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„*News, stars and stories* – the usage of Anglicisms in
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tabloid and quality press“

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I assure:

1. that I have drafted the thesis independently, did not use other than the indicated sources and tools and did also not make use of any other illegitimate help;
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Martina Dorfer

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1. Introduction

If the reader of a newspaper comes across terms like *Star*, *Team*, *Event*, *Lifestyle* or *Dress* in the paper this does not have to mean that the publication at hand is a product of the English press. These and similar terms, which are generally referred to as Anglicisms, are also frequently found in Austrian newspapers and this phenomenon constitutes the topic of this thesis. The circumstance that Anglicisms are used in Austrian newspapers is not surprising when the fact that “English has become a most generous donor of words to other languages” (Filipovic 1996: 39-45) is considered. The usage of Anglicisms in the German language is by no means a recent development and has already been widely discussed for a few centuries but it is nowadays more relevant than ever. Various aspects and peculiarities can be analysed in this context which make it a qualified and current issue in the research of both the field of linguistics and media studies.

The topic and aim of the present thesis is to investigate the usage of Anglicisms in Austrian newspapers by focusing on certain details. The overall intention is to show to which extent and how Anglicisms are used in Austrian newspapers. For this purpose it was decided to compare two publications of different orientation, namely the quality paper *Der Standard* and the tabloid *Österreich*. The two papers not only differ in terms of layout and content but also when it comes to their linguistic style and readership. Therefore the identification of differences and similarities between the two newspapers will form an essential part of the research project.

There are numerous ways of researching the field of Anglicisms in the press – from semantics and morphology to the understanding of the English terms amongst the readers of the newspapers. This multiplicity of possibilities makes it necessary to limit the field and determine a clear focus of research. In order to point out the differences and similarities in the occurrence of Anglicisms in *Der Standard* and *Österreich* it will firstly be determined which type of press uses a greater number of Anglicisms and if there are certain sections in the papers which show a particular high or low frequency of English terms. Other points of interest are how the detected Anglicisms can be classified in linguistic terms like word class and if they are made

up of a smaller group of recurring words or rather many different terms (type-token relation). Finally it will be interesting to see whether Anglicisms are used on the front page of the newspapers in order to attract the readers.

The assumption which forms the basis for this area of research is that *Der Standard* and *Österreich* use Anglicisms differently due to their contrasting orientation and readership which is clearly represented in the style. As the tabloid *Österreich* was only first published in 2006 the period of research contains a rather short time span (December 2006 – May 2010). However one edition per newspaper has been examined in each of these 42 months which makes it possible to give a detailed picture of the development of the usage of Anglicisms during this time.

The analysis is motivated by the fact that even though various works about the usage of Anglicisms in newspapers have been published, the ones that focus on Austria are very limited in number. Most research concentrates on the daily press and news magazines in Germany. So far there are no publications which analyse both of the present objects of research, *Der Standard* and *Österreich*. Therefore the intention is to deliver some insights into the usage of Anglicisms in these two Austrian newspapers and in doing so, both the aspect of linguistics and that of the media will be covered in order to make it possible to draw conclusions in both areas.

However it has to be emphasized that, while the thesis will certainly deliver new results and a new perspective to the field, it clearly cannot present universal outcomes which can be transferred to the general situation or even the general usage of Anglicisms in the two newspapers. The frame and focus of the analysis are far too small for that. Many authors (for instance Viereck 1986: 111) emphasise that a “comprehensive and reliable documentation” of the influence of English on German is in general impossible because the field has become so large.

The paper is divided into a theoretical and empirical part. After this introduction the paper starts with the most important definitions, characteristics and terminologies that are connected to the phenomenon of Anglicisms and important for the analysis. In this context it will not only be important to define what an Anglicism actually is, but also to limit it in relation to

other concepts, to indicate in which linguistic groups Anglicisms can be classified (chapter 2) and how their integration into German takes place (chapter 3).

In chapter 4 the theoretical part continues in the form of information on the history of the contact between English and German which is followed by a subchapter on the development of the influence of English in Austria.

The fifth chapter outlines the state of research by both delivering information on the most important general works and findings in the field and then again focussing on what has been found out in the context of Austria so far.

The last two chapters of the theoretical part then already relate to the empirical section. Firstly chapter 6 gives explanations for both linguistic and non-linguistic reasons which are responsible for the usage of Anglicisms in the German language. Finally the seventh chapter outlines some basic information on the press and its language before finishing off with a description of the peculiarities of quality and popular press. Both chapters are an important background for understanding the analysis and the results.

The empirical part begins with a description of the aim of the study, the research questions and hypotheses which have been determined (chapter 8). Then the two objects of investigation, *Der Standard* and *Österreich*, are described in some detail (chapter 9) before chapter 10 outlines the methodology which is used in order to carry out the analysis.

Finally the results of the study will be presented in chapter 11, whereby the outcomes of the two newspapers will be described separately. The results are followed by a chapter (chapter 12) devoted to their detailed interpretation. Firstly the most important and striking outcomes for *Der Standard* and *Österreich* will be outlined individually before they are compared and contrasted to each other. The answer to the hypotheses forms the last section of this chapter while the last part of the thesis is made up of a summary and conclusion on the usage of Anglicisms in *Der Standard* and *Österreich*.

What should be stressed for both the theoretical and the empirical part of the project is that neither a positive nor a negative assessment of the usage of Anglicisms in Austrian media will and should be carried out. The phenomenon of Anglicisms and their consequences are

strongly debated and many authors accordingly give evaluations in both negative and positive terms. Such an estimation will not be part of this diploma thesis, which is rather a purely objective evaluation of the usage of English terms in Austrian newspapers.

2. Definitions and Terminology

Firstly it is important to outline relevant definitions and terminology which are linked to the concept of Anglicisms and to define their meaning with relation to other similar terms.

2.1. *Anglicism*

The term Anglicism occurred for the first time in the middle of the seventeenth century and as is outlined in the Oxford dictionary (http://oxforddictionaries.com/view/entry/m_en_gb0028210#m_en_gb0028210, 9.10.2010) it can refer to a number of concepts. Firstly it describes the quality of being typically English, or of favouring English things. Secondly it can refer to a feature of the English language which is peculiar to England, e.g. expressions like *lorries*, *plimsolls* and *doing a bunk*. Thirdly the term Anglicism can also describe a word or phrase which is borrowed from English into a foreign language.

It is this last meaning which is most widespread and the one relevant for the present paper. Especially nowadays the term Anglicism is generally used for describing the occurrence of elements of English in other languages (Onysko 2007: 10). It is connected to the international impact of English or, more specifically, the increasing invasion of English borrowings since the Second World War which is a result of the international role of the United States and also the standing of English as a lingua franca (Fischer & Pulaczewska 2008: 8).

However this is just a very basic definition and in linguistics the term Anglicism is a far more complex concept and not easy and clear to define. Plümer (2000: 17) even refers to the “dilemma” of finding an exact terminology while Gottlieb (2005: 163) states that “unfortunately, not even among linguists does the term ‘Anglicism’ have a fixed, unambiguous meaning”. Therefore it comes as no surprise that most authors underline that the search for a clear-cut and definite definition of the term Anglicism proves to be difficult. Up to now no exact definition which fully embraces the phenomenon of Anglicisms could be found. Indeed there are many attempts, but often only partial aspects of the problem are highlighted while the actual question of a definition in the end remains unanswered (Plümer 2000: 19). The reason for this

is that, just as in daily discourse, there is by no means agreement on what counts as an Anglicism, how Anglicisms are subdivided, how those subcategories are named and which forms of borrowings should be included in a study about the usage of Anglicisms among linguists (Götzeler 2008: 145). The implications vary depending on both the context and the user, also because there are fuzzy boundaries between linguistic and cultural influences (Onysko 2007: 10). As has already been mentioned in the introduction, unbiased etymological definitions are found alongside emotional and dramatically expressed views on the subject (Gottlieb 2005: 163).

A definition which is very often used and drawn upon by authors is the one introduced by Zindler (1959: 2, quoted in Carstensen 1965: 30):

Ein Anglizismus ist ein Wort aus dem britischen oder amerikanischen Englisch im Deutschen oder eine nicht übliche Wortkomposition, jede Art der Veränderung einer deutschen Wortbedeutung oder Wortverwendung (Lehnbedeutung, Lehnübersetzung, Lehnübertragung, Lehnschöpfung, Frequenzsteigerung, Wiederbelebung) nach britischem oder amerikanischem Vorbild.

Carstensen (1965: 30-31) holds the opinion that the description by Zindler has to be modified so that pronunciation and syntax are also included because the sound, a word, a sentence or the whole text can all be covered by these English expressions. Nevertheless Zindler's definition is still regarded as being one of the most accurate ones today.

Onysko (2007: 10) illustrates the complexity of the term Anglicism through some examples. He lists words like *Boom*, *Beat*, *Catering*, *Comeback*, *Comedy*, *Computer*, *Cool*, *Crash* and *Cyberspace* as terms which are identifiable as Anglicisms in German because they mostly keep their English grapheme-phoneme correspondence. However this does not apply to the word *Wolkenkratzer*. The meaning of the word is close to the English *skyscraper* and the determinate *-scraper* is literally translated in *-kratzer*, so is this really an Anglicism? In the same way Onysko (2007: 10) also asks whether *Vollbeschäftigung* was created from *full employment* and why the meaning of *Handy* is totally different for English native speakers and German native speakers.

For a better understanding and overview Yang (1990: 9) describes Anglicisms in the following ways:

1. Conventionalised Anglicisms. The Anglicisms in this group are presumed as generally common and known, although they often differ from the indigenous vocabulary in articulation and/or orthography, e.g. *Computer, Manager, Keks, Rock'n'Roll, Jeans, Sex*. For many speakers of German they are not regarded as foreign words any more.
2. Anglicisms in the process of conventionalisation. In contrast to the first group these Anglicisms seem foreign to many German speakers but are nevertheless used, for instance in the media. It is assumed that those Anglicisms will either turn into conventional words after a while or disappear from the German language. Examples which can be listed in this category are amongst others *Factory, Gay, Underdog*.
3. Quotation words, proper names and related. The Anglicisms in this group are only used in a specific situation or in connection with America, England, Canada or other English-speaking countries. Examples are *High School, Highway, US-Army* and *Western* (Yang 1990: 9)

2.2. *Briticism – Americanism*

Sometimes linguists try to separate Anglicisms according to their origin and for this purpose the term Americanism is used in order to indicate borrowings which have their origin in the United States while Briticism refers to terms which stem from the language used in the United Kingdom (Fischer & Pulaczewska 2008: 8).

In practice the separation between American English (AE) and British English (BE), however, leads to almost impossible challenges (Plümer 2000: 17). Carstensen (1965: 18) underlines that in many cases it is not possible, or at least not reasonable, to differentiate between British and American English: „Bei vielen Wörtern lässt sich die Scheidung zwischen AE und BE nur mit Mühe aufrechterhalten, und die philologische Exaktheit wäre hier nicht gewährleistet, wenn man mehr als „Englisch“ sagte“ (Carstensen 1965: 18).

This can be explained by the fact that the American or British origin of the borrowed lexemes is in many cases not accurately definable. Words like *Job* or *Hobby* as well as borrowings like

Fußballfanatiker (from *football fan*) seem to have been introduced from British English, but their increased spread and usage could have been caused by American English (Galinsky 1957: 66). Moreover British English for its part has been, and still is, crucially influenced by the US-American variety (Plümer 2000: 17; Götzeler 2008: 145-146). Besides loaned words are adapted in the borrowing process which results in the fact that distinctive features of the two varieties are deleted (Görlach 2002: 3).

As a result the separation into specifically American and British variants of English can only be carried out in very few cases, also because dictionaries hardly indicate the origin. Thus the distinction is consciously disclaimed by most authors (e.g. Carstensen (1965), Duchworth (1979), Glahn (2002), Pfitzner (1978), Plümer (2000)). Instead Anglicism is used as the generic term for borrowings from American English and British English, as well as the other English language areas like Canada, Australia and South Africa (Yang 1990: 7-9). The same approach is followed in this paper.

2.3. *Foreignism - Internationalism*

Internationalism and foreignism are other frequent terms when Anglicisms are discussed. Foreignism refers to non-established lexical borrowings which are usually used for a specific purpose, often to draw a connection to a particular culture through its language. An obvious example is when a certain subject matter (*love – amour*) is associated with a certain culture (*French*). In the written language foreignisms are often presented in parenthesis or in italics. However the boundary between a foreignism and a lexical borrowing is blurred because any word can be used for a specific purpose. Consequently the two concepts cannot be kept strictly apart which is why Fischer & Pulaczweska (2008: 9) suggest avoiding the term foreignism altogether. This has been adopted in this study.

Internationalisms, on the other hand, are words which have a Latin or neo-Greek origin and have no English feature in their form or pronunciation (Görlach 2005: xix). The term is mainly used in science to refer to the number of technical and general terms which are used in the same, or almost the same, form, meaning and/or pronunciation in almost all European

languages. Their distribution is usually connected with the Anglo-American culture even though their origin is not. Examples of internationalisms are *Astronaut* or *Coloration* (Pfitzner 1978: 14). As it is also difficult to distinguish this classification from others the term internationalism is not part of the terminology in this paper.

In short it can be summed up that, for the purpose of this research project, Anglicism is used as the general term for referring to English borrowings from all areas and no further classifications into Briticism and Americanism, foreignism or internationalism will be undertaken. However to acquire a more detailed insight into the types of borrowings which constitute Anglicisms and which will be relevant for the analysis, the following subchapter will outline more theoretical background information on the issue.

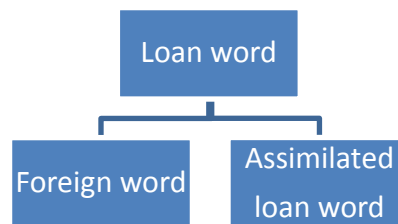
2.4. *Classifications of Anglicisms*

The different linguistic approaches to the phenomenon of Anglicisms lead to different terms and concepts related to it (Fischer & Pulaczewska 2008: 5). Carstensen (1967: 32) refers to this fact as the “Chaos in unserer gegenwärtigen Terminologie” because even though researchers mostly agree on what happens in the borrowing process complicated and varied terminology is connected to it. The most important classifications of Anglicisms will now however be outlined in their basic form, followed by an explanation of what is considered an Anglicism in the present study.

2.4.1. Terminology by Betz

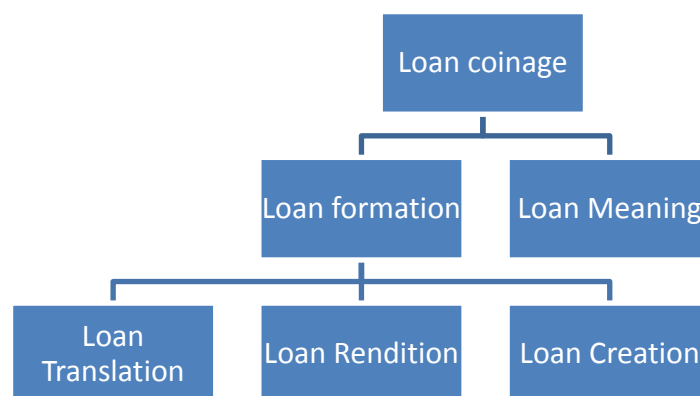
One of the most significant terminologies for the categorisation of loanwords is the one by Werner Betz from 1936. He structured the field of lexical borrowing on the basis of an analysis of Latin influences on German vocabulary. In very basic terms Betz distinguishes between loan word and loan coinage which is linked to direct and indirect loan influences respectively (Betz 1965: 27). Onysko (2007: 13) portrays this distinction in the following figures:

Figure 1 Categorisation of loan word according to Betz



Originally every loan word was a foreign word which is why Betz summarises it under the category of loan word (Betz 1965: 26). If the word is taken over as a foreign word it is called foreign word, but if it is phonetically assimilated into the borrowing language it is an assimilated loan word. The border between loan word and foreign word however, cannot easily be drawn (Duckworth 1979: 222).

Figure 2 Categorisation of loan coinage according to Betz



Loan coinage summarises all the influences of one language on another which do not concern the phonological level and the word itself, but rather the formation and meaning, the form and content of the word. Those indirect lexical influences are not evident in the word form level and are therefore difficult to detect and prove (Onysko 2007: 13-14).

Loan formation is the formation of a new word from its own language but with the example of a foreign pattern. An example is the German term *Wolkenkratzer* which is based on *sky-*

scraper. The three subgroups of loan formation are loan translation, loan rendition and loan creation (Betz 1965: 27). Loan translation means the exact part-for-part translation of the model: *Wolkenkratzer* – *skyscraper* (Betz 1965: 27) or *Herzschrittmacher* – *cardiac pacemaker* (Clyne 1995: 203). Loan rendition is closely connected to loan translation but only one linguistic part is transferred, the other is created, as for instance in *Titelgeschichte* – *cover story* (literally *title story*) (Clyne 1995: 202-203). Loan creation is the formally independent formation of a new word in order to translate a foreign one (Betz 1965: 27), for instance *Nietenhosen* - *Blue Jeans* (Carstensen 1965: 215).

The second big subgroup of loan coining, loan meaning, describes the transference of meaning as in *feuern* from *to fire from a job* whereby the original German meaning is *to fire, to shoot* (Clyne 1995: 202-203).

2.4.2. Terminology by Haugen

Einar Haugen regards borrowing as a dynamic process and accordingly came up with the following three categories which are connected to the extent of morphemic substitution:

1. Complete importation: total borrowing and complete adoption of foreign-language morphemes, e.g. *Establishment*
2. Partial importation: partial borrowing / adoption with simultaneous substitution of native language morphemes, e.g. *Boomgefühl* and
3. No importation: zero borrowing or complete substitution, e.g. *Papier* in the sense of *Bericht* (Haugen 1950: 214; Pfitzner 1978: 13).

