Film-legend  
Filmpausen  
Filmprojekt [2]  
Filmrollen  
Filmsstar
Filmversion
(Austro)-Filmer
(Ver)filmung
Finale [15]
(Achttel)finale [3]
(Olympia)-Finale
(Viertel)finale [4]
(Wimbledon)-Finale
Final-Fight
Finish
First Responder [3]
fit [8]
Flashmob
Flight
Flying Fox [2]
Fokus [4]
fokussieren
Folder
(Info)-Folder
Foto(s) [23]
(Nackt)foto(s) [6]
Fotoalbum
Fotoaufnahmen
Fotomädchen
Fotofinish
Fotografie [2]
Fouls [2]
(Gelb)-Foul
Four-Cross
Four-Cross-Bewerb
French Open
Frontmann
funkig
Funmobil

G
Gag
(Wahlkampf)gag
(Werbe)gag
Games
Game-Shop(s)
Germany
Gin
Girl(s)
(James-Bond)-Girl [2]
(Nacht)-Girls
Goalie [7]
Nachwuchsgoalies
Golf [2]
Golfprofis [2]
Golfschule
Golfturnier
Golfen
Good old Europe
Google
googeln
Grammy-Gewinnerin
Grasshoppers
Grand-Slam-Finale
Grand-Slam-Sieg
Greenbuilding-Zertifizierung [2]
Grizzly [2]
Grizzly-Bär

H
Handicap [3]
(ge)handicapt
Handy(s) [10]
Handy-Betriebssystem
Hangar
happy
Happy End
Hardware
Harley
Harley-Diebe
Harley-Fieber
Harley-Gemeinde
Hattrick
HD-Qualität
HiFi-Anlage
High Heels
Highlight(s) [8]
Highline
Hightech-Drohne
Hightech-Lifting-Gerät [2]
Hip-Hop-Adonis
Hit(s) [5]
(Festspiel)hits
(Unheilig)-Hit
(Quoten)hit
(Travestie)-Hit
Hobby(s) [3]
Hobby-Fotografen
Hobbykünstler
Hochtouren [3]
Hockey-Montur
Hole-in-One [2]
Hollywood-Inszenierung
Hollywood-Mimin
Home Team
Horror [4]
Horror-Crash
Horrorfans
Horrorunfall
Hotel(s) [8]
(Mittelklasse)-Hotel
Hotelkredit
Hotel-Laptop
Hotelsuite
(AK)-Hotline
Hotspots
Humor [2]
humorvoll
Hurrikan [10]
  Hurrikanwarnung
Hype
hypermodern

I
Ikone
  (Testosteron)-Ikonen
Image [2]
Indoor-Leichtathletik-Stützpunkt
Info(s) [12]
  (Anmelde)infos
Insider
  (Krone)-Insiderinformation
international [19]
Internet [12]
  Internet-Anschluss
  Internettelefon
  Internetplattform
  Internet-Vertrieb
  Internetzugriff
Interview(s) [17]
  (dpa)-Interview
  (Gruppen)-Interview
  (Krone-Sonntags)interview
  (News)-Interview
  Interview-Anfragen
  Interviewpartner
iPad(s) [3]
iPhone
  iPhone-Hersteller

J
Jet(s) [2]
  (Kampf)jet(s) [7]
Jetlag
Jetset
Job(s) [7]
  (Billeg)jobs
  (Ferial-, Ferien-, Sommer-)job(s) [8]
  (Minister)job
  Jobaussichten [2]
  Job-Beschreibung
  Jobwechsel
jobben (gejobbt)
Jogger/in [6]
Junior [2]
  (Adrenalin)junkie
Jury [3]
  Jury-Entscheidung
  Jurypräsident [3]

K
Kabine [5]
Kamera(s) [11]
  (Wärmebild)kamera(s) [5]
  Kamerabilder
Kamerahersteller
Kartbahn
  (Stamm)keeper
  (Teufels)keeper
Kicker
  (weg)kicken
Kid(s) [12]
Kiffen [5]
kiffend
Killer [2]
  (Romantik-)Killer
  (Vertrags)killer
  Killercips
Klick
  (Maus)klick
Klub(s) [18]
  (Alpen)klub
  (Ex-)Klub
  (Kooperations)klub
  (ÖVP)-Klubchefin
  (SP)-Klubobmann
  Klubchef
  Klubobmann [4]
  Klubobmann-Posten
  Klubpoker
  Klubstatus
  Klubvertreter
K.o.
Koalition [3]
  Koalitionsbeteiligung
  Koalitionsbruch
  Koalitionsfragen
  Koalitionspartner(s) [5]
Komfort
  (Personen)komitee
Komplex
  konservativ [2]
    (erz)konservativ
Konter [2]
  kontern [2]
  kontrollieren [3]
Konzern(e) [6]
  (Dosen)-Konzern
  (Konsumgüter)konzern
  (Magna)-Konzern
  (Mega)-Konzern
  (Öl)konzern
  (Raiffeisen)konzern
  (Unilever)-Konzern
  Konzerngewinn
Kreativität
  kreativ

L
Ladies (Lady's) [2]
Leader [4]
  WM-Leader
  Leading Men
Leadsänger
(Europa) League [9]
Limit [3]
Link
live [3]
Live-Shootings
Lock Out-Saison
(Ursprungs)look
Lover

**M**
(Männer)magazin
Magic-Entertainment-Show
Mail(s) [3]
Main Street
Major
  Major-Titel
Manager [11]
  (General)manager
  (Hotel)managerin
Management [2]
(Kroko-)Mania [2]
Marketing [2]
  (Wein)marketing-Chef
  Marketing-Gag
  Marketingidee
Masters
Match [9]
  (Erstrunden)-Match
  Matchball [2]
  Matchdauer
matchen
medium
Meeting [5]
  (Leichtathletik)-Meeting [3]
Merchandising
Minibar
Miniverpackungen
Miss [6]
  (Ex)-Miss
  Missen [3]
  Miss-Austria
  Miss-World-Wahl
Mister [3]
  Mister Universum
Mixed Zone
Model(le) [3]
  (Ex)-Model
  Modelkarriere [2]
  Modelmama
  Modellmaße
Modul [2]
  Modulbauweise
(Casino)-Mogul
Monitor
(Fluss)monster

Motocross [2]
  Motocross-Maschinen
  Motocross-Star
  Motocross-WM
MotoGP [3]
  MotoGP-Test
Motorsport
  Motorsportchef
Motto
Mountainbike
  Mountainbike-Hoffnungen
Mountainbiker
Mr. Supercool
Multimillionär
Musical

**N**
NASA (National Aeronautics and Space Administration)
  NASA-Marsover
  NASA-Weltraumwetter-Mission
  NASA-Wissenschaftler
(U-23-)Nationscup(-Rennen)
Navy Seals
NBA (National Basketball Association) [2]
Newcomer
News
NHL (National Hockey League)
  NHL-Tor [2]
  NHL-Partien
Nightline [3]
Nightsession(s) [2]
Nonsens
Notebook
Nylonstrümpfe

**O**
Oldtimer
  Oldtimerraritäten
Old Boys
OLEDs (organic light-emitting diode)
online [2]
  Online-Plattform
  Online-Ticket-Shop
(Australian) Open [2]
  (Erste Bank) Open [3]
Outdoor-Schuhe
outen
Outfit [3]
  (Wander)outfit
Okay [4]

