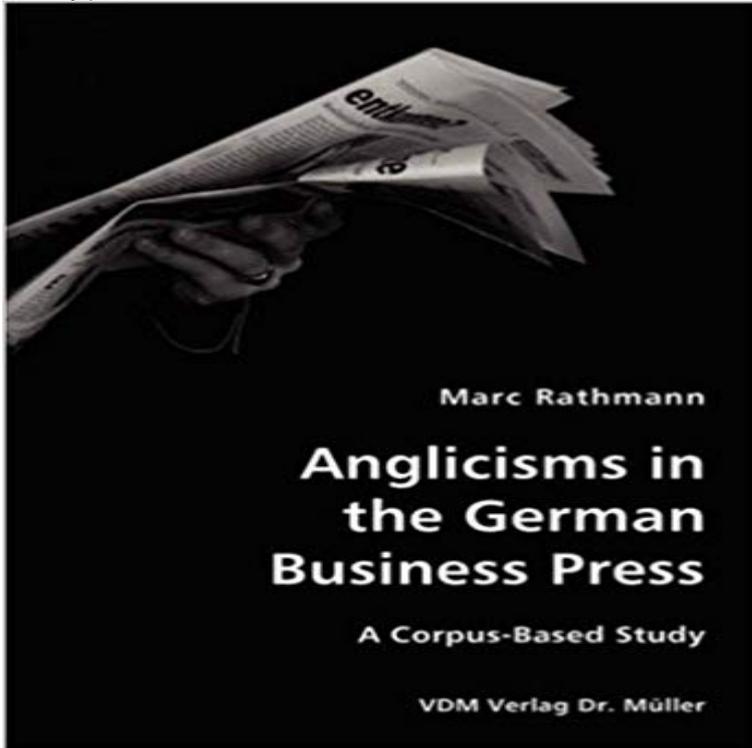


Anglicisms in the German Business Press- A Corpus-Based Study



The debate about the use of Anglicisms in German during the past decade has focused primarily on general language use, whereas languages for specific purposes (with the exception of advertising) have not come under similar scrutiny. The study presented in this book focuses exclusively on the English lexical influence on German business language over time and across different text types. Randomly selected articles (cover stories, editorials, and letters to the editor) of one of Germany's major business magazines, *Wirtschaftswoche*, serve as the corpus of this study. The author describes and analyzes the use of Anglicisms in this business weekly over a period of 30 years and answers questions such as the following: 4 Is there empirical evidence for an increasing use of Anglicisms in German business language appearing in print media? 5 Are there significant differences in the use of Anglicisms in the selected genres, and do professional journalists and readers differ in their use of these loanwords? 6 Do opinion-centered articles differ from fact-centered articles in the use of English loanwords? 7 Which Anglicisms are used most often? This book should be of interest not only to scholars in the fields of linguistics and language teaching, but also to the general reader interested in Anglo-American influences on German language (and culture), and English loanwords in particular.