Consequently Haugen (1950: 214) comes up with the following grouping of borrowings which is mainly based on the relationship between phonemic and morphemic substitution:

- Loanwords are characterised by morphemic importation without substitution. The phonemic substitution can be complete, partial or none (Haugen 1950: 214).

- Loanblends undergo both morphemic substitution and importation. All substitution contains a certain degree of analysis by the speaker of the imitated model (Haugen 1950: 215).
- Loanshifts are characterised by morphemic substitution without importation. In the borrowing language they only appear as functional shifts or native morphemes. Loanshifts are further subdivided into loan translations and semantic loans (Haugen 1950: 215). However those are not always easy to keep apart, German *Flaschenhals* from English *bottleneck* for example falls into both categories (Carstensen 1965: 214-215).

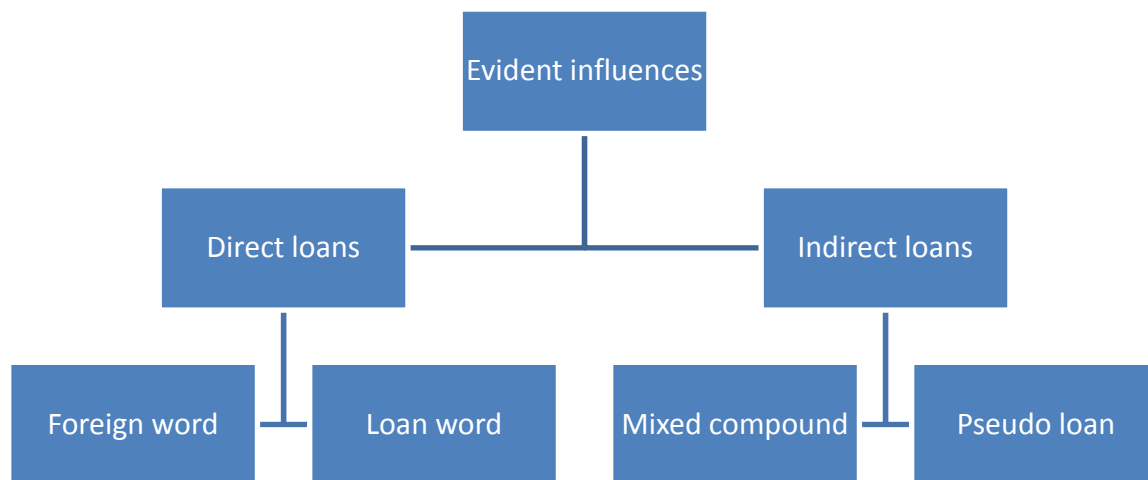
In this kind of borrowing process it has of course to be presupposed that the borrowing of foreign morphemes is in each single case accompanied by the semantic borrowing. After this definition an Anglicism is a linguistic sign whose outer form is made up of English morphemes and a combination of English and German morphemes accordingly, whose content always presupposes the borrowing of a meaning which is common in the English language usage (Pfitzner 1978: 13).

2.4.3. Terminology by Carstensen

Carstensen (1979) distinguishes between evident (outer) and latent (inner) influence of the English language.

An evident influence is the direct borrowing of an English word which, by its form and often also because of its pronunciation, makes the English origin visible, whether it is a foreign or a loan word, like e.g. *Flop*, *Leasing*, *Zoom*, *Midlife Crisis*, *Overkill*, *Freak*, *Groupie*, *Skateboard*, *Talk-Show*, *Punk-Rock*, *Recycling* and others (Carstensen 1979: 91-92). This group is further subdivided which is presented in the following way by Glahn (2002: 35):

Figure 3: Evident influences according to Carstensen



As has already been indicated in Betz' terminology, most researchers regard a word which is not phonetically or orthographically assimilated into the borrowing language and therefore clearly visible as being of foreign origin, as a foreign word. An example is *Freestyle*. A loan word on the other hand can no longer be identified as a word of foreign origin, e.g. *Sport* (Glahn 2002: 36).

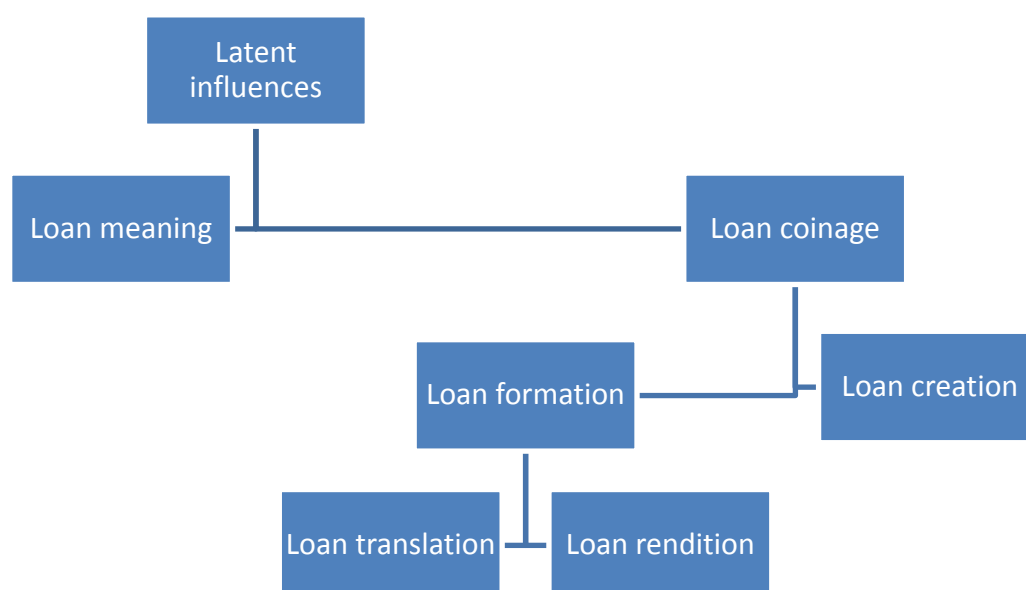
Pseudo loans belong to the group of indirect loans and describe words which are formed in German but do not have an English origin. Examples are *Dressman*, *Showmaster* (probably formed in analogy to *Quizmaster*), *Callboy* and *Pullunder*. These pseudo loans are particularly frequent in the language of advertising, e.g. *Legwarmer* for a kind of stocking (Carstensen 1979: 91-92). Carstensen differs between semantic and lexical pseudo loans. The latter group are the already mentioned examples which are formed in German with English morphemes (Carstensen 1981: 176).

The second group of indirect loans are mixed compounds. These are words which partly consist of foreign lexemes. In this context one can differentiate between compound adjectives (e.g. *sexsüchtig*), compound verbs (e.g. *nachordnern*) and compound nouns like *Sportwagen*. There are different kinds of mixed compounds: in the first the compound has an English example, but only one of the two parts has been translated into German (e.g. *Hobbygärtner*,

Topverkäufer). In the second group the compound does not have an English example, which means an arbitrary German word is connected with an English word (e.g. *Managerkrankheit*, *Achseispray*). The third group are finally *mixed* compounds with elements of two different languages (e.g. *Manager-Niveau*, *Nightclub-Chef*) (Carstensen 1979: 91-92).

The second group of borrowings which was coined by Carstensen, namely latent influences, can be presented in the following way (cf. Glahn 2002: 39):

Figure 4 Latent influences according to Carstensen



The latent or “hidden“ influences of English on German are more difficult to determine and, by a non-expert speaker of English will be recognised only with difficulty as being of English origin. Examples include: *Himmelszug* (*Skytrain*), *Geburtenkontrolle* (*birth-control*), *Lebensqualität* (*quality of life*), *Gehirnwäsche* (*brain-washing*), *Luftsack* (*air bag*) or *Kabelfernsehen* (*cable television*) (Carstensen 1979: 92).

As the main subgroups have already been touched upon in this chapter and are not directly relevant to the present research, further details will be omitted.

2.4.4. Terminology by Fink

Fink's (1970) terminology is similar to that of Haugen. He differentiates between the following kinds of adoptions:

- No substitution: the borrowing is taken over as a foreign language expression. This group is made up of the so-called foreign words, loan words as well as pseudo loans if they only contain English morphemes. Thus this group is made up of the unchanged borrowing of English words and phrases, also in terms of semantics, as well as those which are modified on a phonetic-phonemic and/or graphemic and inflected basis like e.g. *Schock*, *Boß*, *Test*, *testen* (Viereck 1980a: 9).
- Part substitutions: borrowing as a composition of American and German components, like e.g. *Holzboom*, *Managerkrankheit*, *eine Speech machen* etc. (Viereck 1980a: 9).
- Total substitutions: borrowing in the form of a pure German expression, thus words, compounds or phrases which are formed with native English material and loan meanings. An example is *feuern* which adopts a new meaning under English influence namely *hinauswerfen*. Another example: *die Schau stehlen* (English *to steal the show*) (Viereck 1980a: 9-10).

An exact distinction between the last two groups is in many cases difficult and sometimes even totally impossible. (Viereck 1980a: 9-10)

2.4.5. Terminology used in this paper

As a summary of the above-mentioned classifications it can be indicated that even though the terminology slightly differs, the concepts behind it are more or less the same. One basic distinction which is made by all authors is the one between evident and latent or overt and covert influences of English on German.

Most authors adapt one of those classifications for their research by adding or dropping certain terms and by doing so, often criticise others (Fischer & Pulaczewska 2008: 7). A universal systematic terminology for the phenomenon is still missing (Carstensen 1965: 213-214).

In this paper only the evident influences, that is those which are in their form recognisable as a borrowed word, will be considered, more precisely those which are listed as Anglicisms in Manfred Görlach's *Dictionary of European Anglicisms*. Görlach (2003: 1) defines Anglicism as "a word or idiom that is recognizably English in its form (spelling, pronunciation, morphology, or at least one of the three), but is accepted as an item in the vocabulary of the receptor language". He selected the words in the *DEA* according to this definition and therefore only includes "established overt lexical borrowings within the general category of active anglicisms and excludes ad hoc, transient English loan words or code shifts" (Laviosa 2007: 124).

While this certainly leaves out a number of Anglicisms it considers the most important and common type of transference from English, namely the one on the lexical level, i.e. those words which have been taken over in form and meaning (Clyne 1995: 202-203). The advantages and disadvantages of this method will be outlined in the empirical part of the paper.

3. Integration of Anglicisms in the German language

Linguists generally name the following areas in which the English influence makes an impact on another language: vocabulary, word forms, word meaning and grammar (Lubeley 1993: 40). Naturally it is mainly the lexicon which is flooded by imports and these can also indirectly affect the morphological and phonological system of the influenced language (Görlach 1997: 92). The reason for this is that the German linguistic system differs from the English one and therefore English source words “must be adapted before they can be integrated” (Filipovic 1996: 39-45). As this adaption is not a constituent part of the project but nevertheless forms an important part of the theoretical background when considering the usage of Anglicisms in German, the most important features of integration will now briefly be described.

3.1. *Spelling*

One of the most conspicuous appearances of German orthography is that, without exception all nouns start with a capital letter. This is not the case in English but various authors (e.g. Yang 1990: 162) document that in their study substantive Anglicisms follow this rule too. Carstensen (1965: 34) even indicates that it has almost turned into implicitness. However the noun is only written in capital letters when it has established itself. Pre-stages are the original spelling, often in inverted commas and sometimes also in italics (Carstensen 1965: 34)

If they are written in lower case it is therefore mostly Anglicisms which have newly been borrowed or are rarely used and / or quotation words. It is however also possible that the lower case writing of English nouns is intended to attract the attention of the reader (Yang 1990: 163).

While capitalisation is a common feature of Anglicisms there is some uncertainty when it comes to certain spellings of English terms in German:

- *ss-ß*

There are fluctuations in the usage of the English –ss spelling as opposed to the German –ß. This is apparent in words like *Miss*, *Boss* and *Stewardess* for which the English spelling does, however, occur more often than the German (Carstensen 1965: 34-35).

- ***c-k***

Often the English *c*-spelling occurs next to the German one with –*k*, for instance in cases like *Cassette* – *Kassette*, *Clan* – *Klan*, *Club* – *Klub*, *Code* – *Kode*, *Comfort* – *Komfort*, *Discjockey* – *Diskjockey*, *Disco* – *Disko*, *Script* – *Skript*. The German spelling is more usual in words which have been taken over before 1945 (Carstensen 1965: 34) and a larger number of Anglicisms do only appear in the English spelling, e.g. *Action*, *Camp*, *Clown*, *Computer*, *cool*, *Crew*, *Cup* (Yang 1990: 164).

- ***sh, ch – sch***

Here the English spelling which uses –*sh* or –*ch* is dominant especially when more recent Anglicisms are used. Examples are *Check-in*, *Establishment*, *Rush-hour*, *Shampoo*, *Sheriff*, *Sherry*, *Shop*, *Show*. The substitution of –*sh* and –*ch* through German –*sch* was only registered in *Scheck*, *Schock* and *Schocker* (Yang 1990: 164).

- ***Doubling of consonants***

There are also fluctuations in this feature between the simple and double spelling of consonants and *Stop* is found as well as *Stopp*, but interestingly only the verb form *stoppen*. *Trip* is used just like *Trip* (Carstensen 1965: 34-35).

- ***Plural***

What is often problematic in German is the representation of plural forms of English words ending in –*y*. Both the simple adding of an –*s* and the correct English ending –*ies* can be found, as for instance in *Partys* and *Parties* or *Rowdys* and *Rowdies* which shows the uncertainty of the writers in this context (Carstensen 1965: 34-35). However in the usage of older

and more common borrowings the German spellings *-ys* can be found more often than the English one (Viereck 1986: 114).

3.2. Morphology

One striking feature in terms of morphology is the formation of an infinitive for an English verb in German, for instance *testen*. This is the case because in their adaption verbs and adjectives usually follow the word-formation rules of the receiving language. Therefore English *boycott* turns into German *boykottieren* and the inflection of verbs in the form of *gecharterten* are also not uncommon (Filipovic 1996: 43; Oeldorf 1990: 43).

When it comes to the plural most English terms keep their original form, e.g. *Airline – Airlines*. To a great number of Anglicisms is added a German plural morpheme, e.g. *Hostess – Hostessen*. Only a small number can be found in German with an English plural form, e.g. *Boykotts – Boykotte* (Yang 1990: 160).

What is frequently carried out when Anglicisms are transferred into German is the formation of mixed compounds like *Retortenbaby* (Oeldorf 1990: 43). Many Anglicisms are monosyllabic (e.g. *Team, Star, Club*) and due to their shortness they make compositions possible which would be too long or complex with German words. Often Anglicisms replace two elements of composition in German, e.g. *Team* replaces *Arbeitsgruppe* or *fit* replaces *leistungsfähig* (Yang 1990: 136). There are compounds which only use English elements (e.g. *Airbus, Barkeeper*) and those which are made up of English and German constituents and built after the rules of German word formation. Examples for the latter group are *Babynahrung* and *Krisenmanagement* (Yang 1990: 138-139).

A distinct feature of English which separates it from the majority of other European languages is the fact that it has natural gender. In Anglicisms this is replaced by grammatical gender and this process is mostly characterised by the tendency to masculine gender, e.g. *der Vamp*. When referring to human creatures the gender is however determined by the sex as in *die Airhostess* (Filipovic 1996: 43). Moreover female gender is in German often created from the male one, e.g. *Cutterin* (English *cutter*) (Oeldorf 1990: 43).

As well as this German also carries out the comparison of adjectives as for instance in *fair* – *fairer* and it creates a German case (dative plural and genitive singular) when using nouns, e.g. *als einziger Vertreter des Establishments* (English *establishment's*) (Oeldorf 1990: 44).

4. Influence of English on German

English has a growing impact on the languages of Europe. On-going political, economic, cultural and technological developments are responsible for linguistic changes (Fischer & Pulaczewska 2008: 1). German is no exception here, the history of the language has always been a history of the influence through foreign languages. However English is a relatively recent occurrence compared to Latin and French (Yang 1990: 1). The historical development of this influence will now briefly be outlined, whereby the focus lies on the more recent history in order to remain within the framework of the paper, followed by a look at the situation in Austria.

4.1. *Historical development*

From the Early Middle Ages to the Age of Enlightenment the German lexicon was mainly influenced by Latin while the dominant impact in the period from the High Middle Ages to the 18th century was French. Even though Anglo-American influences on the German language have already been recorded around 1200 (Carstensen 1965: 29), these borrowings were not very numerous and it was only in the 19th and 20th centuries when German entirely came under the influence of English (Plümer 2000: 28).

England's position as a world power, its leading role in industry, the prestige of its society as well as its early, highly-developed press system brought plenty of loan words and loan coinages into German in the 19th century and caused the French influence to decrease considerably. This tendency went on continued steadily until the First World War (Plümer 2000: 29; Yang 1990: 1).

The English influence reached its peak after the end of the Second World War as the relations between Germany and the Western World became stronger than ever before (Carstensen 1965: 15). Especially the rearrangement of the socio-economic and political relations which was necessary through the dissolution of the national socialist power structures and the integration of the Federal Republic into the fundamental system of alliances, lead to a re-orientation in international relations and therefore also of language contact. The Anglo-

American language import into German was strongly enforced, also through the English and American occupation troops which were stationed in Germany after the end of the war. Exchange programmes also enhanced direct speech contacts (Plümer 2000: 29-30).

In the years of the occupation period the linguistic influence of English on German was perhaps bigger than today and purists could not prevent the great effect English had on German. While the contact to the USA grew stronger the connection between Great Britain and Germany however reached its peak more-or-less directly after 1945. Even British English itself then adopted more and more Americanisms (Carstensen 1965: 15-30).

Besides those political ties several other points of contact have also decisively contributed to the linguistic impact of English on German, especially in the field of culture: Jazz, American literary works, imported films, television programmes, newspapers and magazines, pop songs and musicals, etc. America is regarded as exemplary in many areas, also for the topic of the present thesis, the field of press language (Carstensen 1965: 16).