**P**
Paintball-Ausrüstung
Paralympics [17]
  (Sommer)-Paralympics [4]
Paralympics-Medaillengewinner
Paralympics-Premiere [2]
Paralympicssieger(in) [3]
Paralympics-Team
Paralympisches Komitee
Parasailing
Park(s)
   (Landmaschinen)park
   (National)park
   (Vergnügungs)park
Parkdecks
Parlament [2]
   (ÖVP)-Parlamentsklub
   Parlamentsparteien
Part [3]
Partner(in, -innen) [11]
   (Anspruch)partner
   (Chassis)-Partner
Party(s) [3]
   (Back-to-school)-Party [2]
   (Geburtstags)party [2]
   (Nacht)party
   (Tenne)-Party
   Partyalarm
   Partygast [2]
   Partymarathon [2]
   Partynacht
   Partyprinz
   Partyspaß
   Partyvideo
(Super)-Passes
PC(s)
   All-in-one-PCs
Penalty(s) [2]
Performance [2]
   Performancereihe
   Performance Art
Pin-up
(Weltraum)pionier [2]
Plastik
   Plastikboxen
   Plastik-Krokodil(e) [2]
   Plastiksack
Playmate
Play-off
   Playoff-Preise
   Playoff-Rückspiel
Poker [2]
Pokerface
pokern (gepokert)
(Trommel)pony
Pool
Pop Art
Popstar
Popsternchen
posieren (posierte) [3]
Position(en) [2]
posten (gepostet) [2]
Power
(Frauen)power
Power-Duo
Powerplay
PR (Public Relations)
   PR-Managerin
Premier
Premier-League-Team
Premierministerin
Prime Time
Private Gig [2]
Problem(e) [38]
   (Dauer)problem
   (Finanz)probleme
   (Leisten)problem
   (Mäuse)problem
   (Platz)problem
   Problemländer
Profi(s) [4]
   (Hunde)profi [3]
   Profi-Armee
   Profikarriere
   Profi-Soldaten
   Profitruppe(n) [2]
   Profiturnier
Programm [17]
   (Atomwaffen)programm
   (ORF-Vorabend)programm
   (Rahmen)programm [2]
   (Solo)programm
   (Sommer)programm
   (Sozial)programm
   (Unterhaltungs)programm
   Programmgestaltung
   Programmsaison
   programmieren
   (Lieblings)projekt
   Protest(e)
Pullover
Punkband
pushen (gepusht)
Q
Qualifying
Quizfragen
   Quizsaison
R
Racket
Radar [2]
   Radarkuppel
   Radarstation [4]
Radio [5]
   Radioreporter
   Radio-Symphonieorchester
   Radiowell
Ragweed
Rallye
   Rallye-König
(ARD)-Soap
Softgun
Song(s) [4]
(James-Bond)-Soundtrack
Sparring [2]
sparren
Speed [2]
Spektrum
Split
Sponsoren
   (Einzel)sponsor
   (Trikot)-Sponsor
   Sponsor-Anzeige
sponsern
Sponsoring [2]
   (Zwangs)sponsoring
Sport [21]
   (Behinderten)sport [5]
   (Flug)sport
   (Flug)sportverein [2]
   (Rad)sport [2]
   (Schwimm)sport
   (Traditions)sport
   (Wasser)sport
   (Wasser)sport(-Insel)
Sportanlagen [2]
Sportart(en)
   (Lieblings)sportart
Sportchef [7]
   (Austria)-Sportchef
Sportdirektor [4]
Sporthalle
Sporthilfe
Sporthotel
Sport-Jugend
Sportkarriere
Sportkletterer
Sportmoderator
Sportplatz
Sportverein
Sportwagen
Sportwagenbauer
Sportwettkampf
Sportler(Innen) [4]
   (Behinderten)sportler
   (Einzel)sportler
   (Flug)sportler
   (Leistungs)sportlerin
   (Rollstuhl)sportlerInnen
   (Sehbehinderten)sportler
   (Spitzen)sportler
   (Wasser)sportler
Sportlerleben
Sportlerquartett
sportlich [9]
(Federer)-Spots [2]
Sprint [3]
   Sprint-Festival
   Sprintraketen
   Sprint-Star [2]

Sprint-Triumph
Sprinter
   (Stelzen)sprinter
Sprinten
Standard
   Standardsituation(en) [3]
Standing Ovations [2]
Stanleycup­sieg
Star(s) [20]
   (Alt)-Star [2]
   (Bühnen)star
   (Ex-Ski)star
   (Krimi)star
   (Kult)-Stars
   (Literatur)star
   (Maler)star
   (Medien)star
   (Rad)-Star [2]
   (Stürmer)-Star [2]
   (Telenovela)-Star
   (Twilight)-Stars
   Star-Coach
   Star-DJ
   Star-Fotograf
   Star­geiger [2]
   Starregisseurin
   Star­türmer
Start [21]
   (200-m)-Start
   (EM)-Starts
   (Fehl)start
   (Katastrophen)-Start
   (Meisterschafts)start [2]
   (Olympia)-Start
   (Saison)start [4]
   (Schul)start [3]
   Start­ampel
   Startgegner [2]
   Startplätze [3]
   Startprä­mie
   Start­schuss [3]
   Start­sieg
starten (gestartet) [37]
Starter [2]
   (Olympia)starter
startberechtigt
Statement
   (Mess)station
      (Rettungs)station
      (Wetter)station
   (UHU)-Sticks
Stopp
   (Verkaufs)stopp
   (Motorrad-WM)-­Stopp­s
stoppen (gestoppt) [8]
   (runterzu)stoppen
Store
Story
   Storyballast
   (Musik)streaming-Service
Streetdance
Streetkids
Streik(s) [2]
  (Dauer)-streik
  (Lufthansa)-Streik(s) [2]
Streikwelle
Stress
stressig
Strip-Billard [3]
strippen [2]
(Geheim-)Studio
Studioalbum
Stunts
Stylistin
stilisch
  (durchge)styt
Sunnybags
Superbike-WM
  Superbike-WM-Pilot
Supercup [3]
  Supercup-Hinspiel
  Supercup-Rückspiel
Superman
Supermärkte
Superstar(s) [7]
  (Ferrari)-Superstar [2]
  (Real)-Superstar
  (Ski)-Superstar
Surfer
Survival-Training
Swap-Geschäft
System [4]

T
Tablet(s) [3]
  Tablet-Computer
Tabu [2]
Tackling
Taifun [7]
Talk
  (Politi)-Talk [2]
Tank-Tops
Team(s) [42]
  (Caritas)-Team
  (Damen)-Team
  (Ex)-Team
  (Ex)-Teamchef
  (Fußball)-Teamchef
  (Küchen)team
  (National)-Team
  (Operations)-Team
  (Organisations)team
  (ÖFB)-Team
  (Palast)-Team
  (Rettungs)team
  (Tech3-MotoGP-Yamaha)-Teams
  (U-18)-Teamtrainer
  (U-21)-Teamchef
  (Unter-21)-Team
  (VOX)-Team
  Teamchef [9]
  Teamdress
  Teamhauptsponsor
  Teamkapitän [2]
  Teamkeeper
  Teamkollege
  Teamspieler [4]
  Teamsprint
  Teamstürmer [3]
  teamtäglich
  Teamverteidiger
  Teamwork
  Technologiekonzern
  Teenager
  Teenie-Geschrei
    Teenie-Schwarm
  Telekommunikation
  Tendenz [2]
  Tennis [5]
    Tennis-Ass [4]
    Tennisclub
    Tennis-Desaster
    Tennis-Erfahrung [2]
    Tennisfans
    Tennishalle
    Tennis-Helden
    Tennis-Highlights
    Tennis-Klassiker
    Tennis-Leben
    Tennis-Party
    Tennis-Pensionist
    Tennisschläger [2]
    Tennisspieler(in) [2]
    Tennisspieler(in) [2]
    Tennis-Stars
    Tennis-Tasche
    Tenniswelt
    (Tisch)tennis [2]
    (Tisch)tennis-Ass
    (Tisch)tennis-Finale
    (Tisch)tennis-Genie
    (Tisch)tennis-Spieler/in [2]
  Terrier [3]
    (Jack-Russel)-Terrier
  Test(s) [9]
    (Drogen)tests
    (Härte)test [2]
    Testausführungen
    Testerfolg
    Testfahrt(en) [3]
    Testgegner
    Testpersonen [2]
    Testpiloten
    Testspiel
    Test-Tour(en) [2]
    Testwoche
testen (getestet) [3]
  Testimonial
  Thaiboxer
Thriller
(Winter)thriller
Ticket(s) [4]
(Monats)tickets
(Wochen)tickets
Ticketinfos [2]
Ticketing
Tipp(s) [6]
tippen
top [5]
Top-10-Girls
Top-10-Mann
Top-10-Stars
Top-15-Mann
Top-500
Top-Charity
Topfavoriten
topfit [2]
Topform
Top-Kandidat
Top(-)Klub(s) [2]
Topmarke [2]
Top-Mathematiker
Topmodel [6]
Topmodel-Staffel
topmodern
Topnationen [2]
Top-Qualität [2]
Topstar [2]
Top-Verfassung
Top
toppen
Touchscreen
Tour [8]
(Tages)touren
(Werbe)tour
Tourismus [4]
(Radfahren)tourismus [2]
Tourismusland
Tourismusreferent
Tourist(en) [2]
(Kultur)touristen
(Rad)touristen
(Rucksack)-Tourist(en)
Touristenattraktion [2]
Touristenmetropole
(Regions)touristiker
Tower
Trainer [49]
(Admira)-Trainer
(Austria)-Trainer
(Co-)Trainer
(Ex)-Trainer
(Fußball)trainer
(Kajak)-Trainer
(Rapid-Amateur)-Trainer
(Spieler)trainerin
(Tormann)trainer
(WAC-co)-Trainer
(Wattens)-Trainer
Trainerbusiness
Trainerdebüt
Trainergeschäft
Trainerkurs
Trainersessel
Trainerteam [2]
trainieren (trainierte) [11]
(mit)trainieren
Training(s) [11]
(Abschluss)training
(Eis)training
(Probe)training
(Schulweg)training
(Sommer)training
(Spring)training
(Trocken)training
(Winter)-Trainingslager
Trainingsbedingungen
Trainingsfahrt [2]
Trainingshose
Trainingskamerad
Trainingslager
Trainingsplan
Trainingsrückstand
Traktor(en) [7]
(Bio)-Traktoren
(Lindner)-Traktoren
Traktor-Tradition
Transfer [5]
Transferzahlungen
Transferzeit [2]
transferieren
Trend(s) [6]
(Technik)-Trends [2]
Trendmarke
Trendsport
Trendsportart(en) [2]
Trendthema
Trendumkehr
trendig [3]
Trial
Trio
Trip [3]
Triplepack
Trolley
Trophy
Try Out
Try-Out-Mann
TV [8]
TV-Anbieter
TV-Bilder [2]
TV-Geräte
TV-Kommentatoren
TV-Mann
TV-Produzentin
TV-Sender
TV-Serie [3]
TV-Star
Twitter
twittern (twitterte)
Twizy-Touren
Typ

