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ГЛОБАЛИЗАЦИЯ НА ЕЗИКА: АНГЛИЦИЗМИ В ГЕРМАНСКИТЕ ТУРИСТИЧЕСКИ ТЕКСТОВЕ

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ABSTRACT: Globalisation process is present not only in various fields (economy, communication, industry, etc.) but involves also cultural mingling and mixing. This global networking is reflected also at the language level. The influence of English language as a consequence of globalisation is shown in various forms such as taking over anglicisms into the vocabulary of own language, influence in the formation of neologisms, nonce word, etc. The consequences may be positive, such as easier communication and perception, triggering of positive connotations and associations, language economics; however, they may also be negative: not understanding anglicisms, resulting in disturbed communication, rejection of anglicisms, triggering of negative emotions, loss of semantic diversity of own language, lowering the possibility of expressing in own language. This issue is dealt with by analysing anglicisms in a German tourist text. Undoubtedly, globalisation is necessary and it is a fact in today's world but there is a question what the long-term language consequences will be.

Key words: globalisation, linguistics, anglicisms, German language, tourism.

Introduction

The phenomenon of globalisation is the main topic of several contradictory and polarization discussions. The opponents of globalisation see it as a threat and reason for losing own identity and diversity and ever deeper gap between the socially weakest and the strongest. Those who favour globalisation perceive it as a link between different cultures and societies, economic growth and, last but not least, intercultural communication and exchange.

Cultural globalisation

Brockhaus (1996) defines globalisation as emerging of the world market or increasing international integration and networking of trade, capital, markets in products and services.[1]

The process of globalisation takes place in different fields and in different branches such as: economy, communication, industry, and it involves cultural intertwining and integrating. Cultural globalisation reaches from satellite television programmes, social networks, music, fashion industry and education to dietary habits. Consequently, globalisation is acquiring a cross-border role in intercultural transmission and extension of behavioural patterns and knowledge about the world.

This global networking is reflected also at the language level. Live languages are always subjected to extra-linguistic influences, such as social, economic and cultural changes. Language, as a means of communication, is exposed and even included in the processes of global networking and integration. It should not be forgotten that the language and cultural identity are interlinked and the language reflects social values and traditions. Consequently, it can be assumed that language changes which have occurred under the influence of other cultures and languages, directly and indirectly affect the transmission of social norms from one language environment to the other.

Anglicisms

German language is also under constant influence of globalisation which is manifested also in the form of numerous anglicisms, used in the everyday language and in the language of media. The influence of English language as a consequence of globalisation takes various forms. Figure 1 below shows various forms and links of borrowed words and expressions according to
Betz (1959) and Duckworth (1977).[2] Duckworth (1977) complemented the distribution, made by Betz with the partial substitution element.[3]

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**Fig. 1:** Model of loan influences

Source: Duckworth, 1977; Betz, 1959.

A foreign word is a word which has been borrowed from another language, in our case English language, unchanged [4] (for example: »Beachvolleyball«), while a loan word has adapted to the host language – German language[5] (for example: »E-Mail«). Pseudo-loanwords appear foreign but as such they do not exist in the foreign language but only in the host language [6] (e.g. German word »Handy« sounds English but it does not exist in this meaning or form in English language). Composite words include only partial foreign-language elements [7] (e.g. »Kinderpool«). Substitution distinguishes between Loan coinage and Loan meaning. In case of the latter an existing word gets an additional semantic meaning under the influence of a foreign language, which is sometimes very difficult to establish.[8] Loan coinage can be manifested in the form of Loan formation and Loan creation. Loan formation distinguishes between exact Loan translation, where a foreign word is translated, and Loan rendering which is characterised by the transmission of the meaning of the foreign word or partial translation.[9] Loan creation means that a new word is created from the own language material which replaces the foreign word (Kupper, 2003).[10]

There may be several reasons for using anglicisms. According to Störiko (1995)[11] they are the following:

- pluralisation of hedonistic values,
- transmission of internationalism,
- transmission of foreign cultural authenticity,
- amusing for the recipients

main motives for the application of anglicisms.

The following may be added:

- lack of an expression for a certain phenomenon,
- increasing the semantic value,
- better understanding,
- higher level of reception,
- economical use of languages (as a rule, English phrases are shorter than German ones),
- colourfulness, marking and striking English expression,
- extension of own vocabulary,
- connection with other cultural circles and life postulates.

Intertwining of the semantic and pragmatic aspects of the language and its role are evident.
Jakobi (2011) assumes that the social status of anglicisms plays an important role in the process of taking them over. In certain social circles the anglicism is attributed a prestigious role that can trigger positive connotations, which is particularly important for the language, used in advertising.