The centuries since WWII were characterised by different movements and trends of teenage sub, alternative or pop cultures from the USA and England which brought different Anglicisms with them. In the Fifties it was *Beatnik* and *Hipster* and the enthusiasm for *Jazz* and *Rock'n'Roll* while the Sixties were characterised by Americanisms like *Freak*, *Hippie*, *Sit-In* and *Underground* which are linked to the teenage protest against the established civil meritocracy in the USA and in Western Europe. The numerous compounds with *-art* e.g. *Pop-Art* point to the avant-garde position of the visual arts at that time (Busse 1995: 146).

In the Seventies Anglicisms indicated a social change through terms like *Lebensqualität*, *Umweltschutz*, *-verschmutzung* while in the Eighties the English loan words were connected to the technical field, in particular computers (Busse 1995: 146).

Likewise a clear increase of Anglicisms which were related to the economy was noted over the centuries just like those relating to leisure time activities. It started with the term *Hula-Hoop* in the Fifties and constantly brought across newer and more spectacular activities which are almost all named through Anglicisms as the societal importance of leisure time has increased (Busse 1995: 146).

The huge impact of the American culture and, as a consequence, the linguistic influences have become even more intense and widespread from the Nineties onwards, not only in Europe but on a global basis. The main reasons for it are the ease of worldwide communication via the Internet, multinational corporations because of the globalisation of national economies and also advertisements and video clips of commercial television. Consequently it is particularly the technical languages of business and commerce, computing, advertising and youth language which are affected by lexical borrowings and code-switching (Görlach 2002: 14; Busse 2004: 187).

The number of Anglicisms also considerably increased in public texts at that time. It therefore comes as no surprise that this increasing influence has also sparked criticism and debate and that the issue has also been hotly discussed in the media and even politics in Germany ever since. The usage of Anglicisms has turned into of the “most intense folk-linguistic debates” (Spitzmüller 2007: 261).

The English-American influence on German can nowadays be felt in almost all areas of life and counts as one of the strongest driving powers for the development of the German language after the Second World War, as it has delivered an important contribution to the enrichment of the German vocabulary (Yang 1990: 2-3). Wilss (2005: 278) states that Americanisation is the most striking feature in the present development of the German language: “Diese Amerikanisierungswelle hat mit einer Wucht ohnegleichen unseren Alltags- und Fachdiskurs überschwemmt und wird dies, wenn nicht alles täuscht, auch in Zukunft tun“ (Wilss 2005: 278).

As has already been mentioned, it is the economic and business area where the linguistic contact between America, England and Germany is especially close. These areas have always picked up English words just as technology and politics have. Sport also has a special preference for the borrowing or refreshment of its terminology with the help of English. Fashion, the food industry, tourism and music have also been heavily influenced in the last centuries (Carstensen 1965: 28). Anglicisms do not only exist in the German common language but even in the colloquial language which is proven by expressions like *okay*, *out*, *k.o.*, *fit* (Yang 1990: 2-3).

Despite the strong influence of English on the German language which touches almost every area of life many authors, like e.g. Carstensen (1965: 29-30), warn about the widespread overestimation of the English influence on present-day German as the overall frequency is considered moderate. Whether it is also an overestimation in the numbers of the selected Austrian press will be examined.

4.2. *Austria*

As has already been mentioned in the first part of this chapter the intense language contact between Germany and the US was mainly initiated by the presence of American troops in the zone of occupation of the old Federal Republic. In Austria parts of the country were also occupied by English-speaking armies until 1955 (Clyne 1995: 201). Therefore the influence of the English language in Austria was, as in Germany, mainly a result of the close contact with occupation personnel from England and America in the years after the war which meant that a similar influence of English took place (O'Connell 1955: 126-127).

However English loanwords did not spread consistently in the German-speaking regions and there are differences between Austria and Germany in the historical development. One of them is that in Austria there was never a period of indigenous intense purism in the course of national(istic) language planning (Görlach 2002: 17). Secondly the influence of French and also that of the languages of some neighbouring countries was greater than that of English up to the Second World War in Austria. Consequently the German-English language contact was greater in Germany than it was in Austria (Clyne 1995: 206).

Nevertheless just like in Germany, English is nowadays frequently used in areas like trade, industry and advertising in Austria. Moreover it is an high-level administrative language (Denison 1981: 8). Economic and political interests undoubtedly support the promotion of English in Austria (Kettemann 2002: 259-260).

In more general terms the English language is also of great importance in Austria, namely in the general school system. It is nowadays the first foreign language in schools in Austria as is

the case in many other parts of Europe too and an average pupil starts studying the language before the age of ten (Clyne 1995: 201-202; O'Connell 1955: 126-127).

In Austrian advertising English is particularly noticeable and used for both brief product names and brief English texts. The latter usually have phrasal length and structure and are characterised by Denison (1981: 9) as "English made in Austria". He also highlights the interesting phenomenon that English names are even given to products which are typically associated with Austria, for instance those of the winter sports industry. It is supposed that the lingua franca is here used in order to attract export sales and tourism (Denison 1981: 9).

Fashion, clothes, cosmetics and others are also fields where English terms can frequently be found. It is here where the "English made in Austria"-principle is particularly often used, namely through the combination of English words, phrases and structural elements which are already familiar to the public at large. Examples are the famous ice-skating show "Holiday on Ice" and phrases like "made in Austria", "Happy Birthday (to you)", "Twining's Tea" (where *tea* easily equates with the German *Tee* anyway) (Denison 1981: 9).

Muhr (2004: 13-17) notices that Anglicisms occur particularly frequently in product names (e.g. *Hühnernuggets*, *Trolley case*, *Ultra Soft Toilettenpapier*), for services of public institutions (e.g. *Online Ticket*, *Cityshuttle*, *Carsharing*) and in the area of telecommunications (*City-Call*, *Weekend-Tarif*) in Austria.

After the comparison of several other works (Carstensen (1965); Carstensen & Galinsky (1975); Fink (1970) and his own corpus, Clyne (1995: 204-205) lists the following main domains of English influence which are valid for both Germany and Austria:

- Sport, e.g. *Clinch*, *Comeback*, *Handicap*, *Rally*, *Sprint*, *Basketball*
- Technology and information science, e.g. *Know-how*, *microwaven*, *Pipeline*, *Plastik*
- Travel and tourism, e.g. *Charter*, *checkin*, *Countdown*, *Hosteß*, *Jet*, *Service*, *Ticket*
- Advertising, e.g. *Bestseller*, *Designer*, *Image*, *Look*, *Pack*, *Trend*
- Computer technology, e.g. *Byte*, *Drive*, *E-mail*, *hacken*, *Link-up*, *Software*
- Journalism, e.g. *Facts*, *Front-page*, *Back-page*, *Layout*

- Economics, e.g. *Boss, floaten, Franchise, Full-time-job, Headhunter, Leasing, Manager, Publicity, PR, recyclet, Supermarkt, toppen*
- Politics, e.g. *Establishment, Hearing, Sit-in*
- Armed forces, e.g. *By-Pass, crashen, Control-box, Debriefing, Jeep, taxien*
- Cosmetics, e.g. *After-Shave, Beauty-box, Hair tint, Make-up, Spray*
- Entertainment (especially pop music), e.g. *Evergreens, Happening, Hitparade, in, Quiz, sampeln, sponsern, Talkshow*
- Medicine, e.g. *By-pass, Clearance, Tranquillizer, Stress* (Clyne 1995: 204-205).

Viereck (1986: 173-174) also confirms that the same principles and categories are involved in the integration of English terms in the Austrian and German variety of German and that the majority of loans in the two countries are identical. However there are also some differences which will be outlined in the following chapter.

In Austria there are nowadays two purist linguistics associations: “Verein Muttersprache” which was founded as early as 1949 and the “Interessensgemeinschaft Muttersprache” which was established in Graz in 1998. The attempts of both are, above all, the prevention of Anglicisms for the preservation of the mother tongue (Muhr 2004: 30-31).

However as early as 1986 Viereck (1986: 173-174) indicated that “there are reasons to believe that, in the future, the English influence on Austrian German will be intense and that it will be also, if not primarily, reflected in the press”. Whether this prediction has fulfilled itself will be analysed in the empirical part of the thesis.

5. State of research

As has just been outlined Anglicisms make up one of the most distinctive changes in the German language since the end of World War Two. Both the quantitative and qualitative development of the English influence on German consistently gives new starting points for research, particularly, but not only, in linguistics (Götzeler 2008: 1). Most studies look at the frequency of particular types of borrowings and their distribution in certain subject areas and are completed by finer morphological, semantic and etymological analyses (Schütte 1996: 42-43). The language of the press has always been a popular object of investigation (Plümer 2000: 10) and the most important works on the topic will now be described.

The history of research on the influence of English on German has fairly recent origins. The purist Hermann Dunger was the first person to pay attention to the rising occurrence of English words in German and published the *Wörterbuch von Verdeutschungen entbehrlicher Fremdwörter* in 1882. At that time he counted 148 English words in German. In 1909 he published the paper *Engländerei in der deutschen Sprache* and at that time noted 900 words of English origin (Busse 1995: 140; Onysko 2007: 2).

The first comprehensive scientific work on the topic was the dissertation of Agnes Bain Stiven called *Englands Einfluss auf den deutschen Wortschatz* and was published in 1936. The author examined English loan influences in German from the 13th century to 1935 and the results confirmed Dunger's concern that the influence of English on German has increased in the second half of the 19th century in connection with the industrial revolution (Onysko 2007: 2-3).

Not only the borrowings from English increased after the end of the Second World War but also the number of scholarly investigations on the issue (Onysko 2007: 3). The first one was Zindler's dissertation *Anglizismen in der deutschen Presse nach 1945* which has never been printed but often cited. His corpus was made up of various daily and weekly newspapers as

well as magazines and he came to the result that about a third of the Anglicisms were adopted in German with only part of their meaning (Plümer 2000: 11; Carstensen 1965: 31).

Scholars like Betz (1965) and Haugen (1950) who have already been mentioned in the section on classifications of Anglicisms made further advances in their research.

Broder Carstensen (1965) and his first major work *Englische Einflüsse auf die deutsche Sprache nach 1945* pioneered a number of analyses in the second half of the 20th century (Onysko 2007: 3) and this work is regarded as standard in the field. Carstensen studied German newspapers and magazines, particularly the news magazine *Der Spiegel* from the years 1961 to 1964. He criticized that almost all analyses on the topic so far focus on vocabulary and therefore carries out a detailed discussion of the different types of borrowings for the first time. He comes to the conclusion that the English influence mainly refers to the area of vocabulary while grammar and syntax are hardly influenced. Carstensen estimates that about two foreign word expressions can be found per page (Carstensen 1965: 22).

Carstensen remained one of the most devoted researchers in this field until the Nineties and his work also led to the publication of one of the most comprehensive dictionaries of Anglicisms in German, namely the *Anglizismen Wörterbuch (AWB)*. The dictionary is based on about 90,000 passages which were mainly taken from print media and it looks at spelling, pronunciation, grammar, semantics, ways of borrowing, syntactic peculiarities and stylistic aspects of Anglicisms (Langner 1995: 30-31).

Since the Seventies linguistic works on specified areas dominate, especially on the language of the press and advertising (Schütte 1996: 42-43). The dissertations of Fink (1970) and Engels (1976) for example, deal with the usage of Americanisms in German. According to their statistics there is one Americanism for every 600 words in the year 1954. Ten years later in every two hundred words there is an Americanism (Engels 1976: 49-50).

The dissertation by Pfitzner (1978) deals with an aspect which had so far rather been neglected, namely the relations between the journalistic intention and the methods of speech and style used. Pfitzner registered seven main motivations for the usage of Anglicisms (Pfitzner 1978: 5), some of them will be described in the following chapter.

In the Eighties and Nineties the interest on this issue seemed to decrease, with only a few authors, for instance Yang (1990) intensively dealing with the influence of English on the German language (Schütte 1996: 43). Yang looks at Anglicisms in the German news magazine *Der Spiegel* which is a popular object of investigation in the field as the magazine is characterised by a particular linguistic style. Yang analysed editions from 1950 to 1980 and found out that the frequency of usage constantly increases and is particularly high in the sports section (Yang 1990: 166).

In the last few years there have also been analyses on the spoken German used on television (Glahn 2002) and on the language of both the press and television (Plümer 2000). Moreover contrastive examinations of German and other European languages have been published, e.g. by Jablonski (1990) who compares German and Polish.

In 2002 Manfred Görlach compiled a volume which consisted of articles about Anglicisms in sixteen different European languages (*English in Europe*). This work was not only accompanied by a comprehensive bibliography (*An annotated bibliography of European Anglicisms*) but Görlach also published *A Dictionary of European Anglicisms* in 2001 which contains the same sixteen European languages. Onysko (2007: 4) states that “apart from the *AWB*, this dictionary represents the most valuable current lexicographical approach to the subject matter of Anglicisms”.

Apart from the important works on the issue of Anglicisms in German just listed there have also been some purist works. Authors refer to the increasing influence of English as *Denglisch*, *Germang*, *Engleutsch*, *Neudeutsch*, *McGermish* or *BSE (Bad Simple English)* (Busse 2004: 189). Even though there have been attempts at prescribing purism by the State as is the case in France these have never exceeded the starting stages (Plümer 2000: 2)

What becomes apparent when looking at the works on the subject published so far is that there is a clear focus on the media in Germany. As has already been sketched at the beginning of the paper there are only a few projects dealing with the usage of Anglicisms in the Austrian variety of German (Grzega 2000: 238).

Some of the most productive authors in the field are Wolfgang and Karin Viereck (1975; 1980a) and one of the main outcomes of comparing German and Austrian newspapers is that the latter use more Anglicisms in the sports section. They argue that the reason for this difference is the fact that older English transfers, especially many of those in the field of sport, have been replaced by German neologisms in the nineteenth-century in Germany while this did not happen in Austria (Viereck, Viereck & Winter 1975: 216).

On the whole however, “the transference of English items into Austrian Standard German is very similar to the situation in Germany” as Clyne (1995: 206) emphasises. Schelper, (1995: 1598-1599) who compared one newspaper each from Germany, East Germany, Switzerland and Austria and carried out a contrastive diachronic analysis from 1949 to 1989 did not find any significant differences in the nations examined either. She states that linguistic differences can only be found in details (Schelper 1995: 1598-1599).

Grzega (2000: 238) also undertook research in order to show whether there are divergences in the usage of Anglicisms in Austria and Germany by comparing different the projects. He came to the conclusion that with the exception of football terminology there seems to be convergency between the two language varieties. The usage of Anglicisms which refer to sports is however particularly obvious in Austrian regional and local newspapers. Grzega (2000: 240-241) remarks that while one would refer to the *Endphase des Matches* in Germany it is the *Finish des Matches* which is discussed in an Austrian football report just like the *Matchwinner* (German *Matchgewinner*) who is one point *in Front* (German *in Führung*). Görlach (2002: 17) also confirms that words like *corner*, *goal*, *out*, and *penalty* are still common in Austria while they have long ago been replaced in Germany.

Kettemann (2002: 259) wants to falsify the claim that a very high number of Anglicisms are used in the media and therefore counted the tokens (which is the number of Anglicisms in total) from several dissertations on the topic. He gives the following percentages of Anglicisms in the overall number of words in the texts of Austrian newspapers: *Standard* 0,9%, *Presse* 1,0%, *Kurier* 1,1%, *Kleine Zeitung* 1,3%, *Krone* 1,4% (Kettemann 2002: 259). As can

be seen the newspaper which is also part of this research, namely *Der Standard* shows the lowest number of Anglicisms while the tabloid *Krone* shows the highest.

Two theses which are concerned with the usage of Anglicisms in Austrian media are the ones by Edeltraud Weißenböck (*Die Häufigkeit und Verwendungsweise von lexikalischen Anglizismen in den drei österreichischen Tageszeitungen "Die Presse", "Kurier" und "Neue Kronenzeitung"*, 1988) and Beate Spreitzer (*Anglicisms and Americanisms in the Austrian daily newspaper "Die Presse" from 1955 - 2005: a diachronic study*, 2006).

In short it can be summed up that most linguists deal with the usage of English vocabulary in special languages like advertisements and also technical language whereby the analysis of the language of the press was, and still is, the main medium of research. Most studies look at the influence of Anglicisms by analysing frequency, semantic functions and structural integration in order to find out reasons for borrowings as well as the influence on certain subject areas. Even though the works which have been carried out so far do not have a common corpus basis their results do basically only differ from each other when it comes to details. All studies confirm an increase of Anglicisms in the German language – at least in the language of the press – which especially deal with the areas of advertising, politics and economics. In this context the nouns which are assimilated without changes from English constitute the biggest group of Anglicisms (Schütte 1996: 46-47).

Among the main points of research which have developed until today is the persistent problem of finding a definition for the term Anglicism, which was mentioned above (Onysko 2007: 4).

24 years ago Viereck (1986: 111-112) stated that the semantic and lexical influence of English on German has come to a point that makes a “comprehensive and reliable documentation impossible”. He therefore concluded that a complete scientific study on the issue of borrowings which took place in the last century will never come into being (Viereck 1986: 112).

6. Reasons for the usage of Anglicisms

Gottlieb (2005: 170) states that “loan words – *in casu* Anglicisms – have always acted as treasured spices in the cuisine of communication”. What are the reasons for this

Fink (1970: 441) indicates that stylistic functions and the motives for using Anglicisms are closely connected and therefore differentiates between factual and emotional reasons for the usage, whereby an exact description is not always possible. In this chapter the motivations are summed up under the field of linguistic and non-linguistic reasons.