UEFA (Union of European Football Association) [16]
- UEFA-Delegierte [3]
- UEFA-Disziplinarkommission [2]
- UEFA-Urteil [3]
- UEFA-Überwacher
Ultrabooks [2]
unfair
UNO-General
USA [20]
US
- US-Amerikaner
- US-Astronautenlegende
- US-Boy(s) [4]
- US-Bundesstaat
- US-Bühne
- US-Dollar [3]
- US-Elitesoldaten
- US-Firma
- US-Gericht
- US-Harley-Treffen
- US-Hurrikanzentrum
- US-Konzern
- US-Legende
- US-Magazin
- US-Medienberichte
- US-Moderatorin
- US-Nobody
- US-Open [20]
- US-Patentprozess
- US-Präsidentschaft
- US-Promi
- US-Qualifikanter
- US-Raffineriekapazitäten
- US-Regierung
- US-Sender

US-Staat [9]
US-Studie [2]
US-Versicherer

Veranda [2]
Video(s) [12]
Videomaterial
Vienna [2]
(Harley) Village
VIP-Klub
VIP-Wochenende
Volley
Volleyball
- Volleyballdamen
- Volleyballplatz
- Volleyball-Zentrum
Voten

Wakeboarder
Web
Website
Weekend
- Weekend-Programm
Wellness
- Wellnesslösungen
(Wahnsinns)-Workout
Workshops
Wow!
Wrestler

Yacht
16. List of Anglicisms in the Kleine Zeitung

9/11

A
Actionabteilung
  Actionfilm
  Action-Filmstar
  Action-Helden
Adverse Possession
Airline(s) [5]
  (Austrian) Airlines
  (Billig)-Airlines
  Airline-Sterben
Aids-Erreger
Aliens
Allrounder
APA
Appartement(s) [2]
Aquaplaning
(Natur)-Art-Künstlerin
ATP-Nr. (Association of Tennis Professionals)
Attacke
  (Charme)-Attacke
AUA
  AUA-Mutter [2]
  AUA-Sprecher
Austria [23]
  Austria-Sektor
Austria’s next Topmodel [5]
Award
  Special Award

B
Baby(s) [4]
Babysitten
Babysitterin
Band [5]
  (Guitar) Band
  (Skandal)band
  Band-Konzepte
Banker [2]
Bar(s) [5]
Basketball
B-Boying-Breakdance-Workshop
Beachvolleyball
  Beachvolleyballplatz
Beachvolleyballer [2]
Bed & Breakfast [2]
Bestsellerautor
  Bestseller-Garant
  Bestsellerliste(n) [2]
Big Apple [2]
Big Picture
  (E)-Bikes
    (Kult)bike
Biker
  Bikerboutique
  Biker-Shirts
Birdwatching [2]
Blogs
  (Mode)-Blogs
Blues [2]
  Blues-Konzert [2]
  (Doppel)-Bogey
Bonus
  Boot(e) [10]
    (Elektro)boot(e) [3]
    (Feuerwehr)boote [2]
    (Motor)boot(e) [3]
    (Schnell)boot
    (Tret)boot [2]
    Bootsfaaher
  (Ex-Magna)-Boss
    (Gewerkschafts)boss
    (Rapid)-Boss
    (Wirtschafts)boss
Boxer
Boykotts
Brunch
  (Dolomiten)brunch
Budget [7]
  (außer)budgetär
  (Landes)budget [2]
  (Null)budget
  Budgetentwicklung
  Budgetdefizit
  budgetmäßig
  Budgetplan
Burger [2]
  (Model)-Business
Business Class
Busse [2]
Button [2]
Bye-bye

C
Camp [2]
Camper
Camping [2]
  Campingbad
  Campingplatz
campieren
Campus
Cannabis [2]
  Cannabiskonsum
(Öko)design-Richtlinie
(Toiletten)-Design
Designaustria
Designbeispiele
Designbüro
Designelemente
Designforum
Design-Initiativen [2]
Designkultur
Designstudio
(Vienna) Design Week [2]
DesignerIn [6]
(Informations)designer
(Mode)designerIn [2]
(Schmuck)designerin
Designer-Mode
designen
Detektiv [3]
digital [3]
Discjockey
DNA [2]
DNA-Abstriche [2]
DNA-Analyse
DNA-Auswertung
DNA-Material
DNA-Proben
DNA-Untersuchung
DNA-Überprüfung
Dollar [16]
Doping [2]
(ANTI)-Doping-Agentur
Dopingkontrollen
Doping-Sperre
Dopingtests
Dopingvergehen
Downhill
Downhill-Rennen
driftend
Drummer

E

E-Book-Reader [2]
Economy-Class-Passagiere
einloggen
Eishockey [5]
Eishockeyspieler
E-Mail(s) [19]
E-Mail-Daten
Emergency
Eskalation
(De)skalationsdienst
eskalieren [2]
Essayistik
Essayistin
European Bike Week [2]
European Masters [2]
European Trophy [3]
Event(s) [4]
Ex
exklusiv [5]
Experte(n)/in [15]
(Antikorruptions)-Experte
(Arbeiterkammer)-Experte
(Fach)experten
(IT)-Experten
(ÖAMTC-Verkehrswirtschafts)experte
(Partei)experte
(Patentrecht)experte
(Pollen)-Experte
(Reptilien)-Experten
(Reptilien)expertin [2]
(Sicherheits)expertin [2]
(Sky)-Experte
(Sozial)experte
Expertenrunde
Expertenteams
Export
(Waffen)export
Exportanteil
(Rüstungs)exporteur
exportieren

F

Facebook- [8]
fair [4]
Fakt(en) [5]
Fan(s) [27]
(Austria)-Fans
(Beatles)-Fan
(Harley)-Fans [2]
(Harry)-Fans
(Krimi)fans
(Leichtathletik)-Fans
(PAOK)-Fans [2]
(Rapid)-Fans [2]
(Risiko)fans
(WAC)-Fan
(Waldy)-Fans
Fanarbeit
Fan-Interesse
Fan-Lieblinge
Fan-TV
Fashion Show(s) [2]
Fashionweeks
Favorit(en)/innen [9]
(Geheim)favorit [2]
(Titel)favorit(en) [3]
Favoritenkreis
Favoriten siege
Festival(s) [15]
(Käse)festival
(Krimi)-Festival(s) [2]
Film(e) [28]
(Amateur)film
(Bond)-Filme
(Dokumentar)film
(Hollywood)film
(Kino)film(e) [2]
(Kino)film-Produktion
(Kurz)film
(Liebes)film
(Nachwuchs)filmstar
(Natur)film [2]
(Natur)film-Produktionen [2]
(Sissi)-Film(e) [2]
(Spiel)film
(Sport)film-Produktionen
(Trick)film
(Wirtschafts)filmitage
Filmdebut
Filmemacher [2]
Filmfest
Filmfestival(s) [10]
Filmfestspiele [13]
Filmmacher
Filmmetzel
Filmpresse
Filmländer
Filmlieinwände
Filmmarkt
Filmpower
Filmpreisung
Filmpreis
Filmpreisung
Filmpreis [2]
Filmpreisung
Filmreihe
Filmen (gefilmt) [4]
Finale [13]
(Achtel)finale
(Halb)finale [3]
(Semifinale)
(Viertelfinale) [2]
Finalmatch
Final-Teilnahme(n) [2]
Finalset
First-Class-Passagiere
fit [2]
  schulfit
Fitnesscenter
Fitnessraum
(Peek&Cloppenburg)-Flagship-Store
flashen
flotieren
Flyball [4]
  (Carinthian) Flyball Team
  Flyball-EM-Titel
  Flyballmaschine
Fokus [3]
(Gen)-Food
Foto(s) [19]
  (Nackt)foto-Skandal
  Fotodokumentation
  Foto-Kinder
  Fotomotiv
  Foto-Objekt
  Fotoreihe
  Fotografie
    (Natur)fotografie
  fotogen
Four Cross [2]
Free Jazz
Free-TV

G
Gay-Gemeinde
genderneutral
General Motors (GM) [4]
  GM-Tochter
Girl Power
  (un)glamourös
Globetrotter
Goalie
  (Ex-ÖFB-Team)goalie
  (PAOK)-Goalie
  (VSV)-Goalie
Golf [4]
  (Bauern)golf
  (Gummi)golf-Golf [3]
Golfen [2]
Google [2]
  Google-Partner
  googeln [2]
Grand Old Party
Grand Slam
  Grand-Slam-Erfolg
  Grand-Slam-Turnier [2]
Greenkeeper
Guides

