

usage of elements sprung from several theories while analysing factual material.

Key words: cognitive operations, epigram, frame, humour, script.

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**TYPES OF ENGLISH BORROWINGS IN THE MODERN
GERMAN PRESS LANGUAGE**

There are more and more debates about the spread of Anglicisms and German speaking countries are no exception. The views over them are rather divided. Some scholars express their concerns that German is endangered by the English language whereas others are not so pessimistic about it. However, complaints about a take-over or at least an infiltration through foreign words are nothing new. That the borrowing from foreign languages facilitates and enriches communication cannot be denied. But the critique of the Anglicisms is not so much about the fact that language is a means of communication, but rather about language being a symbol of the national and cultural identity of a speech community.

The last two decades have, in fact, witnessed a real boom in the process of English borrowing, which is supported by a great number of publications and researches on the topic. At present research on Anglicisms concentrates on several main areas. First of all, a number of empirical-descriptive studies should be mentioned, mostly based on print media as general text corpora [1]. Then there is the lexicographical preoccupation with Anglicisms, with the dictionaries of Broder Carstensen leading the way [2]. Furthermore, some historical studies deal with the increase of the influence of English, accompanied by research on attitudes towards Anglicisms and on language policies [1, p. 105]. In addition, Anglicisms have been explored with respect to certain language registers and technical languages. One of the most recent researches on the topic of borrowing is Alexander Onysko's book «Anglicisms in German: borrowing, lexical productivity, and written codeswitching» [3]. He investigates the relevant terminology, approaches to classification of borrowings, interrelation between source and recipient languages, types and integration of Anglicisms.

Linguists have considered the term «borrowing» from different perspectives. Glahn denoted borrowing as a process as well as an object [4, p. 6]; Haugen understands the borrowing process as «the attempted

reproduction in one language of patterns previously found in another» [5, p. 81]. Onysko defines borrowing as follows: «Borrowing is defined as the transfer of units of form and meaning from SL to RL» [3, p. 79]. Crystal defines borrowing as a term used in comparative and historical linguistics to refer to a linguistic form taken from one language or dialect by another [6, p. 56].

In our article under borrowing we understand first of all a word or word combination, transferred from one language into another as a result of language contact and subjected to a degree of assimilation to the new language domain. Both «borrowings / borrowed words» and «loan words» are used interchangeably as synonyms since the dividing lines between them are not clear-cut. We will further refer to English as the «DL» (donor language) or «SL» (source language, as in some quotations) and the borrowing German language – as the recipient language (RL). Anglicism is a particular case of borrowing – a loan word from the English language. No distinction is made between British and American English as the SL, since it is difficult to make such a distinction and sometimes even impossible. Though phonological, morphological and syntactic borrowing also exists, the term is usually applied to words and their meanings.

From non-English speaking countries it is a tradition to study the use of English in media in terms of lexical borrowing. In German, as in many other languages, there exist numerous descriptions of English lexical items in printed mass media. First of all, newspapers and magazines seem to be among of the most powerful forces (together with radio and television) in the development of modern German since they have a strong effect on the reader. Moreover, the press language is unlikely to use terms that are not understood by the majority of readers [7, p. 239]. For these reasons as primary source for our analysis we chose the printed German magazine *Focus*, which due to its circulation, readers and topics covered in its articles is likely to reflect the most general tendencies in the functioning of English words in the German press.

The main task which this article focuses on is to determine the respective types of the recorded borrowings in our source material and the frequency of their occurrence. This task can be rather challenging due to one of the core issues in this field: how to classify the words taken from a language (DL) and adopted by another language (RL). This problem also determines the actual relevance of the present research since the terminology of studies is very mixed and most of the previous researches concentrated more on the morphological types of Anglicisms or the main areas of their usage.

A great abundance of different linguistic approaches to this problem has generated different concepts and terms (Betz 1936, 1939, 1959, Jespersen 1952, Haugen 1972, Yang 1990, Carstensen 1993, Corr 2003, Onysko 2007). Overall, there are no important contradictions in defining types of borrowing. The main difference lies in the approach to their classification and to what extent formal similarity has to be represented in order to classify a term as a borrowing. Bearing this in mind, we should admit that it is hard to find universal criteria for classification of all the existing terms for borrowing and

give their unambiguous definition. Yet this problem is beyond the scope of the present article. In order to fulfill our task we should adopt a number of terms used to classify the borrowed phenomena.

In our article we will consider the following categories of borrowings: foreign and loan words, compound words with both English and German parts (hybrids), loan formations (loan translations, loan renditions and loan creations), semantic loans and pseudo loan-words.

The first category includes foreign words that are taken from English without any change, as well as loan words that are transferred directly from English but add a German morphological ending or inflection. Hybrids are words or combination of words that consist of elements of both DL and RL. Linguists, such as Yang [8, p. 138] and Onysko [3, p. 59] in this case refer to «hybrid anglicisms» understanding them as a combination of English borrowings with German elements. Under loan formations we understand words created by the combination of translational and structural similarity of an English word and its German equivalent. Semantic loans (or loan meanings) have an entirely native morphemic composition, though the meaning derives at least in part from the DL. We will also add pseudo-loans to our classification which occur where a lexeme of the DL is used to produce a new word in the RL. The resulting word looks like a word from the DL but has a newly acquired meaning and is used in a way native English speakers would not recognize.