6.1. *Linguistic reasons for using Anglicisms*

6.1.1. Variety of expression

One reason for using English vocabulary in German is for greater flexibility of expression - a stylistic function which is of course particularly important in journalism. The longer the text the more the journalists look for synonyms (even though it is often only almost-synonyms) and they willingly exploit every chance to substitute one word for another (Schütte 1996: 42). Thus Anglicisms are in this context seen as an enrichment of the semantic-expressive similarity with the word for which it is swapped. Examples are *Boom* for *Konjunktur/Wirtschaftsauftrieb*, *Export* for *Ausfuhr*, *Team* for *Mannschaft* (Nahorska 2003: 84-85)

6.1.2. Language economy

Language economy means the attempt to achieve a maximum of linguistic effectivity with minimal linguistic effort. One way to do this is to exercise economy of expression, which is particularly important in journalism. Therefore polysyllabic German words are often replaced by short English ones (Pfitzner 1978: 34). Journalists not only have to deal with a shortage of time but also with the necessity to save space (Nahorska 2003: 83).

A second component of language economy is precision of expression. The journalist practices this in order to ensure speech-stylistic efficacy. He chooses his vocabulary with regard to its functionality in connection with the wish for optimal effectivity for the reader. Precise expressions are on the one hand those which are appropriate linguistically and on the other hand lead to interest, comprehension or emotions in the reader. Articles which are short and precise are sure to be read (Nahorska 2003: 83-84). An example is the term *Thriller* for which no accurate German term can be found and which can only be paraphrased, as Fink (1970: 135) points out. Many linguists (e.g. Carstensen 1965; Pfitzner 1978) regard the tendency to shortness and precision in the German press language as the most important motivation for borrowing English terms.

6.1.3. Missing German equivalent

One simple reason for the usage of English terms is that foreign words have no German counterpart and can only be described with the help of a paraphrase (Heller 2002: 187-188). This is mainly the case when referring to inventions, techniques, establishments and peculiarities coming from the United States. Such words can be found in all sections of the newspaper, e.g. *engagement, interview, Lobbyisten* and *radar* in the field of politics or *manager, marketing, dumping, boom, clearing, do it yourself* in economics (Fink 1970: 134).

Terms from the technical area are introduced together with the objects, as for instance *Bit, Byte, Chip, Computer, Hardware, Software* (Yang 1990: 123-126). The common language of the so-called *Digital Natives* and *Netizens* is English and terms like *skypen* or *Blogosphäre* describe phenomena which did not even exist ten years ago (Wippermann 2009: 7).

The media report about the latest developments thus journalists often do not have any choice but to use Anglicisms because at the time of reporting no equivalent translation exists – if it is ever found at all (Plümer 2008: 86).

6.1.4. Local colour

The Anglicism is the best method to establish English-American local colour in texts. The English terms which are used in this context can be grouped as follows:

1. Anglicisms which refer to the West of the USA and the pioneering days of the Wild West, e.g. *Cowboy, Saloon, Sheriff*
2. Anglicisms which describe the American and English armed forces which are stationed in and outside of the USA and Great Britain, e.g. *Air Force, (US-)Army*
3. Anglicisms which are connected to the English and American school system like *College, High-School*
4. English and American job titles, e.g. *Mailman, Sailor, Queen*
5. Anglicisms which have their origin in the American and English youth culture, e.g. *Flower Power, Yippie, Punk, Skinhead*
6. Anglicisms referring to music styles which come from America or England, e.g. *Jazz, New Wave, Pop, Punk Rock, Rock'n'Roll* (Yang 1990: 119-123)

6.1.5. Euphemism

The terms in this category usually have German equivalents but the English words are introduced through magazines and tabloid newspapers and as a consequence soon understood and even preferred. Some of them are particularly useful for referring to objects or events which are felt as being unpleasant and embarrassing, and paraphrasing them because they create an effect of disassociation. This mainly concerns the description of objects and particularly jobs which are declared as taboo through euphemistic English terms in the fields of sexuality and the drug scene. *Callgirl, Girl, Playgirl* and *Taxigirl* are for example used for the euphemistic description of prostitutes in a special context. Other examples are *clean, Fixer* or *high* when referring to drug addicts (Yang 1990: 131-132).

6.2. *Non-linguistic reasons for using Anglicisms*

One very important non-linguistic reason which is connected to the large number of Anglicisms in German is the general attitude towards the English and especially the American language. At present this esteem for the American language and culture is – on the whole - ex-

tremely high among the politically, economically and culturally determining classes (Schmitz 2003: 78).

English borrowings usually have positive connotations and also a kind of exoticness. This is why the prestige of the language is also related to a kind of linguistic snobbery on the part of the users who want to appear “modern, up-to-date, well-off, well-travelled, well-read, sophisticated, etc.” (Gottlieb 2005: 169). This is why speakers use foreign words even when corresponding German words are available in order to appear educated and knowing. The same is assumed to be sometimes true for newspapers (Fink 1970: 138-139).

A second, and probably the most important factor is the so-called globalisation which has characterised our times since 1989. It characterizes international dependencies and links in various fields, most importantly in the political, economic, social and cultural sectors (Götzeler 2008: 59) Connected to it are the following factors:

1. The leading role of the USA in politics, economics, science and the entertainment industry. Firstly this is, of course, related to the dynamic development of science and technology in the USA, which makes English the language of this field (Yang 1990: 2). Secondly there is the so-called “New Economy”, the new form of (international) economy which uses English as the insider terminology (Wilss 2005: 280-281). A third important point is the entertainment industry. The establishment of specific youth cultures and the propagation of popular music mainly originate in America and England and are then spread over Europe (Dollerup 1996: 26-27).
2. The exceptional position of the English language in international communication. English is used as the language of negotiation in many international organisations (like the UN) und has therefore become the world language (Yang 1990: 2). Connected to it is the status of English as the first foreign language in a multitude of countries and consequently the on-going increasing knowledge of English among German speakers (Götzeler 2008: 59). English is used as a lingua franca for both business and pleasure (Dollerup 1996: 27).

3. The “omnipresence” and increasing spread of computers which is connected to an enormous speedup in the spread of information and language (Götzeler 2008: 59).
4. *The American Way of Life*. Europe always looks to the West and the so-called *American Way of Life* has an irresistible and strong attraction for many. The dominance of American daily life-, economic and scientific culture is apparent everywhere. The success of *Walt Disney*, *Coca Cola*, *McDonalds*, *Fast Food*, *Nike* and other companies makes this visible (Wilss 2005: 280). Other examples are terms for clothes (*Blue-jeans*, *T-Shirt*), for drinks and food (*Hamburger*, *Soft Drink*), for sports (*Bodybuilding*, *Jogging*), for cosmetic products (*After Shave*, *Eyelineer*) but also for parts of social life (*Bar*, *Nightclub*) (Yang 1990: 2).

Even though the reasons for the usage of Anglicisms were presented separately it has to be noted that in many cases a single factual or emotional reason for the usage is not enough and it is rather the case that both areas are combined. Moreover despite the number of outlined factual and emotion reasons there firstly still remains a group of terms which cannot quite be explained by any of the two categories and secondly no general conclusions can be drawn from it. The actual reason for a journalist using an English term can of course in no case be answered legitimately (Fink 1970: 139-140).

7. The press

The object of the investigation – the press – is characterised by certain peculiarities and has to fulfil a number of tasks. Its function in the social system of the Western World is to communicate news, serve the general public as a competent medium of information, furthermore entertain and divert, inspire and instruct, advertise and influence. In short the newspaper fulfils a whole number of assignments. At the same time it is subject to the condition that it has to be released in constant, short intervals and be accessible to the broadest reading public (Pfitzner 1978: 35-36).

What characterises newspaper discourse, its production and communicative context is that it involves a complex process of news writing which in more detail means that it is not possible to regard any story as the solo and first-hand product of the respective journalist. There are rather many layers of communicative ‘creation’ in which subeditors, editors, chief reporters, journalists, and others are involved (Bell 1991: 39-51).

Secondly there is an absence of direct feedback and consequently the press is subject to the anonymity, fragmentation and impersonality of mass communication. Although the producers of the news can draw some information regarding their readers from readership surveys, advertising and circulation, as well as direct audience response (letters to the editor, phone-ins), mass media communication remains impersonal and its audience fragmented (Bednarek 2006: 14). As a result both readers and speakers work with a stereotyped image of the other. Readers identify the newspaper in terms of an institution which is the ultimate source of what they are reading as every newspaper carries with it a stereotyped image. Similarly, the addressee of the journalist is also envisaged (Bell 1991: 92).

In the case of the news story one might claim that the major goal is to provide information about the world so that it is interesting, perhaps entertaining, and easily processed. The first two subgoals are linked to the so-called news values, in particular ‘recency’, ‘proximity’, ‘negativity’, and ‘reference to elite people or large numbers’, while easy processing is connected to the top-down strategy of decreasing importance: the *headline* (often spread across

several decks) contains the most important information, the *lead* follows next in importance with a syntactically complete version of the news item, then the *body copy* provides the details of the main event, its history, consequence, and evaluation (Ungerer 2004: 308).

One of the most striking features of news discourse is the non-chronological order of elements. After an event is introduced it is returned to a few more times in more detail. The reason for this so-called “inverted pyramid structure” is that news stories do not follow narrative norms but the news values mentioned (Bell 1991: 172)

Not only newspapers but the media in general have the power to persuade, enlighten, sway, frustrate and inform (Cotter 1999: 165). Consequently the role of the press and its language are very important in today’s society, therefore it is assumed that the linguistically influential potential of the media has to be set very high too (Plümer 2000: 84). The newspaper discusses all areas of daily life and is a reliable indicator for linguistic changes as has already been outlined (Carstensen 1965: 20-21; Plümer 2000: 3). Nevertheless it has to be stressed that *the* press language does not actually exist due to the diverseness of press organs available. Thus no wrong generalisations should be made (Pfitzner 1978: 37).

The three most noticeable syntactic tendencies in press language are sentence shortening, sentence simplification and sentence agglomeration. The average length of sentences decreases and single sentences are increasingly used. Journalists mainly follow the nominal style which means the listing of nominal and prepositional constructions within a sentence as this is an efficient way to transfer information concisely while still describing all relevant details. However the extent of these tendencies does of course apply differently to the different types of newspaper (Plümer 2000: 82-83).

The aim and function of the newspaper is to include all types of people and environments in the articles so that the content is as comprehensible as possible. This means that occurrences on the local, national and international level are found next to each other and those in turn next to reports about economics, society and sports. News from the areas of technology and science have their fixed place just as well as announcements from the world of culture and fashion. This diversity of content means that different styles of language are used. The style

of entertainment with its feuilletonistic character varies from the style of sports articles which is full of jargon. Moreover the information aim of one specific style can be differentiated from that of another, e.g. whether it wants to be reporting, forming opinions, informing or entertaining (Pfitzner 1978: 36-37).

Brevity, clarity, accuracy, objectivity and balance are important for all kinds of articles. In order to be able to compete against the other kinds of media the press has to catch the attention and interest of the readers. The news stories must have an immediate appeal which is gained through headlines and/or lead paragraphs which draw in the reader. Short paragraphs, the use of photos, attractive layout are ways in which the newspapers try to achieve this (Cotter 1999: 167-174).

7.1. Anglicisms in newspapers

Carstensen (1965: 12) denotes the press as the main gate for the invasion and the distribution of Anglicisms in the German language. A reason for this is that the newspaper does not only document linguistic innovations but significantly also contributes to their distribution. While it may not be the point of origin for neologisms it is certainly their multiplier (Plümer 2000: 83).

As early as 1958 Wilss (1958: 180), albeit in a more critical context, stated that the import of foreign words is for the most part carried out in the daily press. He mentions three factors which are decisive for the importance of the daily press as a reloading point and transportation centre of foreign vocabulary:

- a) *Content*: its practically all-embracing achievement in the fields of news transmission, commentary work and the feuilleton;
- b) *Formal*: its liberal-vanguard usage of speech, which is e.g. expressed in the carefree, often also ruthless and irresponsible usage of foreign words
- c) *Social*: its function as a medium of mass communication, which reaches all classes of society in the one or the other way and therefore makes the adopted foreign words accessible for a big circle of readers in a short time (Wilss 1958: 180-181).

The question which is often asked in the context of Anglicisms in the media, is where the line should be drawn between borrowings which enrich the language and enable greater conciseness of expression, and such that are not at all informative, apart from the proof that the author – maybe – speaks English. For the latter category Viereck (1980b: 20) mentions the following examples from his corpus: *Overkill* in connection with the competition in a professional guild and *fulltime jobs*. In all the given cases the reader does not get offered any helps of explanation (Viereck 1980b: 20). In short this means that the average reader does get to know a relatively large amount of English foreign and loan words but that does not mean that he understands them, nor that he would also use them himself (Carstensen 1965: 21).

When talking about sections of the newspaper in which this influence is extremely apparent Carstensen (1965: 22) on the one hand mentions the feuilleton, in particular film and theatre reviews, and on the other hand the political and the sports sections. The language of sports contains many English terms which, however, mainly come from the time before 1945 (Carstensen 1965: 22). Whether those conclusions are (still) valid will be researched in the present paper.

With regard to a concept which is relevant for the present paper, namely the usage of Anglicisms in different types of press, Viereck (1986: 119) indicates that the quantity as well as the quality of Anglicisms in newspapers depend on the readership because heavier demands can be made on readers who have a higher level of education. This is especially visible in the areas of politics, economy/finance and culture (Viereck 1986: 119).

However Clyne (1995: 208) indicates that mass-circulation tabloid newspapers like the German *Bild* also make extensive use of English borrowings.

It can be assumed that the usage of an English term in a newspaper is often caused by the time pressure under which journalists have to work. Sometimes there is no time for revision which means that some terms remain in the text which should not. Especially the news correspondent and journalist who report from a foreign country are subject to the risk that they use an English word, whether it is done consciously or not. In research it is unfortunately not possible to differentiate between what has been written in the home country and in a foreign country as this is often not indicated. Moreover the news in the press often comes from large press

agencies (also in foreign countries). Connected to this, is the often not definable problem of what a “wrong translation” is, and what really is English influence in the language of the press (Carstensen 1965: 20-21).

7.2. *Quality press*

In general terms the quality press can be described as “media that focus almost exclusively on publically relevant questions and that systematically cover events and processes connected to the political and/or economic system” (Lucht & Udris 2009: 6). Broadsheets have differentiated editorial structures with an emphasis on politics (national and international news) and business and finance, (companies, stock markets, trade). Moreover they present a varied cultural section which covers events and processes from the areas of culture and entertainment as well as science and religion. Quality papers also contain a *feuilleton* and offer special supplements which are not concerned with lifestyle issues but rather significant changes in the world. Examples for this category of press are *Die Zeit* in Germany, *The Observer* in Great Britain or *Die Presse* and the object of investigation, *Der Standard*, in Austria (Lucht & Udris 2009: 6).

One main difference between quality and tabloid papers is that there is a greater coverage of political affairs than of human interest topics (e.g. crime, accidents, celebrities, counselling) in the first category of newspaper (Lucht & Udris 2009: 16). As far as the style of communication is concerned it can be described as formal whereby colloquial, spoken language is regarded as inappropriate and only used within quotation marks (Bednarek 2006: 15).

The editorial concept of the quality papers described is mainly used to attract a readership with a high level of education and spending power (Geretschläger 1997: 8).

7.3. *Tabloid press*

Tabloid newspapers are “media that focus on private matters and offer mostly sports, scandals and entertainment” (Lucht & Udris 2009: 6). What is striking in their content is that the fields of politics and economy are often mixed with human interest stories and even private issues. Consequently the so-called popular press does often lack a differentiated structure or even

sections which are the characteristics of quality papers. Examples are the newspaper *Bild* in Germany, *Daily Mirror* in Great Britain or the *Kronenzeitung* and of course *Österreich* in Austria (Lucht & Udris 2009: 6-7)

Just like Great Britain Austria is described as having a strong tabloid sector, primarily due to the distribution of the *Kronenzeitung*. The rise of the tabloids started late but grew very rapidly and seems to have attracted both the readership of the earlier party press and new audiences. Free daily newspapers which have the content and style of tabloids contribute to the growing sector of popular press (Lucht & Udris 2009: 10-11).

The most distinctive features which differentiate the tabloid from the quality press are the content, layout and style of the newspaper but also its readership. Characteristics which are typical for popular journalism are the inclusion of more soft news like sensation, crime and human interest stories, the usage of large headlines and a large number of illustrations (Schneider 1999: 201).

The topics which are covered by tabloids are a mixture of “sex, scandal, and tragedy, paranormal or supernatural phenomena, outrageous behaviour, how-to tips on self-improvement (especially dieting) and household tasks, and information about celebrities, outrageous or not” (Schaffer 1995: 29). All those issues are always presented through a high degree of personalization and scandalization as the focus is not on structures but on persons (Lucht & Udris 2009: 17).

These issues are brought across to the reader by using certain linguistic strategies. The language is certainly one of the most distinctive features of the tabloid press. In general terms the popular press relies on vernacular and colloquial language (Conboy 2003: 45-46).

The compressed nominal phrase is the main linguistic instrument in the articles. This helps to transform complex issues into one simple line which is an aim of the tabloid press. The papers compress the world into categories and single-utterance perspectives in order to simplify certain issues. Consequently they make political and social news available for the average reader and as a consequence of that, build up a readership community. Terms which are used to fulfil this function in British papers are categorisations like *shocker*, *pervert*, *beauty* or *fiend* (Conboy 2003: 46-47).

A further important linguistic feature is that language is not used in a reporting style but rather in an engaged and often also enraged personalised style, especially when it comes to politics. The newspaper claims to speak with the people's voice. This feature is combined with commercial success and differentiates the tabloid from the quality press. The language is located between information and entertainment and this is what makes the popular press so attractive for many readers. Through the familiar tone it draws the reader into a dialogue but also integrates him/her into the nation. "This part of the popular, its ability to close down perspectives to a narrow, national focus, becomes part of a global strategy to legitimate certain news media practices at a local level", Conboy (2003: 50) explains. Thus the tabloid press not only confirms the existence of a national space but also a national identity against the threat of outsiders (Conboy 2003: 50).