H
Handy [4]
  Handybauer
  Handynetzbetreiber
  Handynummer
Happy Birthday
Hardliner
Harley-Gemeinde
HD-Copter
  HD-Copter-Technik
Helikopter [5]
  (Industrie)helikopter
  Helikopter-Abschuss
  Helikopterbergung
Heroe
Highlander-Begrüßungsdrink
Highlight [5]
HighTech-Hülle
  HighTech-Vergnügungsgerät
  hip
Hip-Hop
Hit(s) [2]
  (Bundesliga-Top)-Hits
  (Opern)hit
(Quoten)hit
(Welt)hits
HIV-Blut
HIV-verseuchtes
Hobby(s) [2]
Hobbyimker
Hobby-Knipser
Hochtouren
Hockey
Holding
   (Landes)holding [3]
Homepage [4]
Horrorszenario
Hotel(s) [33]
   (4-Sterne)-Hotel
   (Baby)hotels
   (Kur)hotel
   (Luxus)hotel
   (Mittelklasse)hotels
   (Ritz-Carlton)-Hotel
   (Schloss)hotel
   (Tibet)hotel
   (Traditions)hotel
   (Vier-Sterne)-Hotel(s) [5]
Hotelanlage
Hotelbereich
Hoteleinbrüche [2]
Hotellüternachtung
Hotline
   (Tierschutz)-Hotline
Hotspot(s) [2]
Humor [3]
   (Galgen)humor
Hurrikan(s) [17]
   Hurrikanzentrum
Hydro Power

I
(Stil)ikonone
Image [3]
   (Negativ)image
   imagemäßig
Indy-Racing-League
Info(s) [31]
   (Hintergrund)infos
   Infoabend
   Infobox
   Infokasten [2]
   Infozentrum
InsiderIn [2]
   (Branchen)-Insiderin
international [44]
Internet [16]
   Internetbetrug
   Internetcafé
   Internet einträge
   Internet-Gaunerei
   Internet-Kriminalitätsdelikte
   Internetnutzer
   Internetplattform
   Internetportale
   Internetseite(n) [3]
Interview(s) [38]
   (BBC)-Interview
   (Kurier)-Interview

J
Jackpot [2]
   (Doppel)jackpot
   (Dreifach)-Jackpot
Jamsession
Jazz [3]
   Jazzfestival [4]
   Jazz-Konzert [2]
   Jazzkosmos
   Jazzlegende(n) [2]
   Jazz-Metropole
   Jazz-Veteran
Jazzer
Jet [2]
   (Kampf)jets [5]
   (Passagier)jet
Job(s) [11]
   (Fernseh)job
   (Gelegenheits)jobs
   Jobbedingungen
Jogger/in [4]
Joggen
Joker [2]
   (HCK)-Juniors
   Jurorin
   (Gast)-Jurorin
   Jury(s) [4]
   Jurymitglied

K
Kabine
Kamera [5]
   (Aetos)-Kamera
   (Wärmebild)kamera(s) [6]
   (Wild)kamera
   Kameraträger
Kanu [2]
   (Töplitsch)-Keeper
   (WAC)-Keeper
Kerosin-Preis
Kickboxen
   Kickbox-Gala
Kicker [3]
   (Italo)-Kicker
   (Jung)kicker
   (Kurbad)-Kicker
   kicken [2]
   Klick
   Klub(s) [7]
      (Alpen)klub
      (Anhänger)klub
      Klub(s) [7]
      (Alpen)klub
      (Anhänger)klub
(Autofahrer)klub(s) [3] 
(Bundesliga)-Klub 
(Ex)-Klub 
(KFV)-Klubs 
(Nacht)klubmilieu 
(Nationalrats)klub [2] 
(Österreich)klubs 
(Regionalliga)klub 
(Spitzen)klubs 
(Traditionsfußball)klub 
Klubchef [6] 
Klugeschichte 
Klobbfrau 
Klobohmann [3] 
Klubservice 
Klubserviceleiter 

Know-how 
k.o. [2] 
Koalition [6] 
(Chianti)-Koalition 
(Milch)koalition 
(Regierungs)koalition 
Koalitionsbedingung 
Koalitionspartner [2] 
Komforts 
komfortabel 
konserativ 
(ultra)konserativ 
Konten 
kontrollieren [2] 
Konvois 
Konzentrationslager 

Konzern [9] 
(Automobil)konzern 
(Energie)konzern 
(Groß)konzern 
(Handels)konzern 
(Konsumgüter)konzern 
(Lebensmittel)konzern 
(Misch)konzern 
(Oetker)-Konzern 
(Rewe)-Konzern 
Konzernmutter 

L 

Ladys [2] 
Layout 
Layoutberatungen 
(Liga)-Leader 

(Europa) League [5] 
(Europa)-League-Gruppenphase 
(Europa)-League-Hinspiel 
(Europa)-League-Spiel 
(Europa)-League-Play-off-Gegner 
(Europa)-League-Quali 
Leasingverträge 
LED-Leuchten (= Light-emitting diode) 
LED-Lichter 

Lift 

Link 
(Seiten)-Links 
live [12] 
   Live-Musik [4] 
   Live-Übertragung 
Lockout 
loftähnlich 
Logistik [2] 
Logo 
Lokomotive 
(Ratten)-Look 
(Raucher)lounges 

M 

Mail [6] 
Mailzugang 
(Piano)-Man 
ManagerIn [5] 
   (Kultur)manager 
   (Lendorf)-Manager 
   (Lufthansa)-Manager 
   (Medien)manager 
   (Schumi)-Manager 
   Manager-Erholungsschloss 
managen (gemanagt) 
(Prozess)management-Produkte 
(Schnittstellen)-Management 
(Zeit)management 
Market-Umfrage 
Marketing 
   (Casino)-Marketing-Chef 
   Marketingfeuerwerk 
   Marketingidee 

Match [7] 
   (Erstund)match 
   (Europacup)match 
   (Europa-League)-Match 
   (Rapid)-Match 
   (Schlager)match 
   (WM-Qualifikations)match 
   Matchball 

Meet & Greet 
Meeting 
   (Diamond)-Meeting 
   (Leichtathletik)-Meeting 
   Meetingrekord [2] 
Merchandising 
Mini-Kameras 
   Miniröcke [2] 
Mister 
Mixed-Teams 
(hinaus)mobben 
Model(s) [8] 
   Modelgeschäft 
   Modelwettbewerb 
Monsunregen 
Motion Design 
Mountainbike [2]
Mountainbike-Shows
Mountainbike-WM
Mountainbiker
Musical [3]
Musicalstar

N
Nasa
NATO-Luftangriffe
NHL [3]
NHL-Ausfall
NHL-Klub [2]
NHL-Lockout
NHL-Spieler
NHL-Star
(Casino) Night
Night Session
Nonsens
nonstop
Nordic Walken
Nordic-Walking-Treff
Notebook

O
Off
Oldies [2]
Oldtimer
Oldtimer-Stopp
Oldtimer-Traktoren-Ausfahrten
online [4]
Online-Familienrechner
Onlinemagazin
Online-Ticketshop
Online Special
on tour
(Kärnten)-Open
Open Air
Open-Air-Konzerte
ordern
out
Outdoor-Bike
Outdoorfans

P
Panorama [2]
(Steiermark)-Panorama
Par
Paragleiten
Paragleiter [4]
(Berglauf)-Paragleiter-Übergabe
Paralympics [23]
Park [3]
(Kur)park [2]
(National)park [2]
(National)parkhaus
(National)parkzentrum

