Anglo-Americanisms as a Source of Replenishment of the Modern German Language

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ABSTRACT

The article examines the role of Anglo-Americanisms in the modern German language, considerable attention is paid to borrowings that entered the German language in the XXI century, and their role in the German language, many works of both domestic and foreign scientists are devoted to the analysis of the issue of borrowing. But, being one of the main ways to enrich the vocabulary of any language, the process of borrowing continues to arouse the interest of linguists. This study is aimed at answering the question of how justified the use of Anglo-Americanisms is, and to identify promising areas of study within the framework of this topic.

Keywords: Anglo-Americanisms; formal borrowings; reasons for borrowing; adaptation of borrowed units; change of meaning.

INTRODUCTION

Owing to the purposeful language policy on the part of the United States, English has today the status of the language of international communication. After the end of World War II, the United States took leading positions in Western European politics, economy and culture. Against the background of post-war and dilapidated countries, the "American dream" seemed to many an ideal. Films, music, and youth movements that came

"from across the ocean" contributed to the spread of English-speaking culture. In addition, it was in the USA in the twentieth century that two inventions appeared, without which our life is now unthinkable – the computer and the Internet. These means of instant dissemination of information have made a significant contribution to the globalization of the English language. In this regard, the number of English–language borrowings - "Anglicisms" or "Americanisms" that have penetrated the German language has increased. Many scientists have started talking about the Anglo-Americanization of the German language (Christian Meier, Hermann Szobel, Dieter E. Zimmer, etc.) [2; 8; 9].

The increasing role of borrowings in the course of intercultural communication, the social significance of this process, its multidimensional nature lead to the fact that interest in this problem, nominations based on borrowed material does not weaken. The study of the leading processes and the identification of the main trends in the adaptation of English-language borrowings that entered the lexico-semantic system of the German language at the beginning of the twentieth century will help to find an answer to the questions relevant to modern research: is it possible to talk about the Anglo-Americanization of the German language, enrich or clog the Anglo-Americanisms of the German language, do they complicate communication, causing misunderstanding of native speakers of German language. This determines the relevance and scientific value of the study.

MATERIALS AND METHODS

The main purpose of our work is to try to identify the leading trends in the process of borrowing English-language lexical units into modern German.

The purpose of the study determines the formulation and solution of the following tasks:

- to analyze the Anglo-Americanisms included in the latest edition of the spelling dictionary "Duden – Die deutsche Rechtschreibung" [3];

- to study their contextual use in the corpus of the German language using "Das Digitale Wörterbuch der deutschen Sprache" (DWDS) – electronic dictionary of the German language [4];
- identify the areas in which Anglo-Americanisms are most often used;
- to identify the main reasons for borrowing English-language lexemes;
- to consider the processes and leading trends of semantic adaptation of modern English-language borrowings in the lexico-semantic system of the German language.

One of the first in the linguistics of Anglicisms began to explore Kh.Zindler [10, 82], who proposed to consider as Anglicisms not just words borrowed from the British or American version of the English language or unusual combinations of words, but also any changes in the meanings of German words according to the British or American model.

Modern German linguists also pay a lot of attention to changes in the system of the modern German language under the influence of borrowings.

The mirror of the "Anglo–Americanization" of the German language can be considered the spelling dictionary "Duden - Die deutsche Rechtschreibung" published on August 9, 2017 [3]. This is already the 27th, completely revised and expanded edition, the most up-to-date and voluminous, containing 145,000 lexical units, among which you can find a huge number of Anglo-Americanisms: Fake News, Selfie, Livestream, Hoodie, Urban Gardering, Roadtrip, Jumpsuit, etc. This fact caused a storm of indignation on the part of members of the Society of the German Language (Gesellschaft für deutsche Sprache (GfdS)), who accused the editorial office of the decline of cultural mores and "language falsification". The society was founded in 1947, has its headquarters in Wiesbaden and today is the largest association in Germany dealing with language problems. It has 23 regional groups, has its own scientific council. The main objectives of the Company are:

1. preservation of the identity of the German language through the formation of national linguistic consciousness;
2. protecting him, first of all, from Anglo-Americanisms.

But already in Bastian Zeke's book "Der Dativ ist dem Genetiv Tod" / "The dative case is death to the genitive" (hereafter translated by the author of the article. – M.D.), published in 2004 and became a bestseller, we find the idea that language is a very democratic phenomenon, native speakers decide for themselves, which words to use and which will be widely used [7, 25]. B. Zeke emphasizes that the dictionary "Duden" has long been the "guardian" and "legislator" of the language norm. To date, the function of "Duden" has undergone major changes: instead of prescriptive, it has become descriptive, i.e. the dictionary captures all current trends in the language, reflecting the language habits of native speakers.

The German language, due to the geographical location of Germany, has been influenced by other languages for many centuries: Latin, Greek, Italian and, above all, French. But Slavic languages, Yiddish and even Arabic have left their mark on the German language. From the middle of the twentieth century to the present day, the influence of the English language remains dominant.

Our research is aimed at trying to answer the question of how justified the use of Anglo-Americanisms is, and to identify promising areas of research within the framework of this topic.