Through the usage of direct speech various effects are created. Firstly the reader has the feeling of being part of the action. Secondly anonymous institutions are personified for the reader especially when it comes to politics. As a last point it is possible for the reader to be projected into the thoughts of the acting persons. In general the use of direct speech allows formulations in a style where factual information, valuation and emotional factors are not kept separate, which is one of the principles of the tabloid press (Burger 1990: 55-56).

In tabloid newspapers news is not primarily measurable in a political, societal or historical reality any more but what is reality is dictated through the perspective of the paper. The content is primarily selected according to the principle of attraction. This means that the biggest headline can refer to either celebrities, politicians or a murder – these examples (cf. Burger 1990: 99) all have the same value and are interchangeable. While "hard news" and "soft news" are kept apart in broadsheets they are consciously mixed in tabloids (Burger 1990: 99).

In order to attract the reader tabloid headlines are full of vocabulary which is rich in content, either through reference to a particularly interesting topic (e.g. *divorce*, *sex*, *scandal*) or by evoking powerful and emotional connotations in the reader through the usage of terms like *weird* or *sizzling*. Another attention-catching device is the layout of the front page which usually contains large and coloured headlines and provocative pictures to make it as eye-catching as possible (Schaffer 1995: 28).

EMPIRICAL PART

8. Aim of the study

The purpose of the present study has already been touched upon in several parts of the paper but should at this point, the beginning of the empirical part, be recapitulated.

The very general aim of this thesis and the connected research project is to establish information about the current usage of Anglicisms in two Austrian newspapers, more precisely, to draw a comparison between the quality paper *Der Standard* and the tabloid *Österreich*. As the latter newspaper was only first published in September 2006 the study covers a rather short time frame, namely the time from December 2006 (as the articles from *Österreich* are only available in digital form from that month onwards) to May 2010. However one edition of every month within that time span has been examined which makes a total of 42 editions per newspaper and this again makes it possible to give a very clear description of the development in these months.

The main focus of the empirical part is, on the one hand, to point out the results of the study and on the other hand the differences and/or similarities between the two newspapers. As they have a different orientation when it comes to content and audience which results in their linguistic style, it can be assumed that they also differ in the usage of Anglicisms. One of the core interests in this context is the usage of English borrowings in the different sections of the papers. Here the question whether Anglicisms are used more frequently in some subject areas than others is central, again combined with a comparison of the two newspapers. Furthermore it will be interesting to see which types of Anglicisms are actually used (type of word, year of entrance into the German language and degree of acceptance) and again whether there are differences or similarities between *Der Standard* and *Österreich*. Besides it will be pointed out whether there was an increase in the usage of English terms from 2006 to 2010.

At this point it has to be highlighted again that the present study cannot be regarded as representative but rather intends to deliver an insight into the usage of Anglicisms in the two selected newspapers within a certain time frame.

8.1. Research questions

The combination of the described aim of the study and the possibilities of research in this field have led to the creation of the following basic research questions:

- How many Anglicisms are used in *Der Standard* and *Österreich* and have the numbers increased between 2006 and 2010?
- Is there a difference in the frequency of Anglicisms between the quality and tabloid paper?
- Are Anglicisms used more frequently in some sections of the newspapers than in others?
- Which kinds of Anglicisms are used in *Der Standard* and *Österreich* – more precisely: how can the English borrowings be described in terms of word class and also year of entrance and degree of acceptance in the German language?
- Are Anglicisms used in an eye-catching position, meaning on the front pages of *Der Standard* and *Österreich*?

The hypotheses which have been formed on the basis of these research questions and their theoretical background will be outlined in the next subchapter.

8.2. Hypotheses

Hypothesis 1 (hereafter referred to as H1) is related to the number of Anglicisms which are used in the time span from 2006 and 2010. As is highlighted by basically all authors who look at the frequency of Anglicisms over a certain time their number increases steadily (cf. chapter 5). Viereck (1986: 169), for example, determined an increase of 114% in the Austrian newspaper *Kleine Zeitung* from 1974 to 1984. While 14 Anglicisms could be found per page in 1974 it was 30 per page 10 years later (Viereck 1986: 169). In an earlier study Viereck, Viereck & Winter (1979: 314-317) confirmed that the influence of English on the press language does not only remain steady but increases and that there are just as many Anglicisms used in the Austrian press as in the German one. H1 is therefore valid for both examined newspapers.

H1: The more recent the edition of a newspaper, the more Anglicisms will be found in it.

The second and third hypothesis (H2 and H3) are based on the assumption that *Der Standard* and *Österreich* use Anglicisms differently because they are newspapers of a very different orientation in terms of layout, content and readership. Here it can again be relied on an outcome by Viereck (1980a: 226) who in her analysis found out that most Anglicisms are used in the quality paper *Die Presse* which similarly to *Der Standard* has a high readership in the socially, economically and educationally prestigious class of society. Viereck concludes that apparently more Anglicisms can be understood by the readers of *Die Presse* than the regional *Kleine Zeitung* (Viereck 1980a: 226). Even though *Österreich* can clearly not be compared to the second object of Viereck's research, the assumption that the quality paper uses more Anglicisms because of the standing of its readership can be transferred to the present study.

H2: If there is a difference in the usage of Anglicisms in the two selected newspapers, then a higher number of Anglicisms will be found in *Der Standard*.

H3: If there is a difference in the usage of Anglicisms in the two selected newspapers, then a lower number of Anglicisms will be found in *Österreich*.

The usage of Anglicisms in the different sections of the newspaper is the issue which is concerned in hypothesis 4 (H4). This is also a factor which has been examined by a large number of authors and in many studies advertising comes in the first place. As this feature is not part of the present study the further sections which contain a high number of Anglicisms will be considered. In Viereck, Viereck & Winter's study (op. cit. 1979: 314-317) international politics comes second, followed by economy and finance, current affairs (non-political) and sports. They further highlight that the differences in the readership in terms of education and social standing are clearly reflected in the distribution of the Anglicisms in certain sections of the papers. Especially in the fields of international politics and economy/finance the quality paper *Die Presse* shows a high percentage of English borrowings while the other papers examined do not (Viereck, Viereck & Winter 1979: 314-317). It is consequently expected that *Der Standard* will also show a high number of Anglicisms in these sections while this is not true for *Österreich*.

Another assumption is that the field of sports will show a high frequency because, as has already been outlined, this is an area where German, especially the Austrian variety has been influenced greatly. The field of sports is related to a number of specialist terms, e.g. *Foul*, *Football*, *Golf*, *Handicap*, *Tennis* (Yang 1990: 32).

Other sections of the newspaper in which the English influence is extremely apparent are film and theatre reviews (Carstensen 1965: 22). Related areas are other fields of entertainment (comments on TV or radio programmes, etc.) in which the author often tries to transfer some hint of the English-speaking world (Pfitzner 1978: 43).

It is therefore assumed that the number of Anglicisms will be high in the sections business and international news in *Der Standard* and in those on sports and entertainment in *Österreich* as these areas are the respective focuses of the newspapers.

H4: The more emphasis a newspaper puts on a section in terms of extent and focus, the more Anglicisms are found in it. Consequently *Der Standard* uses most Anglicisms in the sections on business and international news while *Österreich* uses most in sports and entertainment.

The basis of the fifth hypothesis (H5) are the types of Anglicisms which are used. As far as word class is concerned there is again a high degree of agreement among linguists as it is

mainly Anglicisms in the form of nouns which are used in newspapers. Viereck (1980a: 229) for example lists that 91.2% of her examined words are nouns, followed by 6.9% of adjectives and 0.8% of verbs. This dominant position of nouns is further confirmed by Yang (1990: 28-30). He explains this is so because most of the borrowed words refer to new technologies, inventions and new objects which have their origin in English-speaking countries, mainly America, and which often do not have a German equivalent (Yang 1990: 28-30).

As far as the frequency of adjectives and verbs is considered Yang came to a different result from Viereck (1980a: 229) and Fink (1970: 461) because he detected more verbs than adjectives (Yang 1990: 28-30). While the first rank for nouns is clear the further distribution of word class will be an interesting outcome of the present research. However as Viereck and Fink looked at newspapers and Yang at a magazine it can be assumed that it is rather the adjectives which come second in the present study.

As nouns have clearly been confirmed as the main word class in all studies and types of newspapers H5 is valid for both *Der Standard* and *Österreich*. The frequency of Anglicisms and within this number the frequency of nouns are put into direct relation. The other word classes are not part of the hypothesis.

H5: The higher the number of Anglicisms, the more nouns will be found in them.

For the last hypothesis (H6) which aims to find out whether English terms are used on the front page of the press in order to attract the reader, no direct reference could be found in the examined literature on Anglicisms in newspapers. It is purely an assumption based on the theoretical information of the layout of a paper which is intended to attract the reader. As has already been indicated in the theoretical part, tabloids use several strategies to attract readers, e.g. through special vocabulary and the layout of the front page (Burger 1990: 99; Schaffer 1995: 28).

Therefore the more freely-formulated and less theoretically-based hypothesis which puts the usage of Anglicisms and the attraction of the readers into perspective was drafted in the following way:

H6: If Anglicisms are found on the front pages of a newspaper, then it can be concluded that the English borrowings are in general used in order to attract the attention of the readers.

The basis of the term Anglicism which is mentioned in all the hypotheses is the one already indicated, namely words which are listed as Anglicisms in German in the *Dictionary of European Anglicisms*.

9. Selected newspapers

The two newspapers which are the objects of research will now be described in terms of their history, content and readership. It has to be noted that, because *Österreich* was only first published in September 2006 no literature is available on it yet. Therefore reliable internet sources have been drawn upon in order to gather some information on Austria's latest daily newspaper.

9.1. *Der Standard*

The quality newspaper which was founded by Oscar Bronner (founder of the magazines *Profil* and *Trend*) was first published on October 19th 1988. *Der Standard* was then the first start-up of a daily newspaper in Austria for 16 years and fifty per cent of it was owned by the German publishing company *Axel Springer*. The newspaper was initially only planned as a paper for delivering political and economic information on trading days but because of the high demand it soon turned into a “full-value” newspaper (Geretschläger 1997: 45).

With regard to content the newspaper, which was and still is printed on salmon-pink paper, then tried to enforce its position through branching out into regional news and also more culture and sports as well as through the introduction of new supplements (Geretschläger 1997: 48). Even in the first few years *Der Standard* has established itself as a newspaper for above-average young and well-funded readers.

In 1995 *Der Standard* started its internet presence and thereby was the first German-speaking daily newspaper in the World Wide Web. In the same year the German publishing company *Axel Springer* drew back from the ownership and Oscar Bronner took over the share himself until December 1998 when the publishing company *Der Süddeutsche Verlag* took 49 per cent of the shares in the newspaper. In 2000 the paper established a page called *Netbusiness* in the daily business section in order to react to the rapidly increasing economic importance of the IT-branch. In 2007 Alexandra Förderl-Schmid took over the chief editorship and she still holds the office today (<http://derstandarddigital.at/1113535/Geschichte-des-STANDARD>, 18 Octo-

ber 2010). The newspaper also operates in several of Austria's provinces with separate editions and its own editorial offer (Seethaler & Melischek 2006: 354-355).

The editorial policy of the newspaper is described in the following way:

DER STANDARD tritt ein für die Wahrung und Förderung der parlamentarischen Demokratie und der republikanisch-politischen Kultur. Für rechtsstaatliche Ziele bei Ablehnung von politischem Extremismus und Totalitarismus. Für die Stärkung der wirtschaftlichen Wettbewerbsfähigkeit des Landes nach den Prinzipien einer sozialen Marktwirtschaft. Für Toleranz gegenüber allen ethnischen und religiösen Gemeinschaften. Für die Gleichberechtigung aller Staatsbürger und aller Bundesländer der Republik Österreich.

It is further stated that *Der Standard* detaches report and commentary, evaluates events and leaves its readers the necessary margin for their own opinion. The paper thus supports what is, at the same time, its aim: to win a responsible readership (<http://derstandarddigital.at/1113512/Blattphilosophie>, 18 October 2010).

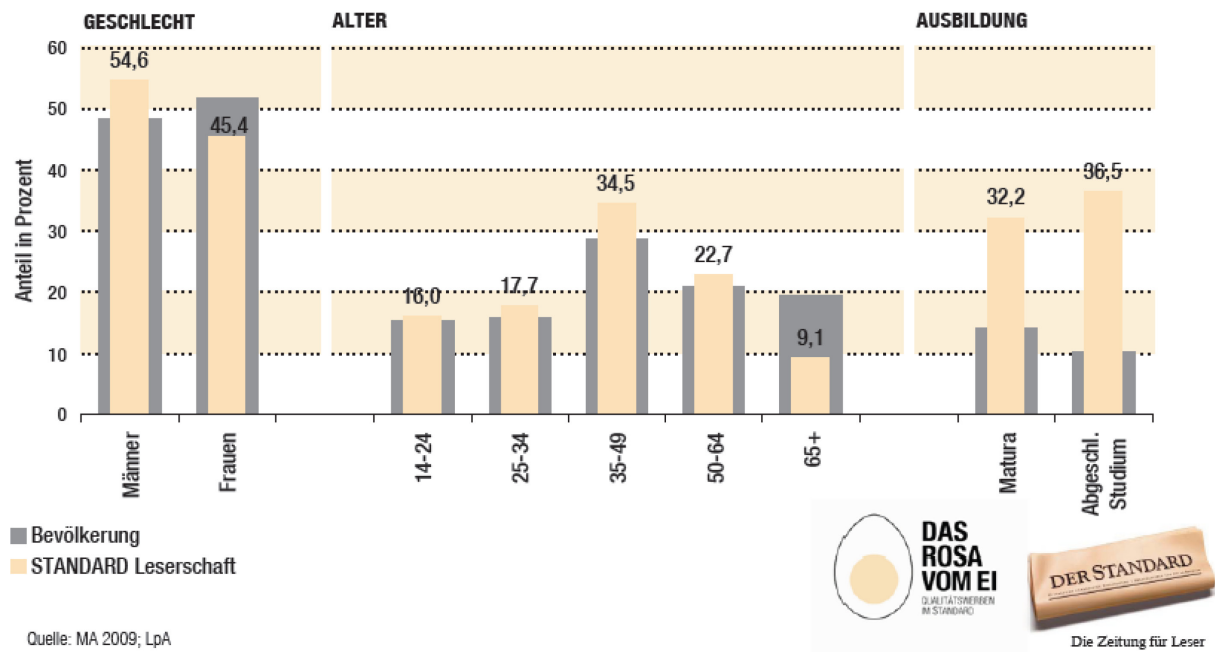
The paper is said to be written for readers who want top quality information and who want to make manifold use of the newspaper. *Der Standard* especially prides itself on the interviews in the area of national politics, the first-hand reportages from locations all over the world, its coverage of finance and business, the comprehensive culture feuilleton, its own but also guest commentaries, the daily *Szenario* which contains programme announcements and moreover sport reporters who are said to work on their topic "with infinite love and critical care" (<http://derstandarddigital.at/1113516/Redaktion>, 18 October 2010).

According to the "Media Analyse 2009" (www.media-analyse.at) which contains data from the second half-year 2009 and the first half-year 2010 *Der Standard* has a circulation of 394.000 daily readers which makes a national media penetration of 5.6%. The quality paper is mainly read by men (54.6%) and has most readers in the age group of 35-49 years. Among the readers 20.1% are policy makers. 32.2% of the readers have a Higher School Certificate and 36.5% hold a university degree. This information on the readership of *Der Standard* is outlined in the following figure (http://images.derstandard.at/2010/06/02/Allgemeine_Praesentation_100528.pdf, 18 October 2010):

Figure 4 The readership of *Der Standard*

Das Profil der STANDARD Leserinnen und Leser

Strukturwerte in Prozent

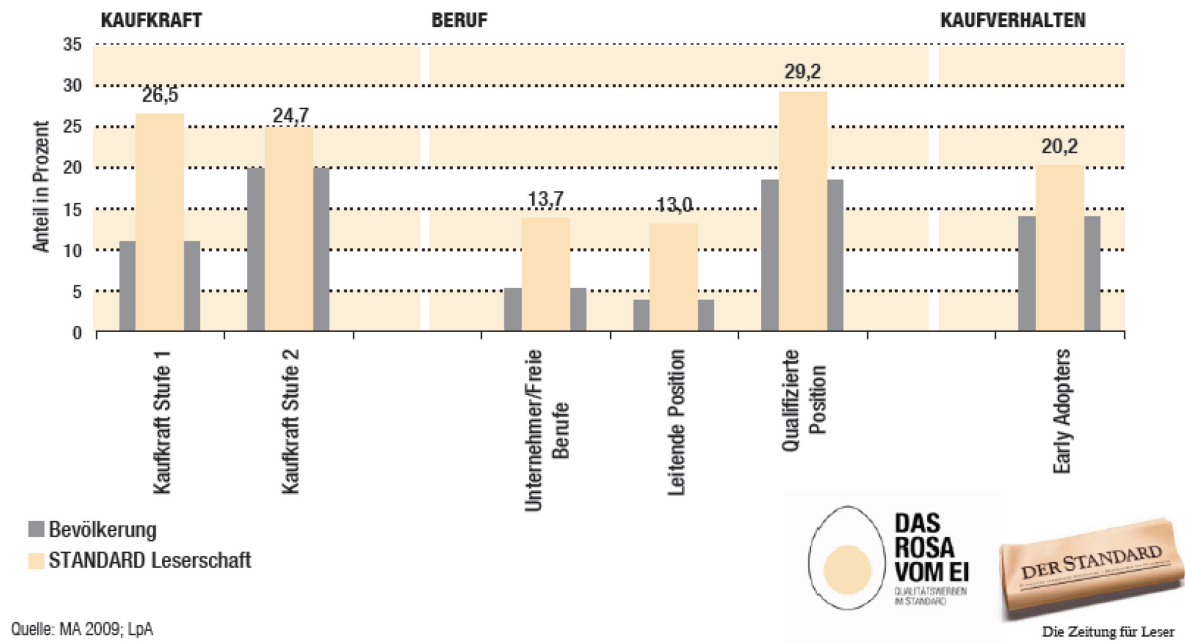


Der Standard prides itself on the fact that Austria's leading economic representatives trust its information and that, especially amongst those who hold a university degree, it is the most popular quality newspaper (<http://images.derstandard.at/2010/05/11/vorsprung.pdf>, 19 October 2010). The readers of the newspaper are moreover characterised through their spending power and through the leading positions they work in, as in shown in figure 5 (http://images.derstandard.at/2010/06/02/Allgemeine_Praesentation_100528.pdf, 18 October 2010):