(Natur)park
(Natur)parkwochen
(Tier)park [2]
(Tier)parkleitung [3]
(Tier)parkmanagement
(Vergnügungs)park
(Wind)park [4]
parken [2]
(Aus)parken
einparken (eingeparkt) [2]
Parlament [8]
(EU)-Parlament
(Europa)parlament
Parlamentspräsidium
Parlamentssitzung
(Moderations)part
Part-of-the-game
Part-of-the-game-Affäre
PartnerIn [6]
(Ansprech)partner
(Bündnis)partner [2]
(Geschäfts)partner [2]
(Medien)partner
(Wirtschafts)partner
Partnerschaften [3]
Partnervermittlung [2]
(Almdudler)-Party
(Schulanfangs)party
(Sieges)party
Partyband
Partyprinz
Partyprogramm
Pellets
Performance(s) [3]
(Tanz)performance [2]
Phishing [4]
(Spear)-Phishing [2]
Phishing-Angriffe
Phishing-Attacken [2]
Phishing-Mails [2]
Picknick [2]
Picknickkorb
picknicken
Pick-up
Pink Boat Cruise
Pink Lake Festival
Pipeline(s) [2]
Pitbull
Plattform [2]
Play-off-Rückspiele
Plastiksack
Plenum
Poleposition [2]
Pool [3]
Poolbar
(Betreuungs)pool (= a fusion) [2]
Pop [3]
Popbereich
PopsängerIn [2]
(Austro)popper
Power
powered by
Power-Point-Präsentation [2]
PR-Aktionen
PR-Arbeit
PR-Show
Premier [2]
Premium-Hersteller
Premiummarken
Premiumsegment [2]
Primetime [2]
Problem(e) [26]
(Beziehungs)probleme
(Herz)probleme
(Wetter)problem
problemlos
problematisch
programmlos
Profi(s) [7]
Profiarmee
Profi-Fußballklub
Profiheer [3]
Profilaufbahn
Profi-Raddiebe
Profirtuppe
Programm(e) [26]
(Atom)programm
(Buldi)-Programm
(Ferien)programm
(Fernseh)programme
(Förder)programm
(Haupt)programm
(Herbst)programm [2]
(Jubiläums)programm
(Kinder)programm [2]
(Kinderbetreuungs)programm
(Kultur)programm
(MuKi-Ferien)programm
(Parle)programm
(Rahmen)programm [2]
(Reise)programm
(Sommer)programm
( Unterhaltungs)programm [2]
(Verwöhn)programm
(Vorabend)programm
(Wahl)programme
(Wohnbau)programm
(Zirkus)programm
Programmelemente
Programmkinos
Programmleistung
Programmplanner
Programmpunkte
Prominenz
promoten
Punkband [3]
scannen [2]
Scheck
Schock
  (Elektro)schocker
  (Elektro)schockpistole
  (Elektro)schock-Waffen
(Gesamt)score
Security
selektiv
Selfmade-Frau
Service [4]
  (Gesundheits)service [2]
  (Kunden)service [2]
  Servicecenter [2]
  Servicenummer
  Servicestelle
Set (= Filmset)
(Reise-Näh)set
Sex
  (Kinder)sex [2]
  (Kinder)sextourismus
Sexboykott
Sexstreik
Sex-Täter [4]
Sexualdelikt
Sexualtäter [3]
Sexualstraftäter [5]
Sexualverbrechen
sexuell [3]
Shampoo
Shirt
Shooting-Star
Shops [2]
Shopping-Kanal
Shortcuts
Show [5]
  (Abend)show
  (Dia)show(s) [2]
  (Feuer)-Show [2]
  (Flug)show [3]
  (Mode)show
  (Motor) Show [2]
  (Nominierungs)shows
  (ORF)-Show
  (Pret-à-porter)-Show [3]
  (Trachten-Moden-Power)-Show
  (Wasser-Nacht)show
  (Zauber)show [2]
Show-Fahrzeug
Showprogramm
Show-Time
showwirksam
Single(s) [4]
  Single-Kochbuch
Sitcom [4]
Skatpark
Sketche
Skimming
Skywalk
Slackline
Slum(s) [2]
Small Talk [6]
smart
Smartphone(s) [3]
  Smartphone-Modell
(Elektro)smog
SMS [4]
Social Media
(Schad)software
  Softwarehersteller
  Software-Riese
Songs [2]
SongwriterIn [2]
Sorry
Special Guest
(Parteien)spektrum
Sponsor(en) [3]
  (Langzeit)sponsor
  (Namens)sponsor
  (Red-Bull)-Sponsor
  Sponsorenkreis
  Sponsorenzirkel [2]
Sponsoring [11]
gespert
Sport [9]
  (Ball)sport
  (Behinderten)sport [2]
  (Berg)sport [2]
  (Berg)sporttag
  (Extrem)sport
  (Flug)sportclub
  (Gasthaus)sport
  (Hunde)sportart
  (Lauf)sport
  (Motor)sport
  (Motorrad)sport
  (Rad)sport [6]
  (Schwimmsport
  (Straßen)sportwagen
  Sportart(en) [3]
  Sportcafé
  Sportdirektor [2]
  Sportereignis
  Sporthalle [2]
  Sportkarriere
  Sportkneipe
  Sportkegelverband [2]
  Sportklub
  Sportlehrerin
  Sport-Mittelpunkt
  Sport-Mix
  Sportnation [2]
  Sportpark
  Sportplatz
  Sportschützen
  SportlerIn(nen) [10]
  (Behinderten)sportler [4]
(Leistungs)sportler
(Modellflug)sportler
Sportlerfest
Sportlertreffpunkt

sportlich [8]

Spots [2]
(Werbe)spots
(Pfeffer)spray

Sprint-Ass
Sprint-Star
Sprintturnier

Stagiermanager

Standard
(Mindest)standards
Standardsituation
Standardwerk

standardisiert

Standing Ovations [2]

Star(s) [14]
(800-m)-Star
(Barca)-Star
(Botanik)-Star
(Fußball)-Startrainer
(Hollywood)-star
(ManU)-Star
(Porno)star [2]
(Schienen)-Stars
(Sprint)-Star
(Tennis)-Stars
(Werder)-Star(s) [2]
Stararchitekten
Starensenal
Stargoalie
Star-Köchin
Starregisseur

Start(s) [19]
(Bau)start
(Berglauf)start
(Blitz)start
(Erstklassler)-Startpaket
(Fehl)starts
(GP)-Starts
(Mark)start
(Neu)start
(Saison)start [2]
(Schul)start [2]
(Schul)startgeld
Startampel
Startfeld
Startgeld
Startpaket [2]
Startplatz
Startschuss

Starter
starten (gestartet) [27]
(durch)starten

Statements
Step-Team
Stewards
Stewardessen

Stopp
(Fast-Aufnahme)stopp
(Verkaufs)stopp

stoppen (gestoppt) [10]

Story

Streik(s) [19]
(Lufthansa)-Streik
(NHL)-Streik
Streikbeginn [2]
Streik-Chaos
Streiktag
Streikwelle
streiken (gestreikt) [3]
stressen

Stripklub

stylish

Supercup [2]
Supercup-Rückspiel

Supermarkt [3]

Supermarktregal

Supermodel-Contest
Superstar(s) [6]

Swimmingpool [2]

T

Tablets
Tablet-Computer
Tablet-PC's [2]

(Polit)talk
Tandemfallschirmsprünge

Taser [6]

taser-Einsatz
taser-Tote

Tea Time

Team(s) [34]

(Airborne)-Team
(Apotheken)-Team
(Architekten)team
(Bibliotheks)team [2]
(Bundesliga)-Team
(Citroen)-Teampartner
(Damen)team
(Fußballnational)team
(Fünfer)-Teams
(Herren)team
(Kreativ)teams
(Kriseninterventions)team
(Kulturhofkeller)-Team
(Küchen)team
(Liga)teams
(National)team [6]

(ÖFB)-Team
(ÖFB)-Teamkader
(ÖFB)-Teamkapitän
(ÖVP)-Team [2]

(Parade)team
(Paralympic)-Team [2]

(Planer)-Team
(Planungs)team

126
(U-20)-Teams
(U-21)-Team
(U-21)-Teamchef
(VSV-Ärzte)Team
(Wahlkampf)-Team
Teamarbeit
Teambewerb [2]
Teamchef(s) [13]
Team-Hotel
Teamkader
Teamluft
Teamplayerin
Teamspieler [2]
Teamstürmer
Teamtrainingslager
Teenager [2]
Teenagerleben
Tennis [6]
Kinder)tennis
(Rollstuhl)-Tennis [2]
(Spitzen)tennis
Tennis-Ästhet
Tenniscenter [2]
Tennis-Charity-Turnier [2]
Tennisclub
Tennis-Grand-Slam-Turnier
Tennisplatz [2]
Tennisprofi
Tennisspieler
Tennisthron
Tennisturnier [2]
Tennisverband
(Tisch)tennis [3]
(Tisch)tennisturnier
Terrier
Bullterrier
(Auko)test
(Dauer)test
Testergebnisse
Testspiele
Testzeitraum
testen (getestet) [3]
The Cat
Thriller
(Mafia)thriller
Tickets [2]
(Flug)tickets
Ticket-Hotline
Tipp(s) [7]
(Buch)tipp(s) [2]
(Einkauf)tipp
(Einkeh)r-Tipp
(Experten)-Tipp
(Freizeit)-Tipp
(ÖAV)-Tipps
(Triebwerk)-Tipp
(Wochenend)-Tipps
tippen
Top [3]
Top-15
Top 100
Top-100-Spieler
Top 500
Topfavoritin
topfit [2]
Topgesuchter
Topkommandeure
Top-Ligen
Topmodel [8]
Topqualität [2]
Top-Restaurants
Topscorer
Topteam [3]
Top-Tipps [3]
Top-Vereine
Top-Zukunftsthema
toppen [2]
topsecret
Topspin
Tour [3]
(Berg)tour
(Diebes)tour
(Entdeckungs)tour
(Erlebnis)touren
(Europa)tour
(Hochgebirgs)tour
(Klettersteig)tour
(Museums)tour
(Sarajewo)-Tour
(Wander)tour
touren (getourt) [2]
Touristen
(Olympia)-Tourist
Tourismus [3]
Tourismusbüro [2]
Tourismusfestival
Tourismusgesetz
Tourismuskämmerer
Tourismusminister
Tourismusreferent
Tourismusunternehmer
Tourismusverein
touristisch
Touristisches
Tower
Trailer [2]
Trainer [29]
(Austria)-Trainer
(Chef)trainer [2]
(Co)-Trainer
(Dortmund)-Trainer
(Erfolgs)trainer
(Ex-Hartberg)-Trainer
(Gurnitz)-Trainer
(Jugend)trainer
(KAC)-Trainer [2]
(Leoben)-Trainer
(National)trainer
(Rapid)-Trainer
(SAK)-Trainer [2]
(Sturm)-Trainer
V
Van [2]
  (Kompakt)-Van
Ventilatoren [2]
Videos [5]
  (Musik)video
  Videoclip
  Videowürfel
(Motodrom)-Village
VIP-Etage
  VIP-Programm [2]
  VIP-Raum
  VIP-Wochenende [3]
(Sitz)-Volleyball [2]