Following B. Zeke, we adhere to the point of view that the language undergoes constant changes, because it must adapt to modern realities: "Sie muss sich zum Beispiel an die neuen technischen Voraussetzungen anpassen, denn es gibt immer neue Geräte oder Moden, für die wir neue Wörter brauchen" [Ibidem, 30]. / "It [the language] must, for example, adapt to new technical conditions, because all the time there are devices or fashion trends for which we need new words".

Thus, the Anglo-Americanisms die Application and der Browser have become almost an integral part of the standard dictionary of the German language, although even in the late 80s

of the twentieth century they were hardly understandable to ordinary Germans.

The concept of Browser, der – a program for searching and viewing information from a computer network on a computer screen – appeared together with the Internet in the early 90s of the twentieth century: Um sich im Dickicht des World-Wide Web… zurechtzufinden, benötigen Internet-Nutzer Zugangsprogramme, sogenannte Browser [4]. / Tonavigatethethicketsofthe World Wide Web ... Internet users use access programs, so-called browsers.

The lightning–fast spread of smartphones and the ability to download various kinds of applications – Applicationen, Apps - led to the appearance in the German language of the verb appen (add, download an application), according to the norms of the lexico-grammatical system of the recipient language: Applikationen, kurz Apps… sind nützliche Anwendungsprogramme für Smartphones, vom Autorennspiel bis zum Wetterbericht [Ibidem]. / Applications... usefuluserprogramsforsmartphones, fromauthor'sgamestoweatherforecast.

Adidas verfolgt… eine neue Digitalstrategie. Mehr denn je setzt der Konzern auf seine kleinen, mobilen Anwendungsprogramme, die man für unterwegs appen kann [Ibidem]. / Adidas isusing... a new digital strategy. More often than ever, the concern relies on small, mobile user programs that can be downloaded for use on the go.

The following borrowings can be cited as Anglo-Americanisms of the "last wave":

Fake news, die (more often in many hours) – "falscheoderirreführendeNachricht, die absichtlichzumZweck der Manipulation der öffentlichenMeinungverbreitetwird, vorallemim Internet übersozialeNetzwerke" [1] / erroneous or misleading news that is spread intentionally with the purpose of manipulating public opinion, first of all, on the Internet through social networks.

RESULT AND DISCUSSION

Wir reden von Fake News, wenn Falschinformationen absichtlich produziert und gestreut – und dabei werden soziale Medien ausgenutzt. Fake News… bedienen… meistensReflexewieEmpörung und behandelnReizthemen [4]… / We are talking about fake news, when false information is intentionally produced and distributed – and social networks are used at the same time. Fake news... is aimed... mainly at feelings such as outrage, and touches on sensitive topics.

For the first time the use of this Americanism was recorded in 2013, and since then the frequency of its use has been constantly growing, which is reflected in "Das DigitaleWörterbuch der deutschenSprache" (DWDS) – an electronic dictionary of the German language, a language corpus containing about 100 million words, as well as examples of their contextual use [Ibidem].

Let's consider another example of Anglo-Americanism included in the Duden dictionary: Selfie, der / das – synonyms das Selbstbildnis, das Selbstporträt (self–portrait) - a kind of self-portrait created using a camera built into a mobile device. An interesting fact is that the word "selfie" appeared back in 1839, when the American chemist Robert Cornelius managed to get the first ever distinct self-portrait. Improvements in design, especially the front-facing camera of American, Korean and Japanese mobile phones, and mobile photo apps such as Instagram, led to a resurgence of selfies in the early 2010s:

Fast jeder Deutsche kannte im Jahr 2015 das Foto, das den syrischen Flüchtling Anas Modamani zusammen mit Bundeskanzlerin Angela Merkel zeigt, beide gemeinsam posierend für ein Selfie [Ibidem]. / Almostevery German in 2015 was familiarwiththephoto in whichSyrianrefugee Anas Modamaniand Federal Chancellor Angela Merkel posedfor a jointselfie.

DWDS records the first use of the word "Selfie" in German in 2010. Since then, the frequency of use of this Anglo-Americanism has been constantly growing. One of the reasons is given by the Germans themselves: Mit der Endung "ie" klingtes

fast niedlich: das Selfie [Ibidem]. / With the ending "and" the word sounds almost cute: selfie.

The spread of the Internet has led to the creation of various social networks, one of which is Twitter, created for public messaging in 2006 in the USA. The popularity of this social network in Germany, and at the same time the adaptive power of the German language, is evidenced by the verb twittern formed from the name "Twitter", which received the meaning "post, publish on Twitter" in German: Am Wochenendetwitterteerein Selfie [Ibidem]. / He posted a selfie on Twitter over the weekend.

The verb, like all new verbs appearing in the German language, has joined the ranks of weak verbs and is conjugated taking into account the norm: twittern – twitterte – getwittert:

"IchhabegroßesVertrauen in König Salman und den Kronprinzen Saudi-Arabiens; siewissen, was sietun", hat Trump neulichgetwittert [Ibidem]. / "I have full confidence in King Salman and the Crown Prince of Saudi Arabia; they know what they are doing," Trump said on Twitter the other day.