Figure 5 Profile of the readership of *Der Standard*

Das Profil der STANDARD Leserinnen und Leser

Strukturwerte in Prozent



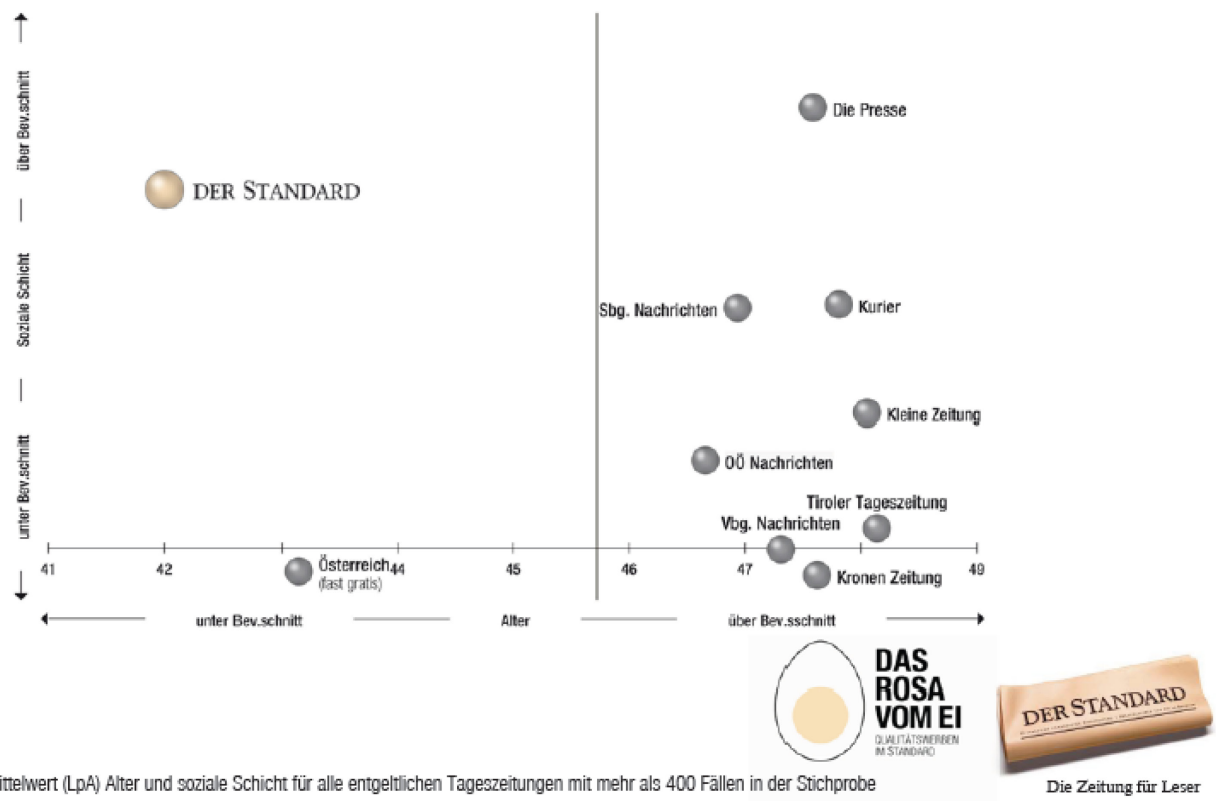
The following description of the readership is particularly interesting in the context of this study: “Mit einem Durchschnittsalter von 41,6 Jahren stellt der Standard nicht nur das jüngste Publikum der überregionalen Tagespresse, sondern schafft sogar das Kunststück, mehr als 20 Jahre nach seiner Gründung ein jüngeres Publikum an sich zu ziehen als *Österreich* unmittelbar nach seinem Markteintritt“ (<http://images.derstandard.at/2010/05/11/vorsprung.pdf>, 19 October 2010).

The positioning of the readership as regards age and social class not only for *Der Standard* but all Austrian daily newspapers is presented in figure 6 (http://images.derstandard.at/2010/06/02/Allgemeine_Praesentation_100528.pdf, 18 October 2010):

Figure 6 Age and social class of the readership of Austrian newspapers

Positionierung nach Alter und sozialer Schicht

Entwicklung von Durchschnittsalter und durchschnittlichem sozialem Status der Leserschaft



Quelle: MA 2009; Mittelwert (LpA) Alter und soziale Schicht für alle entgeltlichen Tageszeitungen mit mehr als 400 Fällen in der Stichprobe

9.2. Österreich

As has already been mentioned at the beginning of this chapter, *Österreich* is Austria's latest daily newspaper and was first published on September 1 2006. The publishers are Wolfgang Fellner, Uschi Fellner and Werner Schima (<http://www.oe24.at/service/impresum/Impresum-Tageszeitung-OeSTERREICH/1493318>, 19 October 2010).

The paper started off by combining four papers in one for the first time: firstly a national one which contained sections on politics, economy and sports and secondly a regional product

with separate editions for the provinces Vienna, Lower Austria und Upper Austria. The third part was made up by a glossy paper called *Life & Style* and another glossy paper, namely a television magazine (*TV & People*) constituted the fourth part of the new newspaper (http://www.ots.at/presseaussendung/OTS_20060901_OTS0027/erste-ausgabe-von-oesterreich-mit-224-seiten-und-550000-druckauflage, 19 October 2010).

Today this structure has already been slightly changed. The newspaper now consists of a regional paper for the respective province of Austria, a national paper with all topics from the areas of politics, economy, culture and sports and the so-called *Lifestyle-Extra* which focuses on fashion, health, family, society and television. The former sections *Life & Style* and *TV & People* were soon combined into this one section a few months after the start of the paper and it is not printed on glossy paper anymore, which originally was planned to be one of the distinct features of the new newspaper. Moreover it is not a supplement any more but included in the newspaper (<http://www.diemedien.at/das-buch/fellner-und-fellnerismus>, 19 October 2010).

The structure of *Österreich* already shows a different focus and emphasis in contrast to the other paper of the study. *Österreich* claims to score not only with competence and topicality in the classical newspaper sections but also with a large variety of topics. Whether it is health, lifestyle, cars or travelling; *Österreich* states to offer valuable information from all areas of life on a daily basis (http://www.oe24.at/wm_MA09-10.pdf/5.061.887, 19 October 2010). The newspaper also has an internet portal (www.oe24.at).

No disclosed editorial policy of the newspaper can be found, on the front page the paper simply describes itself as “Austria’s new daily newspaper. Independent. Nonpartisan”.

As a consequence of the “Media Analyse 2008/09” the tabloid already prided itself with the revival of the Austrian press market and as being the strongest new product in the national press market (http://www.ots.at/presseaussendung/OTS_20091001_OTS0310/media-analyse-0809-oesterreich-festigt-position-als-nummer-2-der-nationalen-tageszeitungen, 19 October 2010).

In the second half year of 2010 *Österreich* extended its print run by 43%, from 334,000 to 531,000 copies per day. This puts it in second place following the *Kronenzeitung* which prints 1,027,420 copies at the moment (www.oe24.at/wm_folder_auflagene_410481a.pdf/1.621.935, 19 October 2010).

In the latest “Media Analyse” (second half of year 2009 and first half of year 2010) *Österreich* had a circulation of 9.3% and 660,000 readers. The paper has more male than female readers (10.2% and 8.4% respectively) (<http://money.oe24.at/money/Topbusiness/Krone-faellt-unter-40-Prozent/4171118>, 19 October 2010).

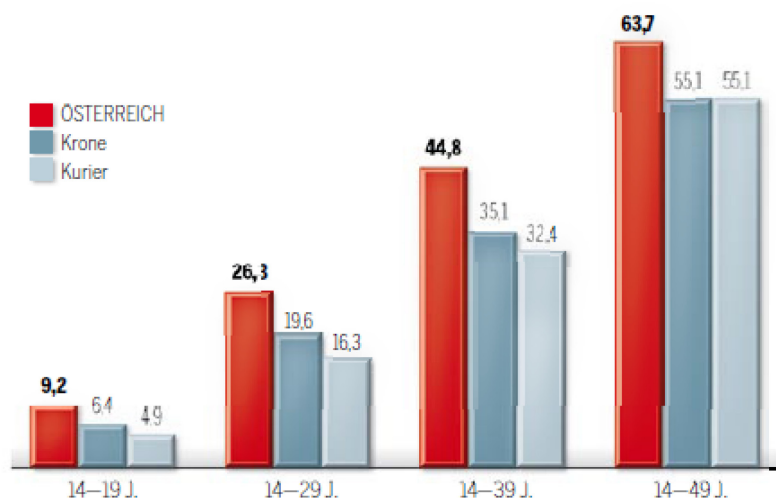
Some social information about the readers of *Österreich* can be drawn from figure 6. Moreover it is stated that 63.7% of the readers are younger than 50, which is illustrated in diagram 5. It is moreover announced that *Österreich* has its highest number of readers in Vienna and that it mainly attracts a young, urban readership. (http://www.oe24.at/wienFOLDER_424011a.pdf/1.614.908, 19 October 2010). This characteristic is outlined in figure 7 (http://www.oe24.at/wm_MA09-10.pdf/5.061.887, 19 October 2010):

Figure 7 Readership of *Österreich* according to age

Junge LeserInnen schätzen ÖSTERREICH besonders

Altersstruktur ÖSTERREICH vs. Krone und Kurier (LpA TZ WE)

■ 44,8 % der ÖSTERREICH-Leser am Sonntag sind jünger als 40 Jahre



Österreich has raised controversy on a few occasions since its introduction, for example due to the fact that one edition of the newspaper had been written in advance last Christmas and as a consequence did not report on an important international event (<http://derstandard.at/1259282774172/Oesterreich-mehrere-Tage-vorproduziert>, 19 October 2010).

9.3. News sections

As has already been pointed out the frequency of Anglicisms in the individual departments of the paper is an essential part of the research. In the present chapter the different sections of the two newspapers and the way in which they are summed up for the study will be presented. As *Der Standard* and *Österreich* are not made up of the same sections it was necessary to com-

bine some of them in order to be able to carry out comparisons. The number of rubrics has been kept relatively small in order to make an overview possible.

The titles for the examined news departments have mainly been taken over from the common names in the newspapers.

Table 1 Newspaper sections used in the research

NAME OF SECTION	ORIGINAL TITLE(S) IN <i>DER STANDARD</i>	ORIGINAL TITLE(S) IN <i>ÖSTERREICH</i>
INTERNATIONAL	International, Ausland- sChronik	Die Welt
NATIONAL	Inland, Österreich-Chronik, Wien	Chronik, Wien,
NATIONAL POLITICS	Innenpolitik	Innenpolitik
TOPIC OF THE DAY	Thema	Thema des Tages
LEISURE & LIFESTLYE	Automobil, Kommunika- tion&Medien, TV	Life, Lifestyle, People, Wet- ter, TV
CULTURE	Kultur, Szenario, Kunstmarkt, Galerienspiegel	Kultur
SPORTS	Sport	Sport
BUSINESS	Wirtschaft, Finanzen & Märkte, NetBusiness	Wirtschaft, money.at
COMMENTARIES	Kommentar, Kommentar der anderen	Das sagt Österreich, Meinung, Kommentar, Leserbriefe

While some sections seem to be similar at least in name no direct similarities between *Der Standard* and *Österreich* could be detected as they devote different numbers of pages to the respective departments. The sections which fall under the category of *Leisure & Lifestyle* for example make up a big part of the content of *Österreich* while the issues *Lifestyle* and *People* are not even touched upon in the quality paper. Similarly a large part of the tabloid contains sports news while in *Der Standard* the focus lies on culture. The *Topic of the day* consists of different issues in *Österreich* which can be anything from politics to celebrity scandals and can be spread over up to ten pages while it is usually only about two pages in *Der Standard*

and is connected to the most important national or international political or business topics. Such differences between newspapers of different class have already been outlined in the theoretical part and will therefore not be referred to in any more detail but the difference in content should be kept in mind when regarding the results.

As far as the editions of the newspapers which have been used for the research are concerned, the edition of the first Thursday of every month was selected randomly from both *Der Standard* and *Österreich*. If that day happened to be a public holiday the next Thursday was chosen. The fact that the same day of the week was selected every month ensures the same content in terms of sections and therefore makes them directly comparable which is important not only for the overall result but also for the more specific analysis.

Extra supplements like e.g. *Gesponserte Kulturseiten* or *Uni Standard* which were sometimes published on the days of the research have not been integrated. Whenever various editions were available the articles which are based on Vienna and the evening editions of the newspapers have been chosen consistently.

In total 42 editions of each newspaper and all the articles contained in it have formed the object of this research.

10. Methodology

10.1. *Linguistic analysis*

The very basic kind of method which was used for carrying out the analysis is a text analysis which is an empirical method for data collection. Over the last few years computer-assisted analyses have become more and more popular due to suitable software (Atteslander 2006: 181).

While content analysis makes up the larger part of text analysis, the method which was applied in this case is language analysis. As the terms suggest it is here the usage of language which is important and not its content. Language analysis can either focus on a database or on linguistics. While information retrieval is the aim of the first method the linguistic approaches are applications like lexicography or lemmatising (the restoring of strings to their basic form, e.g. *gegangen* to *gehen*) of words. All these approaches can be carried out assisted by a computer-(Atteslander 2006: 181).

While the decision for such an IT-supported linguistic text analysis, which mainly focuses on quantitative results, was an obvious one, as it is more or less the only one applicable it was more difficult to decide how exactly it should be carried out. With the realisation that it would be impossible to filter out the Anglicisms from word lists of the newspaper content and characterise them through an Anglicism-dictionary by hand in a data volume like the present, it was decided to turn the procedure around. Therefore the most recent dictionary of Anglicisms, namely Manfred Görlach's *Dictionary of European Anglicisms (DEA)*, was used as a point of reference. All the terms which are referred to in this dictionary as being Anglicisms in German, making a total of 2,622 words, were put in a list. All the articles of the newspaper were put together in different files (for example monthly or separated according to newspaper sections) and those were transcribed into the computer programme *Wordsmith Tools* which then created wordlists. Through a comparison of these wordlists and the Anglicism-wordlist which showed the numbers of matches between the lists it was possible to show how many Anglicisms were used in the respective files.

The disadvantage of this method clearly is that some, particularly more recent Anglicisms are not included in the research as the latest edition of the *DEA* was published in 2005. It is part of the character of a dictionary, especially an Anglicism-dictionary that it ages quickly. Duckworth (1979: 219) states: „Es kann nicht nachdrücklich genug betont werden, dass die einfache Tatsache, dass ein Wort in keinem Wörterbuch aufgeführt ist, noch kein Beweis dafür ist, dass es nicht existiert. Neue Wörter werden oft sehr lange schon in einer Sprache gebraucht, ehe sie in Wörterbücher aufgenommen werden“. Due to the usage of the dictionary-forms of the words no variations are included. Another frequent occurrence of Anglicisms, namely (mixed) compounds are also not considered in the result if they are not listed in the *DEA*. However no study or analysis is able to give a total overview of all Anglicisms which are used in German: “[...] vergebliches Unterfangen, versuchen zu wollen, *alle* in das Deutsche eingedrungenen Amerikanismen festzustellen und aufzuführen. Selbst alle in die Presse oder gar nur in die Tageszeitung im Laufe der Zeit aufgenommenen AE-Ausdrücke sind nicht mehr erfassbar“ (Fink 1970: 4). This of course does not only hold true for Americanisms but for Anglicisms in general.

On the other hand the selected method also has many advantages. Firstly the fact that the most recent dictionary of Anglicisms was chosen can lead to the assumption that the most important and most frequently occurring English borrowings which are used in German can be found in it. The dictionary is also a reliable source for the evidence of English borrowings. Besides in the search for foreign words by hand terms are easily skipped due to the fact that one's attention sometimes wanders when looking at large amounts of text, which makes the use of a computer programme very helpful and more reliable (Engels 1977: 167). It is also the best method to detect frequency increment. Besides a computer programme brings the following advantages with it: quick reading, the assurance of objective reviewing and the exact quantification of the sample size through electronically counting words (Plümer 2000: 101).

As a consequence the method selected seems to be the most appropriate one for the intended project. In this context it has to be noted that the use of a computer programme does not mean that no manual work was done as the programme, for example, does not classify the terms found according to word class. Viereck (1986: 121) also emphasises that “a computer programme to register Anglicisms – including new ones – in German automatically has yet to be

written”. In short the project is realised through both a computer-based and in certain parts a manual analysis which deliver a quantitative study of the occurrence of Anglicisms and a qualitative interpretation of it.

Two layers which are relevant for the occurrence of Anglicisms and shall therefore briefly be outlined here, are the type-number and token-number. The number of types indicates how many different Anglicisms have been detected in the sample size while the number of tokens expresses how many Anglicisms have been found in total. Especially with regard to the invasion and the integration of Anglicisms in the languages analysed it is important to note whether the same Anglicism is found five times in a sample or whether five different Anglicisms are found. Through the division of the number of tokens through the number of types found the average usage frequency of the found Anglicisms is determined, which can be regarded as an indicator for their integration into the respective language (Plümer 2000: 101-104).

10.2. Dictionary of European Anglicisms

As indicated in the first part of this chapter it was decided to regard only those terms as Anglicisms which are registered in the *Dictionary of European Anglicisms* by Manfred Görlach. The publication contains the full data on the presence and style value of some 4,000 items which are used in one or several sixteen European languages (Görlach 2002: 1).