W
Waggon(s) [3]
  (Eisenbahn)waggon(s) [2]
  (Pullman)-Waggons [2]
  Waggonschaukeln
Wakeboard-EM
walken
Warm-up [2]
  Warm up-Party
WC-Anlage
  (Hock)-WC
  WC-Gebühr

Web
Weblog
Webseite
  (Mastercard)-Webseite
Weintasting [3]
(Alm)wellness
  Wellnessbereich [2]
  Wellnesshotel
  Wellness-Urlaub
Whirlpool
Whiskeyflaschen
Wildcard(s) [2]
WLAN
Workshop(s) [6]
  (Kinder)workshops
World Music [2]

Y
Young Directors Project
Young Stars
Youtube

Z
Zappen
17. LIST OF ANGLICISMS IN THE STANDARD

9/11 [2]

A
Actionkinos
Action-Showdown
Adventurepark
Airline(s) [11]
(Billig)airlines
(Golf)-Airlines
(Konkurrenz)-Airlines
Airport(s) [3]
(DDR)-Airport
All-Star-Actionfilm
All-Star-Formationen
Anti-Doping-Agentur
App(s) [4]
App-Entwickler
App-Symbole
App-Taxi-Vermittler
(Natur)-Art [2]
Assets
Attraktion
AUA [4]
AUA-Mutter
Australian Open
Austria [8]
Austria-Thriatlon
Austrians [3]
Austria Presse Agentur (APA) [3]
APA-Gespräch
Award

B
Baby [2]
Babyspeck
babyleicht
Bachelor
Bachelorprogramme
Backup
Band [5]
(Lieblings)band [2]
Bandgröße
BankerIn [3]
(Noten)banker
Banker-Elite
Bars
Barrell [2]
Basketball
(Fußgänger)-Basketball
Basketballfeld
Basketballhalle
(Ex)-Basketballer

(EU)-Battle-Groups
Bestseller
Bestsellerbiografie
Bestsellerliste
Big Apple
Big Picture [2]
Big Science
Bioengineering
Blackberrys
BlackBerry-Hersteller
Blackboxes [2]
Black Music
Blogs
(Wirtschafts)-Blogs
Blogger
Boarding
Bodyguards
Bonds
(Null-Zins)-Bonds
Boni
Bonus(meilen)
(Steuer)bonus
Boom [3]
Boot(e) [5]
(Einmannkiel)boot
(Flüchtlings)boot(e) [3]
(Kiel)boot
(U)-Boot
Bootszubehör
(Bertelsmann)boss
(Strabag)-Boss
Boykott
boykottieren
Breaking News
Budget [17]
(EU)-Budget
(Verkehrs)budgets
Budgetausgaben
Budgetbedarf
Budgetbelastung
Budgetentlastung [2]
Budgeterhöhung
Budgetgespräche
Budgetmittel
Budgetpatt
Budgetprobleme
Budgetrede
Budgetstreit
Budgetverhandlungen
budgetär
budgetieren
budgetmäßig
Bulldozer [2]
Bumerang
Burnout(s) [3]
Bus(se) [3]
(Klein)bus
Buslinien
Busspur
Business [2]
(Ethno)business
Businessclass
Business-Paket
business as usual
Bypass-Operation

C
Callgirls
Campingplatz
Cannabiskonsum
Cartoons
Cashback-Karte
Cashcow
Catering
CD(s) [6]
(Steuer)-CD(s) [3]
CD-Käufe [4]
Celebrity-Kultur
Cent [5]
Central Standard Time (CST) [2]
CEO
Champions
Champions League
Change Management
(Medizin)check
checken
Check-in
Checkpoint
chillen
Chip(s) [2]
City [5]
Citybahn
(Parteien)clinch
Clown(s) [2]
(Weiβ)clown-Figuren
Club
Club-Med-Abend
Clubservice-Leiter [2]
(Rechen)cluster
Coach [3]
(QR)-Codes [4]
College
College-Absolventen
Comeback [6]
Comedy-Sendung
Comics
(Österreichs Paralympisches) Committee
(OEPC)
OEPC-Aufgebot
Community
(Garage-Rock)-Compilation

Compoundbogen
Computer [4]
Computer-Animation
Connection
(Taiwan)-Connection
Controlling
Convention
cool
cool-jazzig
Countdown
Country-Club
Coup
Court
Cover
covern
(ge)covert
Co-Working-Spaces [2]
Crash [2]
(Banken)crash
Crew(s) [2]
(Ersatz)crews
Cross-Country-Eliminator
Cross-Promotion
Crowdranking
(Europa)cup [2]
(Europa)cupspiele
(Ex-Welt)cupsiegerin
(Fußball)cup
(Grasski-Welt)cup
(Toto) Cup [6]
(Welt)cupsiege
CyberArts
Cyber-Bildersturm

D
Daten [12]
(Bank)daten [2]
(Betriebs)daten
(Betriebs)datensatz
(Haushalts)daten
(Konjunktur)daten
(Punkt)daten
(Rahmen)daten
(Stiftungs)daten
(Wirtschafts)daten
(Zusatzt)daten
Datenaustausch [3]
Datenbank [4]
Daten-CDs
Datendieb [2]
Datendiebstahl
Datenfluss [2]
Datenklau
Datenlage
Datenlogger
Datenschutz
Datenschützer
Datensätze
Daviscup-Spieler

131
(Ex)-Daviscupper
Deal(s) [3]
(Dreiecks)deal
(Finanzierungs)deal
(Immobilien)deals
(Orange)-Deal
debt deflation
Demonstration(en) [2]
Demonstranten [2]
demonstrieren [7]
Department
Derby
Design
(BZÖ)-Design
(Samsung)-Designs
Designjournalist
Designmagazin [2]
Designpatent
Design-Schutz
Design-Schutzrechte
Designsprache
Designstudie [2]
Designer [2]
Designer-Cafés
Designgarten
Designer-Outlet-Center
Detektiv(e) [3]
digital [7]
digitalbedruckt
Disneyland
Display
(Retina)-Displays
DJ
(Resident)-DJs
DJ-Programm
DNA [3]
DNA-Analyse [2]
DNA-Doppelstränge
DNA-Entnahme
DNA-Sequenzen
DNA-Vergleich
dog
Dollar [40]
(Petro)dollars
Doping
Dopinganschuldigungen
Dopingkontrollen
Dopingsubstanzen
Dopingvergangenheit
dopen (gedopt)
Downgrading
Drift [3]
Drift-Challenge [3]
Drift Challenge Austria (DCA) [2]
DCA-Läufe
Drift-Challenge-Lauf
Drift-Maschine
Driftsporth
Drift-Staatsmeisterschaft

Dritten [2]
driften
Drinks
Dschungel [6]
Dschungel-Budget
Dschungelcamp
dschungelhaft
Dumping
(Anti)dumpingklage [2]
(EU-Anti)dumpingverfahren
(Preis)dumping
DVD
E
Easy-Listening-Deutung
E-Book-Reader
E-Mail(s) [2]
(Samsung)-E-Mails
Entrepreneurship
Eskalation [3]
Eurofighter
Event(s) [3]
Ex
Executive Director
Exit-Szenario
exklusiv [2]
Exklusivitätsregel
Experimental Band [4]
Experte(n)/In [26]
(Demografie)-Experte
(Finanz)experte(n) [2]
(Haushalte)experte
(Reptilien)expertin
(RTL)-Experten
(Shakespeare)-Experten
(Sprach)experten
(Versicherungs)expertin
(Wildtier)expert [2]
Experten-Arbeitskreis
Expertenregierung [2]
Expertenrunde
Expertenteam