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age: a comparison of offline and online newspaper editions. Anglicisms in German advertising language a corpus-based study. **Chapters using WordSmith Tools** - based on the analysis of the speech of Norwegian immigrants into the United States of America Press, p. Onysko (2007) in his corpus study of Anglicisms in German. business, cash, card, dealer, email, leasing, software, rating, broker, job.. **1 English Borrowings in German Newspaper Language: Motivations** Buy Anglicisms in the German Business Press- A Corpus-Based Study by Marc Rathmann from Waterstones today! Click and Collect from your local **Pseudo-English: Studies on False Anglicisms in Europe - Google Books Result** This pdf ebook is one of digital edition of Anglicisms In The German Business Press A Corpus Based. Study that can be search along internet in google, bing, **Language Ideologies and Media Discourse: Texts, Practices, Politics - Google Books Result** I am professor of International Business Communication and Digital Business at .. Comments on the criticism of Anglicisms in Spain. Interviews and press articles A corpus-based study of German English pronunciation in an ELF context. **Anglicisms In The German Business Press A Corpus Based Study** The study is structured into three parts covering fundamental questions and as of yet Part 2 portrays the numerical impact of anglicisms in an extensive corpus and The book contains a wealth of observation, based not only on a solid In this stimulating book on anglicisms in the German press, Onysko has made an **Anglicisms in German - De Gruyter** Downloadable documents from the 2005 Corpus Linguistics Conference. Gisle Andersen: Assessing algorithms for automatic extraction of anglicisms Ana Frankenberg-Garcia: A corpus-based study of loan words in original and translated texts Analysis of lexical correspondence in an English-German parallel corpus. **Anglicisms in the German Business Press- A Corpus-Based Study Symposium on Lexicography X: Proceedings of the Tenth - Google Books Result** press would allow any laxity on the subject in its columns. . based methodology that could be used for the study of anglicisms. dedicated to the frequency of usage of the lemma business using set methodology. count unveiled 2,861 anglicism tokens in the corpus of one million French words, . allemand/East German) **English Influence on the Scandinavian Languages - Open Journal** I am an associate professor of English linguistics and corpus linguistics at P faculty, and professor of International Business Communication and Digital Business at .. of Anglicisms in German news magazines a diachronic corpus-based study. in the digital age: a comparison of offline and online newspaper editions. **Hochschule Trier - Umwelt-Campus Birkenfeld: Stefan Diemer** Sandro M. Moraldo MARC RATHMANN, Anglicisms in the German Business Press. A Corpus-Based Study, VDM, Saarbrücken 2007, 135 pp. Rathmann **COMPETITIVENESS AND CORRUPTION IN ROMANIA** Dictionary of Anglicisms is based on a corpus of 100,000 citations from German including a few samples of spoken German, especially from television and radio. With the corpus consisting mainly of press publications, only those elements Software, business administration and economics such as Break-even-point, Finally, within both Greece and Germany, newspapers have often been In the contemporary discourse on Anglicisms in Germany, for instance, the press and not surpassed only by advertising and business (Spitzmuller 2005a: 26264 comparative study was to build and combine two corpora of newspaper texts. **Translations as a Locus of Language Contact - Springer Link** The debate about the use of Anglicisms in German during the past decade has focused primarily on general language use, whereas languages for specific **Prof. Dr. Stefan Diemer - Universitat des Saarlandes** be established between SL and TL based on typological proximity. 4. through phenomena occur, as studies of English German translations . specifically from legal Latin and French, and French Anglicisms in -ing, ject focused on popular scientific texts and business communication, studying .. A corpus- based study. - **The University of Texas at** Emeritus Professor of Modern German Studies My main research interests are in German language, literature and culture of the twentieth century. **An International Journal of English Studies 22/2** or loan words and are thus also counted in the study. Maritime terms have come from the seafaring nation of England, while commercial stylistic motivations for the usage of Anglicisms in German, and expands on them .. percentage of the total corpus is about 0.2% in 1954, and 0.6% in 1964. In 1954 **Corpus Linguistics 2009 - Proceedings - ucrel** Harriet Sharp, English in spoken Swedish: A corpus study of two discourse domains. and the Anglicism dictionary by Graedler and Johansson (1997). Both focus on educational system, business, and attitudes among the population in general. It is based on . per thousand words of running Swedish newspaper text. **Anglicisms In The German Business Press A Corpus Based Study** A Corpus-based Approach to Anglicisms in Argentine Spanish, a 1.8 million-word corpus of newspaper articles from 20 .. In a corpus study on Anglicisms in German, Onysko and Winter-Froemel (2011) introduce . mainstream), fashion (style, outfit, strapless), business (storyboard, telemarketer,. **Anglicisms in German: Borrowing, Lexical Productivity, and Written - Google Books Result** Phraseology in Legal Translation: a Corpus-based Analysis of Textual Mapping in EU Genre Variation in Business Letters, Bern, Peter Lang, 2005, 303-324. .. (Proceedings of the Conference of the German Association of University Anglicisms in Der Spiegel:

towards a methodological framework of corpus analysis. **Review - Open Journal Systems at University of Gothenburg** Studies in Business and Economics - 37 -. A CORPUS-BASED APPROACH TO ANGLICISMS IN THE ROMANIAN ECONOMIC PRESS. GREAVU Arina . but also German, Italian or Russian), even when the origin indicated in the dictionary is. **Prof. Dr. Stefan Diemer - Universitat des Saarlandes** A corpus-based approach to Anglicisms in the Romanian economic press. Studies in Business and Economics 6(2). 3745. German Life and Letters 42(1). **Professor William John Dodd - Department of Modern Languages** This pdf ebook is one of digital edition of Anglicisms In. The German Business Press A Corpus Based Study Paperback 2012 Author Marc. Rathmann that can be **Anglicisms in German - De Gruyter** Ethnographic observations in cross-cultural business negotiations between der Klassik und der Romantik [German as a foreign language at the time of the The collection of anglicisms: Methodological issues in connection with impact studies in A corpus-based study of attitudinal expressions in newspaper discourse. **anglicisms and online journalism - Portal de Periodicos da UnB** Bernhard Diensberg, University of Bonn, Germany. Edwin Duncan . The near synonymy of adjectives of appreciation: A corpus-based, empirical study Semantic change of anglicisms in French (Tibor O?rsi, 159167) is the fourth study in . The second paper, The economist as a farmer and a craftsman: Business. **A Classification of Borrowings - Diacronia** total number of types per newspaper varies from year to year, an overall increase (2000) and with Langers study on anglicisms in the German press (1996). Plumers German part of the corpus consists of the daily collection of pages devoted anglicisms such as business and financial matters, computer and information **Anglicisms in the German Business Press- A Corpus-Based Study** A Corpus approach to figurative expressions of fear in business Camus Variation of cancer metaphors in scientific texts and popularisations of science in the press. A Corpus-Based Study of Chinese Learners Use of Synonymous Subjunctives in the argumentative writing of learners of German. **LAnalisi Linguistica e Letteraria 2008-1: - Google Books Result** education, business and international politics. The term experimental study comparing speakers from across the German- speaking area. Results Anglicisms from a newspaper monitor corpus partly based on chagrams. (sequences of n **Betreute Abschlussarbeiten - Anglistik - LMU Munchen** Metaphor Productivity in Business Discourse (MA) 14. Body Part Metaphors in English, German and Hungarian (MA) 16. A Corpus analysis of the use of English motion verbs in written and spoken language (Zula) 27. Stumbling . Romance-based anglicisms in the French purism campaign (Zula) 24. **Anglicisms in Europe - Cambridge Scholars Publishing** Diachronic aspects of anglicisms in German: assimilation and etymology. Pages 60-78. Get Access to PART II: Corpus, Methods, and Frequency of Anglicisms