The research method consisted in counting the number of English borrowings in all the articles, titles and captions in the source material. A total of 1,656 printed pages in 12 issues of the *Focus* magazine was investigated, the contents of each list approximately 40 articles, reaching about 500 articles in the entire study.

The distribution of the English words across the types of borrowing is as follows:

Table 1

Distribution of types of English borrowings

Type of borrowing	Number of occurrences	Percentage in total words
Foreign/Loan words	727	65.38
Hybrids	330	29.68
Loan formations	35	3.15
Semantic loans	4	0.36
Pseudo – loans	4	0.36
Abbreviations	12	1.08
Total	1112	100

The table shows that out of a total of 1112 English words included in the count, the majority (727 or about 65%) are foreign or loan words. Examples of foreign words in the data are *Workaholic*, *Youngster*, *Snack*,

Thriller, Talkshow, Sixpack, Sex-Appeal, etc. Examples of loan words in the data are *detailliert, gemobbes (Kind), trainieren, Managerin, skaten*.

Almost a third (330 or almost 30%) of all English words were part of a compound, i.e. they were compounded with a German word (hybrids or mixed compounds). Some examples of hybrids in the data are *Aids-Charity-Veranstaltung, Amtseinführungsparty, Beraterjob, Design-Extravaganz, Dumpingpreis, Politslogan*. As for the last example, if the first part of this word *Polit* is considered being English, then it could also be counted as a pseudo-Anglicism. This is an illustration of the fact, that there is a difficulty in defining the type of borrowing.

Such words as *Frontfrau, Spar-Rambo, Sparminator* are very interesting examples of hybrid formations from the semantic point of view. The German equivalent of the word *Frontfrau* is *Hauptdarstellerin*, thus, a female actress acting the leading part. *Spar-Rambo* was found in an article referring to a politician who manages to save large sums of money on everything. *Sparminator* is a blend of German *sparen* and the English proper name *Terminator* (the cyborg from the film of the same name). In the magazine article it was used with the same meaning as *Spar-Rambo*. Both *Rambo* and *Terminator* indicate a powerful man with unlimited capacities. Thus, *Rambo* and *Terminator* were used synonymously with a figurative sense.

As shown by the above examples, in the majority of cases a noun is combined with another noun, but there are other types of combinations as well. Onysko [3, p. 210] refers to «hybrid phrasal compound nouns», the majority of which represent technical concepts and are usually hyphenated. Their examples in our study are *Business-to-Business-Geschäft, Stop-and-go-Strategie, Trial-and-Error-Prinzip, Print-on-demand-Technik, Holiday-on-Ice-Show, Do-it-yourself-Diät*.

In the case with loan formations, it was not easy to define whether a word really belongs to this category. With reference to Onysko, we should mention that compounding is a word formational process that is productive both in German and English. Second, the existence of similar concepts in both languages is not enough to state that one borrowed from another [3, p. 25]. Thus, the choice of the words for this category can be rather arbitrary.

Within this group the most numerous subcategory is that of loan renditions (translations into German where only one part of an English term is translated literally and another is adapted rather freely): *Auftragkiller (contract killer), Business-Leute (Businessmen), Convenience-Produkte (convenience food), Internet-Seite (Internet page), Serien-Killer (serial killer), Show-Geschäft (Show-Business), Online-Spiel (online game)*, etc. Our list of loan translations (borrowings where each individual part of the word from the DL is rendered literally by its counterpart in the RL) contains: *persönlich nehmen (to take personally), Aussenseiter (outsider), Rot-Teppich-Events (red carpet events), Leibwächter (body guard), herumsurfen (to surf around), Joggingsanzug (jogging suit), Outdoorbekleidung (outdoor clothes) Teamarbeit (teamwork)*. We have also found a few loan creations (borrowings, where

instead of a literally translated English morpheme, only its approximate equivalents in the German language are given): *Computer-Tagebuch* (*Web diary, live journal, weblog*), *Cricket-Schläger* (*batsman*), *Gelegenheitsjob* (*casual job*), *Heimtrainer* (*exercise bicycle*), *Managerkrankheit* (*stress disease*).

A small number of semantic loans (*klicken* (*to click*), *Klima im Unternehmen* (*climate at the company*), *Mausklick* (*mouse click*), *surfen* (*to surf*) and pseudo-loans (*Showmaster*, *Hobbymodel*, *Hobbykicker*, *Handy*) was found in the articles. By analogy with the English *mouse* and *click* in the computer sphere, the new meaning of these words (also *Mausklick*) was also extended to German *Maus* and *klicken*. The same refers to *surfen*, its meaning «to search for information in the Internet» was borrowed from the English term *to surf*. *Klima*, previously referred only to the weather climate, has taken on the meaning of general atmosphere or ambience as in *Betriebsklima* «work climate». Being formally English, pseudo-loans import lexemes of the DL to attain their own meaning: *Showmaster* («quiz master»), *Hobbymodel*, *Hobbykicker* (*Hobby* meaning non-professional, amateur), *Handy* (mobile phone, meaning in English «useful, convenient»).