Export(e) [6]
Exportbemühungen
Exporterfolge
Exportgeschäft
Exportmacht
Exportmarkt [3]
Exportplus
Exportprogramme
Exportrückgänge
Export-Vormachtstellung
Exportwachstum
Exportwirtschaft
exportieren [5]
exportabhängig [2]
(Öl)exporteur [2]
Exposure [2]
Facebook [10]
Facelift [3]
(X)-Factor [3]
Fair [6]
Fairness [3]
Fakt(en) [6]
Fan(s) [8]
(Fasten)-Fans
(Fußball)-Fans
(PAOK)-Fans
(Rapid)-Fans [2]
(Timoshenko)-Fans
Fanprojekt [2]
Fanszene
Farm
Farmer
Favorit(en) [2]
FBI [7]
FBI-Mitarbeiter
Feature
Featured Artist
(Urlaubs)feeling
Festival(s) [19]
(Ars-Electronica)-Festival
(Freakwave)-Festival
(Impulstanz)Festival
(Kammermusik)-Festival [3]
(Konkurrenz)-Festival
(Kultur)-Festival
(Literatur)-Festival
(Musik)-Festival
(Welt)-Festival
Festivaleiche
Festivalgründung
Festivalhadern [2]
Festivalleiter
Festivalszene
Festivalpräsident
Festivalsprogramm
Festivaltag(e) [2]
Festivaltrailer
Festivalverhöhung
Film(e) [32]
(Am Schauplatz)-Film
(Animations)film(e) [3]
(Anti-Obama)-Film
(Dokumentar)film [3]
(Ensemble)film [2]
(Episoden)film
(Öffnungs)film
(Fernseh)film
(Fremdenverkehrswesen)film
(Heimat)film
(Heimat)filmfest
(Kino)filme
(Kurz)filmabend
(Spiel)film [3]
(Tanz)filmreigen
(Venedig-Eröffnungs)film
Filmburleske
Filmdreh
Filmmacher [5]
Filmen mit
Filmmachen
Filmeremitter
Filmfest [2]
Filmfestival [4]
Filmfestspiele [4]
Filmgeschichte
Filmmusik
Filmmagazin
Filmmarkt
filmen (gefilmt) [3]
(Dokumentar)filmer
Finale [3]
(Achtel)finale
(B)-Finale
(Halb)finale
(Saalfelden)-Finale
(Viertel)finale [2]
Finaleinzug
Finallauf
First Class [2]
First-Class-Flug
First Lady
fit [3]
(wagner)fit
(zukunfts)fit
Fitnessgeräte
Flagge(n) [2]
Flat-TVs
Flip-Flops
Flirtplattform
Flirten
Flop(s) [2]
Fokus [11]
fokussieren [5]
Folkefestival
Foto(s) [15]
(„Krone“)-Fototermin
(Nackt)photos [2]
(Presse)foto
(Schwarz-Weiβ)-Fotos
Fotomodels
Fotografie [2]
Four-Cross
(Expendables)-Franchise
Freestyle-Sportarten
Free Syrian Army (FSA)
FSA-Mitglied
Funk [2]
Funkband
Future-Preis
G
Gag(s) [3]
intervenieren [2]
Investmentbank
Investmentbanking
Investmentfirma
iPad(s) [4]
iPad-Start
iPad-Variante
iPhone [4]
Irish Folk
Ironman
IT [2]
IT-Agentur
IT-Branche [2]
IT-Cluster
IT-Community
IT-Größen
IT-Hauptstadt
IT-Industrie
IT-Konzern
IT-Probleme
IT-Spezialist
IT-Umstellung [2]

J

Jazz [5]
Jazzfestival [3]
Jazzformationen
Jazzgenre
Jazzhistorie [2]
Jazzmusiker [2]
Jazzszene
Jeans
(Kampf)jets
Job(s) [21]
(Ausbildner)job
(Ferial)jobs
(Gelegenheits)jobs
(Geschäftsführer)job
Jobabbau
Jobangebote
Jobsuchende
Jobwechsel
Jury [5]
(Berlinale-)Juryvorsitz
Jurypräsident

K

Kabinenpersonal
Kamera [7]
(Orb-Orb-Kamera
(Uberwachungs)kameras [3]
(Wild)kameras
Kamermann
Kanuunfall
Ketchup-Aktien
Keyboard
Keynote
(Drama)-Kick
Kicker
kicken
(Tarot)killer
Klicks [2]
Klub(s) [4]
(Noch)-Klubobmann
(ÖVP)-Klubobfrau
(Rad)klub
(SPÖ)-Klub
(Zweitliga)klub
Klubobfrau
Klubobmann [4]
Klubstatus [2]
Klubvorstandszimmer
Knock-out-Schwelle(n) [2]
(ausgeknockt)
Know-how [2]
Koalition [3]
(Dreier)koalition
(Regenbogen)koalitionschor
Koalitionsbedingung
Koalitions parteien [4]
Koalitions partner [3]
kooalitionsintern
Komitee [3]
Kommu nismus
konservativ(e) [10]
(ERZ)konservativ
(ULTRA)Konservativ [2]
(WERT)Konservativ
Konservative(r) [4]
(Neo)konservative [2]
(Neo)Kon struktur
(Vertrags)konstrukt
Konter
Konterchancen
kontern (gekontert) [4]
Konzern(e) [18]
(Barclays)-Konzern
(Bau)konzern
(Elektronik)konzern [3]
(Energie)konzern(e) [2]
(Erdöl)konzerner
(Gesamtkonzern
(Getränke)konzern
(Glas)konzern
(Groß)konzerner [2]
(Kabel)konzern
(Konsumgüter)konzern
(Magna)-Konzern
(Nahrungsmittel)konzern
(„Styria“)-Konzern
(Traditions)konzern
(Uniqua)-Konzern
Konzernchef [3]
Konzernergebnis [3]
Pool
Popsongs
Post-9/11-Gesellschaftsdrama
Postdocs [3]
posten (gepostet) [2]
(Obama)-Poster
Post-its
PR-Beraterin
PR-Erfolg [2]
PR-Ton
Premier [17]
(Ex)-Premier [3]
(Ex-Vize)premier
Premierminister
Premium-Airline
Premiumfiliale
Premiummarken
Premium-Mitgliedschaft
Primaries
Printbranche
Problem(e) [58]
(BH)-Problem
(Grund)problem [2]
(Herz)probleme
(Integrations)probleme
(Rücken)problem
(Schulden)problem [2]
(Sicherheits)problem
(Staatschulden)problem
(Transport)problem
(Wien-Umland)-Problem
Problemkredite
Problemstaaten
Problemstellungen
Problemzonen
(un)problematisch [4]
problemlos
Product Placement
Professionals
(Anzeigenverkaufs)profi
(Evxrad)profi
(Fußball)profis
(Langstrecken)profis
(Voll)profi
Profifußballer
Profigeschäft
Prof-Heer [2]
Profikarriere
Profisport
Prof-Truppe
Prof-Zivildienst
Programm(e) [35]
(Ankauf)programm
(Anleihen)programm
(Anleihe-Kauf)programm
(Atom)programm [3]
(Beschäftigungs)programm [2]
(Besuchs)programm
(Einstands)programm
(Erinnerungs)programm
(Familien)programm
(Fernseh)programm(e) [2]
(Forschungsrahmen)programm
(Funktions)programm
(Gütesiegel)programme
(Hauptabend)programm
(Handel)programm
(Konzert)programme
(Luftfahrt)programm
(Mantel)programm
(Milliarden-Spar)programm
(Paritei)programm [3]
(Pensionistennahme)programm
(Rahmen)programm [2]
(Raum)programm
(Reform)programme
(Rettungs)programm [2]
(Schauspiel)programm [2]
(Spart)programm [3]
(Programmauftrag [3]
Programmbudget
Programmheft(e) [2]
Programmländer
Programmierer [2]
Programmierung [2]
programmiert [2]
Promotion
Propeller
Pub-Besuch
Publicity-Berater
Publikum [2]
(Rollkragen)pullover-Möchtegern-Philosophen
Punk [2]

Queen [2]

Q
quantitative easing
Queen [2]