As before, the use of Anglo-Americanisms is typical not only for the technical sphere, but also for fashion. An interesting example of modern borrowings in the field of fashion is the Anglo-Americanism der /das Hoodie (hoodie). "DWDS-Kernkorpus", the national corpus, for 2000-2010 does not contain this borrowing, while in the publications of the newspaper "Zeit" for the period from 2009 to 2017, about 40 cases of the use of Anglo-Americanism der/das Hoodie were recorded:

Vor zwei Jahren dann entstand sein erster Hoodie [Ibidem]. / Twoyearsago, hisfirsthoodieappeared.

Er trägt einen verwaschenen Hoodie, Wollmütze, Jeans, Sportschuhe [Ibidem]. / He wears a washedhoodie, a wool hat, jeansandsneakers.

In Leggings und hautengem Hoodie kämpft sie zusammen mit männlichen Sportstars gegen Monster – und für Pepsi [Ibidem]. / In leggingsand a tighthoodie, shefightsalongsidefamous male athletesagainstmonsters.

The question arises whether it is necessary to include such borrowings as der /das Hoodie in the dictionary "Duden", when it

is already clear that with a change in fashion, this Anglo-Americanism may disappear from the language.

We believe that it is necessary, since the borrowing of der / das Hoodie is included in the thematic chain Sweater – Jumper – Pullover – Sweatshirt – Hoodie, cf. in Uzbek. sweater – jumper – pullover – sweatshirt – hoodie, nuancing, clarifying, supplementing the original concept.

Thus, der Sweater was borrowed from English back in the nineteenth century in the meaning of "a knitted or woven garment for the upper torso, worn over the head" [1]. According to BrodCarstensen's dictionary, this borrowing is obsolete and in the 30-40s was replaced by another Anglicism der Pullover with an identical meaning. Almost at the same time, another Anglo-Americanism der Jumper was borrowed with the additional meaning "pullover, a piece of clothing for ladies" [Ibidem].

In the 80s, the Anglo-Americanism das Sweatshirt appeared in German with the meaning "weitgeschnittenerSportpullover (meistausBaumwolle) und insbes. vonjüngeren Menschen beim Sport und in der Freizeitgetragenwird" [Ibidem] / "a wide-cut sports pullover (mainly made of cotton), which is worn primarily by young people when doing sports and in their free time."

As noted above, der/das Hoodie borrowing is the latest of the analyzed chain. The main difference between der/das Hoodie and das Sweatshirt is the presence of a hood.

Based on the research material, the following conclusions can be drawn:

1. In the XXI century, the English language, due to socio-historical and linguistic reasons, remains a constant source of replenishment of the dictionary of the German language.
2. As before, the main areas where the largest number of Anglo-Americanisms can be recorded are information and communication technologies (science, technology) and fashion.
3. According to the classification of M. D. Stepanova and I. I. Chernysheva, recently we can talk exclusively about formal borrowing. English-language words pass into German without changing their, first of all, sound-letter form. This

fact testifies, on the one hand, to a very rapid process of borrowing, more often through oral forms of the language, and on the other hand, that, getting into the German language, Anglo-Americanisms do not complicate communication anymore, because modern Germans are sufficiently proficient in English to understand the meaning of new English-speaking units.. Anglo-Americanisms are borrowed in their main meaning, and lexical change of meaning (narrowing or expansion) occurs already within the framework of the German language system.

4. First of all, nouns are borrowed, from some of them in the future, according to the rules of German word formation, verbs are formed (appen, twittern, googeln).

5. In some cases, Das DigitaleWörterbuch der deutschenSprache (DWDS), an electronic dictionary of the German language reflecting its language corpus, records the use of dual gender nouns: masculine and neuter (Selfie, der/das; Startup, der/das; Hoodie, der/das). If we proceed from the rule that borrowings receive a gender by analogy with the synonym available in German, then both Selfie and Startup should have a neuter gender, cf.: Selfie – das Selbstbildnis, das Selbstporträt; Startup – das Unternehmen. We find confirmation of this in the dictionary "Duden": both words have only the neuter gender. There is a tendency to get rid of duality.

6. The main reasons for borrowing English-language lexemes are the following:

- filling in gaps – borrowing terminological units (science, technology); along with the subject or phenomenon, the concept is borrowed (Browser, App);
- replenishment of thematic series and lexico-semantic groups:
- (Sweater – Jumper – Pullover – Sweatshirt – Hoodie);
- a tribute to fashion.

Borrowings of the latter type are likely to disappear from the language as soon as they cease to be "fashionable" words.

CONCLUSION

The analysis undertaken opens up a number of prospects for further research. Given the fact that most English-language borrowings penetrate into the written forms of the language through oral forms, a closer study of their use in professional jargon, in the language of youth groups, is of great interest. The compilation of a dictionary of Anglo-Americanisms that entered the German language in the XXI century is also promising. In this regard, it is interesting to trace the grammatical processes of adaptation of English-language borrowings, for example, the assignment of the gender category to nouns, as well as to study the semantic processes of adaptation of Anglo-Americanisms, in particular the tendency to generalization, the development of broad meaning in borrowed units.

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