These languages come from the following language families:

- Germanic (Icelandic, Norwegian, Dutch and German),
- Romance (French, Spanish, Italian and Rumanian),
- Slavic (Russian, Polish, Croatian and Bulgarian) and
- four other languages (Finnish, Hungarian, Albanian and Greek).

All types of calques or other substitutions are not included as entries in the dictionary and loan translations are only listed if there is an entry for the English word. The entries in the

DEA are classified according to their degree of acceptability and currency. These are combined with features of phonological and morphological integration by numbers from 0 to 5 (Busse 2004: 197).

11. Results

In this chapter the outcomes of the study will only be presented in basic and quantitative terms as their interpretation will follow in the next chapter.

11.1. General numbers

The examination of 42 issues of the quality newspaper *Der Standard* involved 4,915 files in total. While a file is equivalent to an article it has to be underlined that every text separately counts as a file, so short news columns or reports count as an article too. Such shorter pieces of text are particularly frequent in *Österreich*.

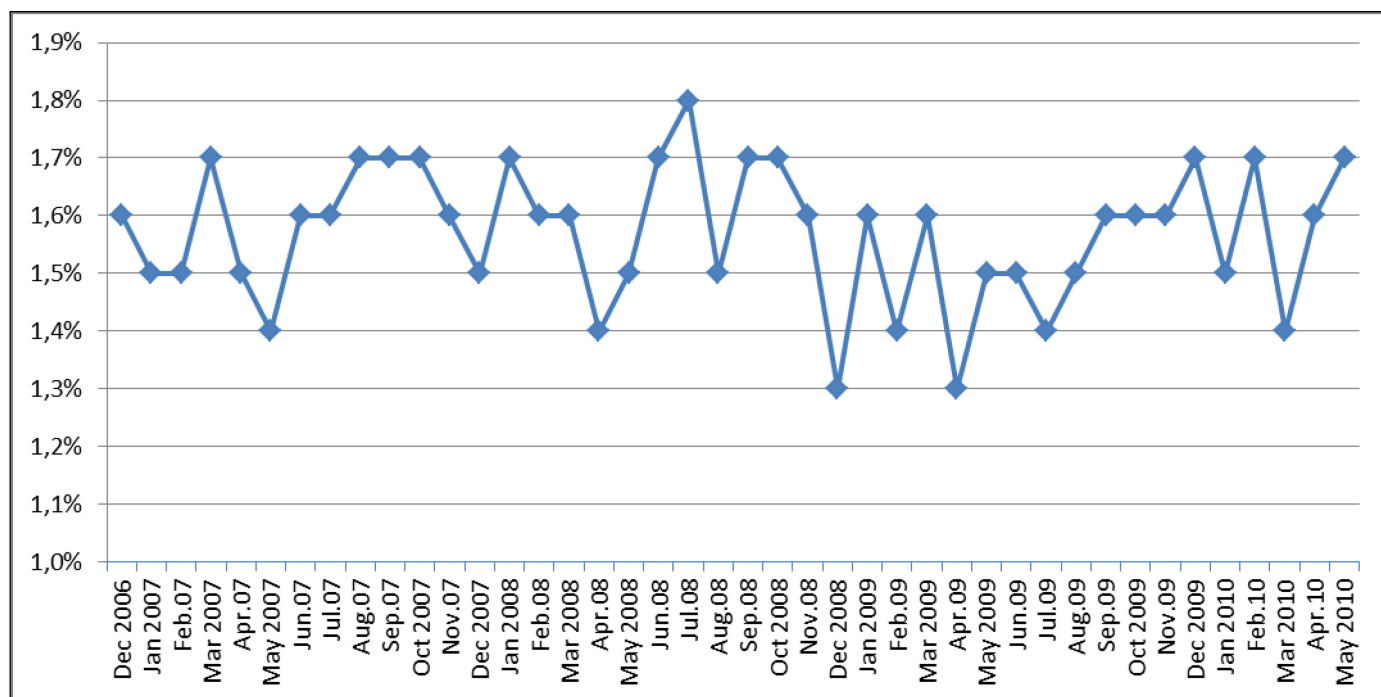
The total number of words in *Der Standard* from 2006 to 2010 came to 117,335. 950 of them are matches (types), so Anglicisms recorded in the *DEA*. That makes 0.8% of the total words. In the context of tokens it is 1%. These findings are illustrated in the following table. The average usage frequency of the Anglicisms found is 16.

Table 2 General numbers of *Der Standard*

DER STANDARD	WORDS (types-tokens)	ANGLICISMS (types)	ANGLICISMS (tokens)	AVERAGE USAGE FREQUENCY
.	117,335/ 1,572,164	950 (0.8% of words)	15,134 (1% of words)	16

A more detailed description of the distribution of the Anglicisms in the 42 months which were examined is presented in figure 8. The highest number of Anglicisms was found in June 2008 (1.8%), the lowest in December 2008 and April 2009 (1.3%). The numbers of Anglicisms in the period of analysis is therefore relatively stable and the highest fluctuation is 0.5%. This, on the other hand, means that in the period between December 2006 and May 2010 there was no detectable constant increase in the numbers of Anglicisms. The number in May 2010 (1.7%) is the same as in one of the first months examined, namely March 2007. For easier reference these results are based on the numbers of types.

Figure 8 Percentage of Anglicisms in *Der Standard*



The key numbers of *Österreich* look like this:

Table 3 General numbers of *Österreich*

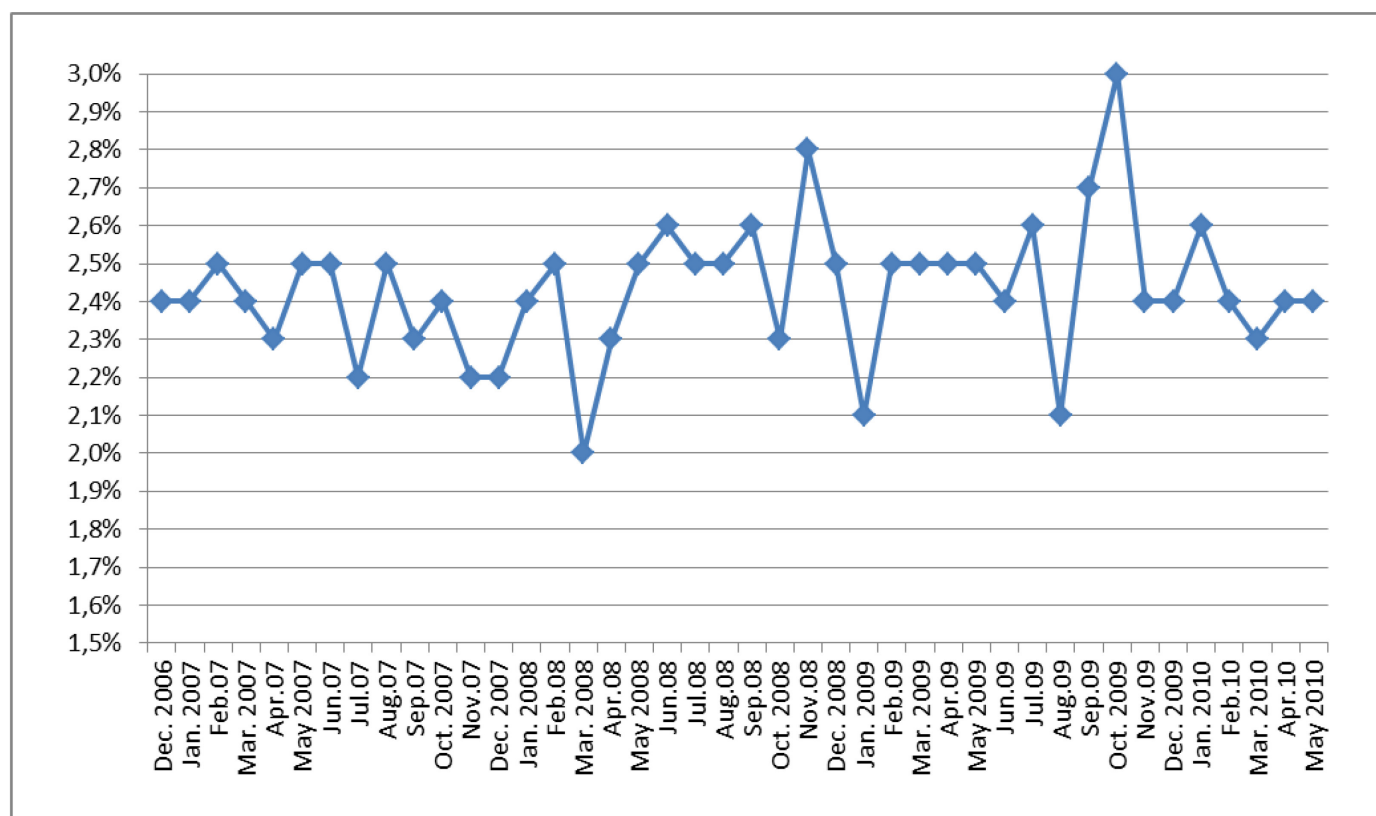
ÖSTERREICH	WORDS (types-tokens)	ANGLICISMS (types)	ANGLICISMS (tokens)	AVERAGE USAGE FREQUENCY
	76,804/ 1,018,578	829 (1.1 % of words)	18,395 (1.8% of words)	22

These results are based on 3,499 files which contain 76,804 words as types and 1,018,578 words as tokens respectively. 1.1% of the types are Anglicisms while they constitute 1.8% of the tokens. It is obvious that the tabloid paper does have less content in terms of files and words than *Der Standard* but a higher frequency of Anglicisms. The Anglicism which were found are on an average used 22 times.

The distribution of the Anglicisms in the 42 months which were examined is presented in figure 9. In *Österreich* the highest number of English borrowings, namely 3% were found in October 2009 while the lowest number occurred in March 2008 with 2%. This means that at 1% the fluctuation of Anglicisms is higher here than in *Der Standard*. However in the tabloid paper there was neither a constant increase in the numbers between December 2006 and May 2010, which is made very clear by the fact that the percentage in the last month examined, May 2010, is the same as in the first month which was December 2006 at 2.4%.

As this circumstance is similar to the development in *Der Standard* the assumption can be drawn that the period of analysis is too short to point out an increase in the usage of Anglicisms and a time-span of at least 10 years would be needed for such a confirmation.

Figure 9 Percentage of Anglicisms in *Österreich*



It has to be emphasized at this point that the numbers given above do not represent the actual number of Anglicisms in the two newspapers as they do not embrace all kinds and types of

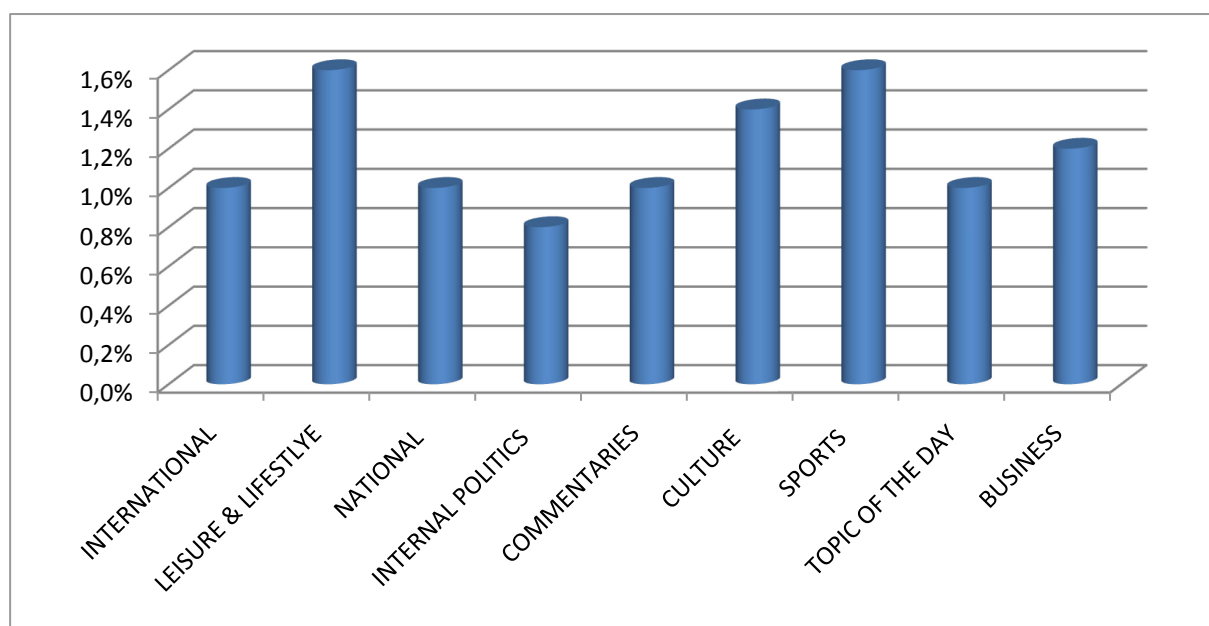
English borrowings due to the classification which is used. The actual number of all types is therefore surely higher but the numbers are nevertheless an indication of the development.

11.2. Newspaper sections

11.2.1. Der Standard

The distribution of Anglicisms in the separate news departments of *Der Standard* between December 2006 and May 2010 brings the following results: the highest number of English borrowings, which make up 1.6% of the words used in this section, is used in both the sections “Leisure & Lifestyle” and “Sports”, followed by “Culture” (1.5%) and “Business” (1.2%). The least Anglicisms are used in the department of “Internal politics” with 0.8%. What is remarkable is the fact that the same amount of English terms, namely 1% of the words, is used in the departments “International”, “National”, “Commentaries” and “Topic of the Day” as those sections do contain rather diverse content. It is especially interesting that the reports on international politics and events and that on national non-political news are both in this category, whereas it would be assumed that the news about international topics would contain more Anglicisms than that of national events. On the other hand this usage of the same amount of Anglicisms could also lead to the assumption that there is a fixed and stable vocabulary which is frequently used in *Der Standard* independent of content.

Figure 10 Distribution of Anglicisms in news departments of *Der Standard*

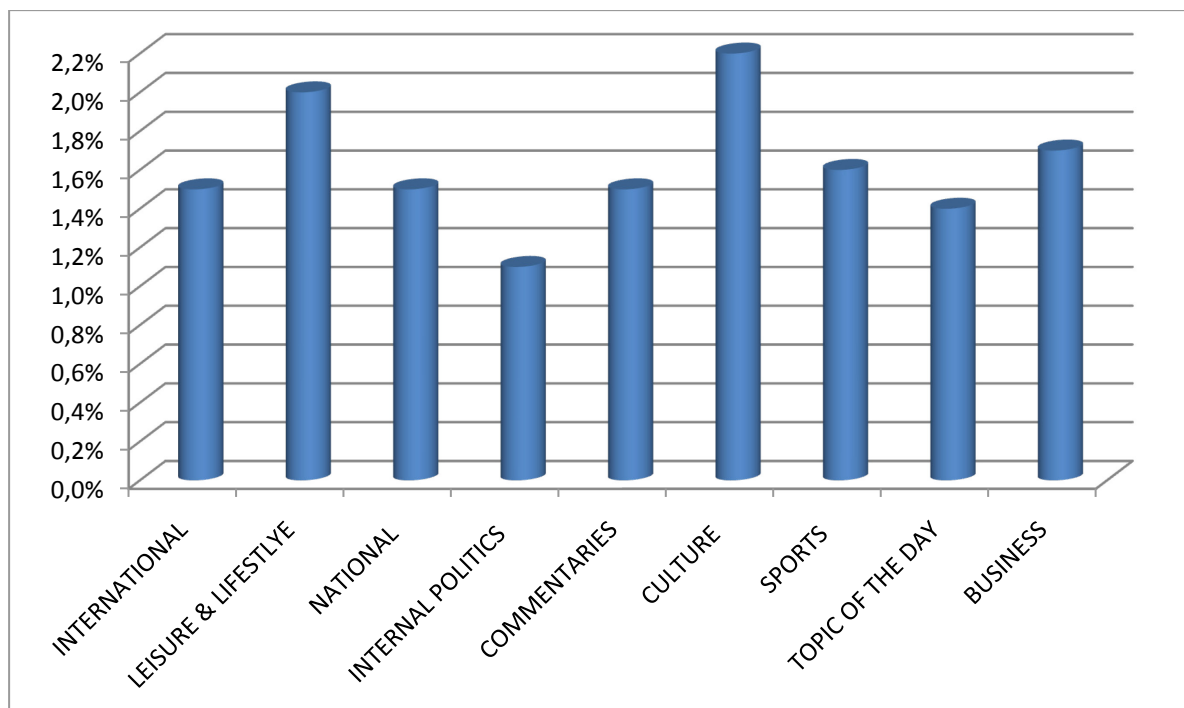


11.2.2. Österreich

The distribution of Anglicisms in the news departments of the tabloid newspaper *Österreich* lists the section “Culture” as the one which uses most Anglicisms (2.2% of all the words used). The department “Leisure & Lifestyle” comes second (2% of Anglicisms), followed by “Business” (1.7%). The lowest number of English borrowings occurs in the section on internal politics (1.1%).

Here similarities in terms of newspaper sections are visible between the two newspapers. Another similarity which *Österreich* shares with *Der Standard* is that the same percentage of English terms was found in the sections “International”, “National” and “Commentaries” with 1.5%, followed closely by “Topic of the Day” (1.4%).

Figure 11 Distribution of Anglicisms in news departments of *Österreich*



All the numbers again refer to types and as a result, the assumption that Anglicisms are used more in some sections of the newspaper than in others can clearly be confirmed.

11.3. Classification of Anglicisms

This chapter first looks at the word class of Anglicisms in both newspapers followed by a closer look at the twenty words which were used most often in *Der Standard* and *Österreich* respectively. These will be described according to their year of entrance into German and their degree of acceptance as defined in the *Dictionary of European Anglicisms*.