R
(Geo)radar
(Boden)radar aufnahmen
Radarkontrollen
Radio(s) [5]
(FM4)-Radiosession
(ORF)-Radio
Radiokolleg
Radiokulturhaus
Radioredateuren
Radiosendungen
Radiostrahlung [2]
Radio-Tipps [5]
(ÖBB)-Raijet
Rallye
Rallye-Lada
Rallye-Rekordler
randomisierte [3]
Ranking [3]
   (Außenhandels)ranking
   (WTA)-Ranking
Rap-Duell
   Rap-Version
Rapper
Rating
   Ratingagentur(en) [2]
realisieren
Recurvebogen
Rehabilitation
Rekord [3]
   (Negativ)rekord
   (Welt)rekord [2]
Rekordarbeitslosigkeit
Rekord-Eisschmelze
Rekordergebnis
Rekordhoch [2]
Rekordhöhe [2]
Rekordpleite
Rekordspritzpreise
Rekordstrafe
Rekordtemperaturen
Rekordverluste
Rekordweltmeister
Rekordwert
Relevanz [4]
relevant
Republic-Bühne
respektabel [2]
Retro-Eldorado
Return
Rezession [10]
rezessionsgeplagt
Roadmap(s) [2]
Roadmovie
Roaming
Roboter [2]
Rock
   Rockgruppe [3]
   Rockmusik
   Rocksongs
   Rockstars
Rock’n’Roll
   (hurtig)-rockig
Rotarier [2]
Rowdytum
Rugby
   (Rollstuhl)rugby
S
Sample
Sampeln
Satellitenfernsehen
   (Iris)-Scans
   Scanvorgang
scannen (gescannt) [5]
Scheck [2]
Schock
schockieren
Science Busters [2]
Science-Metropole
Science-Fiction-Geschichte
   Science-Fiction-Horrorfilm
Scroll-Funktion
scrollen (gescrollt) [2]
selektiv [2]
Selfmademan [2]
Selfmade-Milliardär
Senior
   Senior Researcher
   Senior Scientist
   Senior Scientist-Position
Service
   (Arbeitsmarkt)service [2]
   (Bord)-Servicekräfte
   (Limousinen)service
Sets
   Klettersteig-Sets [3]
Setting
Setup-Feinschliff
Sex [4]
   Sextäter
   Sextouristinnen
   Sexualdelikte [2]
   Sexualstraftäter [10]
(Milch)shake
Shakehands
Shampoo
Shared Space [2]
Shareholderseite
Shop
Shoppen
   (Parteien)shopping
Shortlist
Show [3]
   (Medien)show
Single [2]
   Single-Site-Operation [2]
   Single-Site-Technik [2]
Sir [2]
Slang [2]
Slapsticknummer
   (Zauber)-Slapstick-Zirkusshow
slapstickhaft
Slogan
Slums [2]
Smalltalk
smart
Smart City(s) [5]
Smartphone(s) [11]
   (Samsung)-Smartphones
   (Windows)-Smartphones
   Smartphone-Hersteller
Smartphonemarkt [3]
Smartphone-Tablet-Hybrids
Smartphone-Weltmarktführer
(Großstadt-)Smog
Smogglücke
SMS
Social Media
Softdrinks [2]
Soft Power [2]
Software
(Andoid-)Software [2]
(Anwendungs)software
(Gesichtserkennungs)software
(IBM)-Software
(Universal-Face-Workstation)-Software
(Virtualisierungs)software
(Windows)-Software
Software-Anbieter
Software-Firma [2]
Softwarehersteller
Softwarekonzern [2]
Softwarepakete
 Softwareierte
Song(s) [5]
(Tom-Waits)-Song
Songwriter
Soul
Soulmusik
Sounds
Soundexzesse
Soundfantasien
Soundinstallation
Speedpunkte
spektakulär
Spin
Spin-off
(Heck)spoiler [2]
Sponsoren [3]
(Haupt)sponsor [5]
Sponsoring [2]
Sponsoring-Beiträge
sponsern
Sport [9]
(Behinderten)sportereignis
(Breiten)sport [2]
(Motor)sport
(Rad)sport [2]
(Rad)sportverband
(Red-Bull)-Sportdirektor [2]
(Schwimm)sport
(Spitzen)sport
Sportarten [6]
Sportartikelhersteller
Sportdirektor
Sportfahrwerk [2]
Sportgeschichte
Sporthilfe
Sporthöhepunkt
Sportnation [2]
Sportschießen [2]
Sport-Sponsoring
Sportübertragung
Sportwagenbauer
SportlerInnen [19]
(Behinderten)sportler [4]
(Rollstuhl)sportler
(V10)-Sportler
sporteln [2]
sportlich [6]
(Hochleistungs)sportliches
Sportliche
Sporthistorisches
(Negativ)sports
(Pfeffer)spray
Sprint
Stalkerin
Standard(s) [7]
(Mobilfunk)standard
(Qualitats)standards
(Umwelt)-Standards [2]
Standardsituationen
Standardwerk
Standardwerte
standardmäßig [2]
Star(s) [5]
(Barcelona)-Star
Stararchitekten
Starautor
Starensemble
Starhornist
Starino
Star-Regisseur
Starsystem
starbesetzt
Start [7]
(Karriere)starthilfe
(Kino)start
(Neu)start [3]
(Olympia)start
(Schul)startgeld [2]
(Vor)start
Startbahn
Startgeld [2]
Startklassen [2]
Startlöcher
Start-Preisträgerin
Start-Programm
Start-Projekt
Startschuss
Start-up
startberechtigt [2]
starten (gestartet) [38]
State Department
Statement(s) [8]
Stewardess
(Leih)stewardessen [2]
Stopp [2]
(Bau)stopp [3]
(Einberufungs)stopp
(Produktions)stopp
(Verkaufs)stopp [2]
stoppen (gestoppt) [3]
Story
Streetart
Streik(s) [17]
(General)streik
(Lufthansa)-Streik
Streikbrecher
Streik-Chaos [2]
Streikfall
Streiken (gestreikt) [4]
streikend
(be)streiken [3]
Stress
Stresszuwachs
Strip-Billard
(Jahrhundertwende)-Stripteasetänzerin
Style
Suggestivfrage
Supercup [2]
Supercup-Rückspiel
Super-G
(Herren)-Super-G
Supermarktkasse
Superstar [2]
Super-Super-Cinemascope
Superyachten
Surplus
Switchlist [10]
(get)swyped
Synthesizer
Tabledance-Truppe
Tablets [13]
(Windows)-Tablets
Tabletgeschäft
Tabletmarkt
Tablet-Marktführer
Tablet-Modus
Tablet-PC(s) [3]
Tablet-Varianten
Tabloid(s) [2]
Tackling
Talk [4]
Tandem
Tank
(Öl)tanks [2]
Tanken
tanken
Tankstellen
(Audio)tape
Tattoos
Nazi-Tattoos
tätowiert [2]
Team(s) [26]
(Ärzte)team
(Berater)team
(Fachärzte)team
(Führungs)team
(National)team [2]
(ÖFB)-Teamchef
(ORF-Kamera)team
(Regierungs)team
(Unter-17-National)teams
(Vorstands)team
Teamchef
Teamkollegen
Teamspieler
Teamstürmer
Teamverteidiger
Teenager [5]
Teenie(s) [2]
Teleprompter
Teletext [2]
televisionär
(Entsolidarisierungs)tendenzen
tendieren
(ARD)-Teletext
Tennis [5]
Tennisspiele
Tennisspieler/In [2]
Tennisport
Tennistadion
Tennistasche
Tennisverband [2]
(Rollstuhl)tennis
(Tisch)tennis [2]
(Tisch)tennisspieler [2]
Terminal
Test(s) [5]
(Atombomben)tests
(Atom)testgelände [3]
(Bankenstress)tests
(Seh)test
Testfall [2]
Testmäuse
testen (getestet) [7]
Testimonials
Thirdworldismus
Thriller
(Cop)-Thriller
Thrillerrzählung
Ticker [3]
Tickets
Topmann
Top-30-Destinatinnen
Top Ten
Top-Universität
Touch-Displays
Touchscreen
tough
Tour [6]
(Besuchs)tour
(Sommer)tour
Tourtriumph
Tourismus [4]
  Tourismuswerbung
Touristen
touristisch [2]
Tower
Trainee [9]
  (Bundes)trainer
  (Hoffenheim)-Trainer
  (Hunde)trainer
trainieren [4]
Training(s) [6]
  (Lese)training
  Trainingsball
  Trainingspensum
Transfer [2]
  (Wissens)transfer
  Transfersumme
  Transferzeit
transferiert
(Klein)transporter [2]
Tram
Trash
Trend(s) [10]
  Trendumfrage
  Trendwende
Trick(s) [5]
  (Verkaufs)trick
trimmen
(Insel)trip
T-Shirt
Tunnel
  (Ärmelkanal)tunnel
Turnaround
TV [6]
  (Staats)-TV
  (Volks)-TV [2]
  TV-Berühmtheit
  TV-Budget
  TV-Debatte
  TV-Direktorin [4]
  TV-Dokumentationen
  TV-Duell
  TV-Geschäft [2]
  TV-Interview
  TV-Kanal
  TV-Kinderkanal
  TV-Rechte
  TV-Sender
  TV-Sendungen [2]
  TV-Serie [2]
  TV-Talk
  TVThek
Twincity-Region
Twinturbo-Motor
Twitter [3]
twitterte [3]
US-Kavallerie
US-Konjunkturdaten
US-Labor
US-Marine
US-Medienkonzern
US-Militär
US-Musikerin
US-Notenbank [3]
US-Notenbankchef [3]
US-Olympiasiegerin
US-Open [13]
US-Open-Coup
US-Parkett
US-Partei Kongress
US-Politik-Karussell
US-Präsident [5]
US-Präsidentenwahlen
US-Präsidentschaftskandidat
US-Produktionen
US-Qualifikant [3]
US-Regierung
US-Regisseur
US-Sanktionsregeln
US-Sängerin
US-Senat
US-Sender
US-Sorte
US-Staaten
US-Streitkräfte
US-Studentin
US-Stützpunkte
US-Südküste [3]
US-Verkaufsverbot
US-Wahl
US-Wahlkampf
US-Weltraumteleskop
US-Wetterexperten
US-Wirtschaft
User-Reaktionen

V
Vegetarierin [2]

W
Watchlist [4]
Webcasts
  Web-Meinungsplattform
  Webseiten
  Website
  Webtipp
Western [3]
  (Cinemascope)-Western
Wildcard-Starterin
Windows Phone
Workshops [3]
Wow

Y
Yacht(en) [4]
Young Directors Project (YDP) [2]
  YDP-Zeitschrift
Youngsters

Z
Zivilisation
  Zivilisationskritik
Zoom
zoomen [2]
  (hinein)zoomen