We have included in this categorization acronyms, notably, abbreviated words, although they are usually not considered as a type of borrowing. Shortened loan words, such as *Pulli*, *Profi* are, in fact, morphological pseudo-loans [62]. Acronyms in our study occurred as compounds (*E-Book*, *MP-3-Player*, *PR-Disaster*, *USA-Stick*), and were counted as such. Among the English abbreviations found in the examined articles are: *CGI* (*Computer Generated Imagery*), *DNA*, *DVDs*, *GPS*, *IQ*, *LCD*, *CD*, *MP3* (*player*), *PC*, *PR*, *SMS*, *SOS*, *USB* (*stick*), *LAN*. These borrowings are mainly firmly established notions used in the sphere of computers and technology, familiar to most people.

The results of the study show that almost two thirds (65%) of all borrowings are foreign/loan words, indicating that journalists tend to take words from English as they are and pick up the same meanings, although blending an English word with a German one to form a compound is also a productive way of word-formation. Hybrid compounds (e.g. *Amtseinführungsparty*) and loan formations (*Roter-Teppich-Events*) are especially interesting phenomena, and reflect the creativity of the German language.

Relying on the results of our study, we can state that a certain number of English loans in German are of a visitor's character since they are products of journalists' creativity and they are unlikely to become firmly integrated in the RL. But even in the case of partial or total assimilation they still remain additions of foreign elements in the German language, independently of the type of loan group they belong to.

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Рудакова Т. О. Типи англійських запозичень у мові німецької преси

В даній статті автор розглядає проблему лексичного запозичення, визначення і класифікації запозичень. Стаття пропонує кількісний і якісний аналіз типів англо-американських запозичень в сучасній німецькій пресі на матеріалі німецького журналу «Focus». В статті розглядаються наступні типи запозичень: іноземні та запозичені слова, слова складені із англійських та німецьких коренів (гібриди), новостворені запозичення, семантичні запозичення та псевдо-запозичення. Основна задача статті – визначити відповідні типи запозичень та частоту їх вжитку у джерелі.

Ключові слова: запозичення, англіцизм, запозичення-гібрид, запозичення-утворення, семантичне запозичення, псевдо-запозичення, абрєвіатура.

Рудакова Т. А. Типы английских заимствований в языке современной немецкой прессы

В данной статье автор рассматривает проблему лексического заимствования, определения и классификации заимствований. Статья представляет количественный и качественный анализ типов англо-американских заимствований в современной немецкой прессе на материале печатного немецкого журнала «Focus». Рассматриваются следующие типы заимствований: иностранные и заимствованные слова, слова, состоящие из английских и немецких корней (гибриды), новообразованные заимствования, семантические заимствования и псевдо-заимствования. Основная задача данной статьи – определить соответствующие типы заимствований и частоту их употребления в источнике.

Ключевые слова: заимствование, англицизм, заимствование-гибрид, заимствование-образование, семантическое заимствование, псевдо-заимствование, аббревиатура.

Rudakova T. A. Types of English Borrowings in the Modern German Press Language

In the article the author concerns the problem of English as a donor-language, the problem of lexical borrowing, the definition and the classification of borrowing phenomena. The article presents quantitative and qualitative analysis of types of Anglo-American borrowing in the modern German press. The weekly magazine «*Focus*» is taken as the source for Anglicisms collection. The following categories of borrowings are included in the count: foreign and loan words, compound words with both English and German parts (hybrids), loan formations (loan translations, loan renditions and loan creations), semantic loans and pseudo loan-words. The main task of this article is to determine the respective types of the recorded borrowings and the frequency of their occurrence in the source material. A total of 1,656 printed pages in 12 issues of the «*Focus*» magazine was investigated, about 500 articles in the entire study. The results of the study indicate that journalists tend to take words from English as they are, although blending an English word with a German one to form a compound is also a productive way of word-formation.

Key words: borrowing, Anglicism, hybrid borrowing, loan formation, semantic loan, pseudo-loan, abbreviation.

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**ЛЕКСИКО-СЕМАНТИЧНИЙ АСПЕКТ КАТЕГОРІЇ ЧАСУ
В СУЧАСНІЙ АНГЛІЙСЬКІЙ МОВІ**

Категорія темпоральності в цілому і футуральності зокрема як суб'єктивно-об'єктивний чинник людського життя, як одна з фундаментальних категорій людської свідомості вже не одне десятиліття є об'єктом досліджень не лише філософів і культурологів, але й лінгвістів. У різні часи проблему темпоральності й футуральності в мові вивчало чимало мовознавців: А. Х. Аскарова, О. В. Бондарко, М. В. Всеволодова, Н. В. Івашина, Ю. М. Караулов, А. П. Клименко, В. В. Морковкін, М. М. Покровський, Н. А. Потаєнко, О. О. Потєбня,