Reasons for the use of anglicisms depend also on the context, communication partners and the communication objectives. In this respect, language elements are not only communication tools but they also influence perception and thinking. Consequently, certain factors which refer to the users of that language variety or the recipients in the language communication process are taken into account in the application of anglicisms into a certain language segment or language genre (variety):

- origin, age, sex and education,
- knowledge about the world,
- communication conventions,
- external factors such as society, social environment and cultural habits,
- matching communication message and actual receiver's beliefs, opinions and experiential fields,
- matching sender's message and receiver's mental capability to perceive communication process.

The application of anglicisms may have various positive consequences, such as:

- easier communication and perception,
- triggering of positive connotations and associations,
- language economics.

However, they may also be negative:

- not understanding anglicisms, resulting in disturbed communication,
- rejection of anglicisms,
- triggering of negative emotions,
- loss of semantic diversity of own language,
- lowering the possibility of expressing in own language.[13]

This issue is dealt with by analysing anglicisms in a German tourist text.

**Short review of German language research of German tourist texts**

Such texts do not have exclusively an informative function but they also act as advertising texts or a special form of advertising communication. The language, used in German travel brochures has been the subject of various researches. Putschögl-Wild (1978) analysed such texts from the aspect of word formation, semantics, syntax and structure of the text itself.[14] Stoll (2001) focused her attention on the problems of translating French, Italian, English, Spanish and German travel brochures.[15] Kultur (2007) researched tourist brochures from the aspect of pragmatics. His study included language forms of such texts and relationship between the language and visual elements of the text[16].

Gansel (2008)[17] and Baldauf-Quilliare (2010) researched travel brochures as a language genre.[18] The latter found out that such texts can be of a very complex nature, consisting of different language parts and patterns which can be further divided into individual parts. Travel brochures are a type of texts, consisting of verbal and non-verbal (picture) elements (Baldauf-Quilliare, 2010)[19]

Flinz (2011) analysed microstructural characteristics of German and Italian travel brochures from the aspect of didactics.[20] She dealt with syntax, stylistic means and lexis of the corpus, made from the above travel catalogues.[21]

**Analysis**

A corpus, made from the texts in German tourist catalogue of tour operator Meier's Weltreisen in 2013 was analysed.[22] The frequency of anglicisms was highlighted, parts of speech of the anglicisms used, their multifunctionality and the purpose of applying.

All 412 pages of the catalogue were analysed. Counting of anglicisms excluded brand names, geographical names, names of organisations, societies, companies, airports, clubs, hotels, restaurants, bars, etc. Different ways of spelling composite words (as one word, as two words or with a hyphen) were dealt with. Graph 1, which shows the results of the analysis, shows the following:

1. »Service« was used for 866 times as a foreign word, loanword and composite word, used for 791 times,
2. »Pool« as a loan word or composite word was used for 216 times,
3. the third most common loan word is »All inclusive«, used for 92 times,
4. this is followed by »Babysitter« as a loan word or a part of a composite word which was used for 791 times,
5. The fifth most common word, used for 78 times, is »Dinner« as a loan or composite word.
6. »Honeymoon« is also used as a loan word and a composite word for 65 times.
7. »Beachvolleyball« was used as loan word for 53 times.
8. This is followed by loan word »Livemusik«, used for 41 times.
9. The ninth most common was »Airport« as a loan word or a part of a composite word which was used for 38 times.
10. »Kids« was used as a composite word for 34 times.
11. »Beauty« was used as a composite word for 32 times.
12. »Wireless« was used as a composite word for 27 times.
13. »Lunch« was used as a loan word and composite word for 13 times.
14. »Candlelight« was used as a composite word for 22 times.

*Fig. 1: Rezultati raziskave*

Table 1 shows all loanwords and composite words. It can be seen that all the found anglicisms are nouns.

**Table 1:** Review of the most of the anglicisms which were found

| Pool(-), -pool | Pool, Pools, Swimmingpool, Swimmingpools, Poolbar, Pool-Bar, Kinder- |
global networking English can be considered as a lingua franca, as a tool for easier communication not only in global economy but also in science. However, a question may arise to what extent the influence of English language should be tolerated. It is also questionable whether English language and its influence represent a threat for language diversification. Globalisation is a process which reaches to different segments of human life. The language can serve as a means of transferring social values and cultural and social characteristics. The reasons for the introduction of anglicisms into German language are various, such as richer vocabulary, more picturesque expressing, exact meaning. However, this can also affect the change of the own cultural identity. It can be concluded that foreign words are welcome if they enrich the language but un-

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The quantitative analysis shows that anglicisms are present in the texts that were dealt with but not in a high percentage from the statistical point of view.² It was shown that the only part of speech which was found are nouns. It can be assumed that the reason for that phenomenon is the nominal style of German language and the fact that the results of all language research of advertising show that nouns are predominant.[23]

The influence of English language on German language is assumed to continue. In the time of global networking English can be considered as

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² The catalogue concerned consists of 386 737 words, 2370 of which are anglicisms, which accounts for 0.61%.
necessary when they are used instead of existing synonyms in the own language.

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