In the course of doing so some words which have the same spelling but a different meaning in German had to be removed from the list of words as it was obvious that they are not used as an Anglicism. *In* and *Standard* were for example the two most recurring terms in *Der Standard*. By checking their concordances, which is also possible in the programme *Wordsmith Tools*, the assumption that *in* is nowhere used in the sense of ‘in fashion, season, or office’ (DEA 2005: 161) but rather as a preposition and *Standard* does not refer to ‘an object or quality or measure serving as a basis or example’ or ‘average quality’ (DEA 2005: 303) but to the title of the newspaper, have been confirmed. Therefore such words have been indicated with

an * in the word list and are not included in the detailed analysis of words. As the number of such non-Anglicisms is low in both *Der Standard* (13 terms) and *Österreich* (9 terms) this exclusion did not change the percentages of Anglicisms already described.

11.3.1. Der Standard

As far as word class is concerned the quality newspaper shows a clear dominance of nouns which constitute 91.5% of all found Anglicisms. The second category are adjectives and adverbs, followed by verbs. Only a small part is made up of the group called “mixed”, those are terms which keep the same form in two categories, e.g. noun and adjective or verb and noun, and interjections.

Table 4 Word classes of Anglicisms in *Der Standard*

<i>DER STANDARD</i>	NOUN	ADJECTIVE/ ADVERB	VERB	MIXED	INTERJECTION
	91.5%	5.6%	1.6%	0.6%	0.6%

The twenty words which have the highest frequency in *Der Standard* and their basic features are outlined in the following table:

Table 5 Most-used words in *Der Standard*

	ANGLICISM	FRE- QUENCY	WORD CLASS	YEAR OF ENTRANCE	DEGREE OF ACCEPT.
*1	IN				
*2	STANDARD				
3	TV	934	Noun (abbrev- iation)	1980s	Not (or no longer) recog- nized as Eng- lish; English origin can only be established

					etymologically, usage restriction: journalese
4	SPORT	821	Noun	1820s	See 3
5	DOLLAR	773	Noun	19c	1)Word is known but is a foreignism: used only in British or American context; 2)word is fully accepted and found in many styles and registers, but still marked as English in spelling, pronunciation, or morphology
6	FILM	488	Noun	End 19c	See 3
*7	PRO				
8	INTERNET	285	Noun	1990s	Restricted use: technical (used only in specialist vocabularies)
*9	BUSH				
*10	STAND				
11	INTERVIEW	220	Noun	End 19c	word is fully accepted and found in many styles and registers, but still marked as English in spelling, pronunciation, or morphology
12	VAN	202	Noun	1990s	Restricted use: 1)technical; 2) modish, modern
*13	CB				

14	CHANCE	181	Noun	18/19c French	Word is identical or nearly identical to an indigenous item in the receptor language, so that the borrowing takes the form of a semantic loan only; word comes from a source other than English – French
15	PARTNER	177	Noun	beg 19c; 1970s	see 3
16	MANAGER	163	Noun	Beg 20c	See 11
17	TEAM	160	Noun	Beg 20c; 1960s	See 11
18	JOB	159	Noun	1940s	See 11
19	BAND	148	Noun	1940s	See 11
20	START	127	Noun	Beg 20c	See 3

The dominance of nouns is also visible in the 20 terms with the highest frequency as they are all nouns. The comparison of the introduction date of the words shows that only three words have entered the German language in the last thirty years and that all the others have been in the language for a long time. This result is also displayed in the fact that most of the borrowings are fully accepted or even no longer recognised as being a foreign word.

Unfortunately the number of words which are not used in the form of an Anglicism is rather high amongst the 20 most used words, which can be connected to the fact that the more often a word is used the more likely it is to be used in another or more than one sense (*Band* is apart from a few cases mostly in the English sense). Five of the terms (*in*, *Standard*, *pro*, *stand*, *CB*) are used in their German meaning while *Bush* refers to the former American president and is therefore not included as it, too, is not used in its meaning as an Anglicism. However the remaining terms give a good indication of what kinds of words are (especially) used in *Der Standard*.

11.3.2. Österreich

With a percentage of 92.7 the tabloid paper also confirms the dominance of nouns in its analysis of word classes. Just as in *Der Standard*, adjectives and adverbs come second, followed by verbs, interjections and the group of “mixed” words.

Table 6 Word classes of Anglicisms in Österreich

ÖSTERREICH	NOUN	ADJECTIVE/ ADVERB	VERB	MIXED	INTERJECTION
	92.7%	5.9%	0.6%	0.2%	0.5%

Table 7 Most-used words in Österreich

	ANGLICISM	FREQUENCY	WORD CLASS	YEAR OF ENTRANCE	DEGREE OF ACCEPTANCE
*1	IN				
2	TRAINER	571	noun	Mid 19c	Word is fully accepted and found in many styles and registers, but still marked as English in spelling, pronunciation, or morphology
3	TV	548	noun	1980s	Not (or no longer) recognized as English; English origin can only be established etymologically, usage restriction: journalese

4	TOP	512	Noun/ adjective	1970s	1)Restricted use: technical; 2)see 3
5	TEAM	494	noun	Beg 20c; 1960s	See 2
6	STAR	484	noun	End 19c	See 2
*7	PRO				
8	SHOW	341	noun	End 19c/mid 20c	1)see 2; 2)restricted use: youth
9	BOSS	322	noun	Beg 20c	1)see 3, 2)pejorative
10	LIVE	318	adjective	1950s	See 2
11	INTER- VIEW	287	noun	End 19c	See 2
12	FILM	251	noun	End 19c	See 3
13	CHANCE	247	noun	18/19c French	Word is identical or nearly identical to an indigenous item in the receptor language, so that the borrowing takes the form of a semantic loan only; word comes from a source other than English – French
14	DOLLAR	245	noun	19c	Word is known but is a foreign- ism: used only with reference to British or American context; word is fully accepted and found in many styles and registers, but still marked as English in spelling,

					pronunciation, or morphology
15	CUP	232	noun	Beg 20c; 1960s	Restricted usage: technical
*16	STAND				
17	COACH	226	Noun	End 19c	Restricted use: 1)technical, 2)colloquial
18	SPORT	221	Noun	1820s	See 3
19	TRAINING	217	Noun	Mid 19c	See 2
20	START	212	Noun	Beg 20c	See 3

The outline of the 20 most frequently used Anglicisms confirms the fact that they are for the most part nouns, as only one adjective and one “mixed” term can be found amongst them. As regards the recency of the words, only one term which entered German in the last 30 years was detected. As in *Der Standard* most Anglicisms which occur very often in *Österreich* are also either fully accepted or not recognised as English terms any more. Three of the 20 terms (*in, pro, stand*) have been ignored in the analysis because they are not used in their English but in their German meaning. These three words were also amongst the ones which could be found in *Der Standard*.

As far as the actual words which are frequently used are concerned there are some overlaps between the two newspapers. These will however be further discussed in the interpretation of the outcome.

11.4. Front pages

The last and shortest point in the section of results focuses on the usage of Anglicisms in an eye-catching function, in more detail the title page of the two publications. In *Der Standard* Anglicisms make up 1% of the words (types) used on front pages, this being a number which is in accordance with the sections of the newspaper where the frequency lies between 0.8% and 1.6%.

In *Österreich*, however, the figure is much higher. Here 3.5% of the words which occur on the title pages are Anglicisms. This is higher than the percentage of English terms in any of the sections of the newspaper. The highest number in this context is 2.2% thus the frequency on the front page is significantly higher and makes this result striking.

12. Interpretation

The results which have just been outlined in quantitative terms will now be interpreted. Firstly a subchapter is devoted to each of the newspapers examined where the peculiarities of the respective paper in the usage of Anglicisms will be outlined. Then the newspapers will be contrasted and the most distinctive similarities and differences will be discussed. The chapter finishes with a concluding look at the hypotheses which have been set up for the research.

As no similar works have been carried out on the newspapers *Der Standard* and *Österreich*, so far no direct comparisons to other works can be drawn in the interpretation. However the results will certainly be considered and discussed with relation to the theoretical background, and similar results and the conclusions will be based on them.

12.1. The usage of Anglicisms in Der Standard

Before we progress to the most striking and interesting results in the usage of Anglicisms in this quality paper some general features will be outlined. As far as the general layout of *Der Standard* is concerned the following usage of English terms was detected: Firstly there is a small column which is called *Watch List* and describes films, concerts and art exhibitions. In a similar way the so-called *Switch List* in the TV and radio department is used for the same purpose for radio and TV programmes. In the business section the reader finds information on the *Net Business*. The reason for using an English term here can be assumed to lie in the fact that English is the language of the IT branch. Moreover the old Anglicism *sport* is not surprisingly used for naming the associated section. Apart from those few instances no English terminology could be found in the general layout of the broadsheet.

The percentage of English loan words which are listed in the *Dictionary of European Anglicisms* and occur in *Der Standard* is 0.8% in terms of types and 1% in terms of tokens. These percentages are not only lower than those of *Österreich* but can generally be classified as being very low. This result is further confirmed by the circumstance that there is only one Anglicism in every 103 words used in *Der Standard* (in terms of tokens).

What should also be noted is that the development in the usage of English terms over the 42 months examined is very consistent with no extraordinary highs or lows. Besides, the fact that an Anglicism is on average used 16 times does indicate a great integrity of the terms which can be related to the educational function of the quality press already discussed which has to do with the style adopted.

With regard to the sections of *Der Standard* most Anglicisms are used in “leisure & lifestyle” and “sports”. The latter is a logical conclusion if one considers that the number of Anglicisms is very high in this field, particularly in Austria, and that the terminology is rather old. The Anglicisms *sport* itself and *team*, which is not only but also used in the field, are even amongst the 20 most frequently used ones. The usage of Anglicisms in this section is most likely not a conscious but simply a common decision.

The fact that the section “leisure & lifestyle” comes first is rather surprising in the context considering that it is a small section in *Der Standard*. However the sections which are contained in it, namely “car”, “TV” and “communication & science”, make it possible to draw some conclusions because especially the last-mentioned news department is regarded as one of the areas where English has great influence on the terminology as was described in the theoretical part. The section “leisure & lifestyle” is also well represented in the 20 most-frequently used English terms: *TV* is the most frequently used Anglicism and this is probably because no German abbreviation is available for it and because the term is so frequently used that it is not recognized as being of English origin (anymore). Other related terms which are amongst the most often used are *film*, *Internet* and *interview*.

“Culture” and “business” come next in the distribution of Anglicisms in the different news sections. This result can firstly be related to the fact that these areas are in general very open to English because of international relations and the universal terminology in those fields. Secondly, and as a result, *Der Standard* therefore surely uses Anglicisms in order to illustrate its standing as a quality paper for an educated readership by using the adequate terms in those sections, which are two of the most important in the paper.

The fact that the same amount of English borrowings is used in the sections “international”, “national”, “commentaries” and “topic of the day” indicates that there seems to be no special English terminology for these areas and also no preference for using them in this field but that there is rather a general stock of Anglicisms which can be applied in diverse areas.

The outcome that the lowest number of English terms is found in the section on internal politics is unsurprising and can be assumed to be mainly connected to the national context, where there are hardly any English terms.

With regard to the types of words used the dominance of nouns was confirmed just as in other works. The circumstance that most of them are either not recognised as being of English origin any more or are fully accepted can be related to the high average usage frequency.

However one should not forget that while the usage of language and consequently also of Anglicisms might be a conscious one in most cases, this is certainly not always the case due to the nature of the press organ and its topicality. Even when the borrowing of an English term is carried out with high accurateness, it could still be an isolated incident, thus the consistency of those Anglicisms is questionable. Secondly both quality and tabloid papers can be more or less under the influence of either German but also foreign (including English and American) press agencies, which can be responsible for the adoption of foreign terms (Fink 1970: 10-11). While the real reason for the usage of a certain term is of course not known it should be considered that its usage is usually not only related to the decision of the journalist but dependent on other influencing factors too. This is of course not only valid for *Der Standard* but also for *Österreich*.

When looking at the total word list of Anglicisms in *Der Standard* the emphasis on economic issues are clearly seen through the high frequency of words like *Budget, Management, Deal, Holding* etc. Moreover the word list shows that the most frequently used Anglicisms are common terms, and this fact is also represented in the 20 most frequently used words and many of the Anglicisms refer to technical terms, e.g. *Software, Mail, Computer*.

While the assumption that *Der Standard* demands more of its readers in terms of Anglicisms could not be confirmed in quantitative terms, it is harder to verify or falsify it with reference to quality as firstly a “qualitative Anglicism” would have to be defined. A look through the word list however shows that most of the terms can be regarded as being rather common but a few less familiar ones can be found amongst them, e.g. *Holding, handle, Counter*.

12.2. *The usage of Anglicisms in Österreich*

The tabloid paper shows a much higher frequency of English terms in its layout than *Der Standard* does. The following titles of sections or sub-sections could be found: *Politik-News*, *Welt-News*, *Top-News aus den Ländern*, *Heute live in Wien* (which interestingly does not refer to concerts but to events), *money.at – die tägliche Wirtschaftszeitung von Österreich*, *Wirtschafts-News*, *TV-Guide*, *Politik-Insider*, *Life&Style* which contains the section *People* and *Society-Insider*.

While brevity can be supposed to be the reason for usage in some cases (e.g. *News*) it cannot in others. The German term *Leute* is for instance even shorter than the English *people*. Thus it can be assumed that the English title is in many cases used for arousing attention and appearing “modern”.

In terms of numbers *Österreich* uses more Anglicisms than *Der Standard* in both tokens and types. However the difference is not great as it does not even constitute 1%. The reason for the higher numbers in the tabloid paper can be seen in the already mentioned wish to appear modern and therefore use modern language. As *Österreich* particularly wants to address a young readership the relation can be drawn from here. Moreover the “exoticness” of some English terms might be the reason for using them in order to attract readers and make the articles sound more interesting. Fink (1970: 116) indicated a high frequency of Anglicisms in tabloids but he also looked at advertisements in which the number is usually particularly high. He even referred to “dramatic dimension” (Fink 1970: 116) but according to the results of this study the situation in Austria cannot be interpreted in the same way as the total amount of terms is very low in connection with the total words used. Only every 93rd word is an Anglicism in Austria’s latest daily newspaper.

Just as in *Der Standard* the development in the usage of English terms over the 42 months examined was also consistent here. The average usage frequency of Anglicisms is 22 in *Österreich* thus even higher than in the quality paper which shows that the same terms are used very often and points towards an even deeper integrity of the English terms. Whether it is in this newspaper also a deliberate decision just like in the quality press has to be questioned.

The distribution of Anglicisms in the news departments of the tabloid lists the section “Culture” as the one which uses most Anglicisms (2.2% of all the words used). This is surprising considering that this section is not one of particular importance in the paper and is also one of the shortest sections. One reason for this could be that in this area there are quite a lot of universal terms and also cultural news is often connected to events and people outside Austria, thus it might be used for delivering local colour. Another assumption could be that the terms are used in order to make culture more interesting for the readers as this is most likely not an area in which readers of tabloids are particularly interested as it is not a focus of the paper.

What is not surprising on the other hand is the fact that the department “Leisure & Lifestyle” comes second (2% of Anglicisms), followed by “Business”. While the latter section shows a dominance of English terms (e.g. *Manager*, *Job* etc.) it can in the “Leisure & Lifestyle”-section be assumed to be based on the special focus of *Österreich* in this area. The terms *Star*, *Show*, *live* but also *film* which are related to the field are found among the 20 most frequently used English borrowings. The high frequency in the field can again be assumed to be connected to modernity, youth language but also to conveying local colour when reporting about celebrities from Hollywood or the latest fashion from another country.

The lowest number of English borrowings occurs in the section on internal politics and the same reason as already given in the interpretation on *Der Standard* can be transferred here.

The high number of nouns in *Österreich* cannot only be related to the fact that most Anglicisms are nouns but also to the linguistic style of tabloids which is usually very nominal and full of catchwords (Fink 1997: 79). This might also explain the extraordinarily high number of Anglicisms on the front pages of *Österreich* which was an interesting outcome and is most likely also linked to a modern layout which is especially intended to attract young readers. In his examination of the German tabloid *Bild* Fink (1997: 123) also registered that Anglicisms are often used in a lurid manner in a tabloid. This idea can be transferred to the usage of the terms on the front page. The already described shortness of many English terms can also be assumed to play a role here as the amount of space on the front pages is limited, particularly in tabloids where the focus lies on pictures.

When looking at the total word list of *Österreich* not only the focus on lifestyle topics but also on sports is clearly visible: *Trainer* is the most frequently used Anglicism and the two terms *Team* and *Cup* which often occur in the context of sport are also frequently used, just like *Coach*, *Sport* and *Training*. When analysing the words which are used beyond the 20 most frequent ones, the focus on sports (e.g. *Match*, *Derby*, *Fan*) is confirmed once more just like that on modern culture, (*City*, *Pop*, *Hit*) scandals (*Sex*, *Doping*) and celebrities (*Superstar*, *Topmodel*). Thus the layout and content of the popular press is clearly confirmed in the usage of Anglicisms.

While the Anglicisms which are listed as the most frequent ones are either fully accepted, or not recognised as being of foreign origin or used in special language situations, the above mentioned features support the idea that the frequency of English terms which are very recent and therefore not yet not defined as Anglicisms in the *Dictionary of European Anglicisms*, might actually make the difference in numbers of Anglicisms between the two newspapers examined greater.

12.3. Comparison of Der Standard and Österreich

When contrasting the respective results of this research in *Der Standard* and *Österreich* it becomes apparent that there are actually more similarities between the two newspapers than anticipated. First of all the numbers of Anglicisms found do not differ that much and in general the number in both papers are rather low compared to the total vocabulary. If one would look for words with Latin origin the number would presumably be higher. While there are certainly English terms used which are not (yet) recorded as Anglicisms these results still confirm the conclusion to which many authors (e.g. Götzeler 2008: 190) come, namely that the English influence does not pose a threat for the German language: “Bemerkenswert ist der in allen Feldern sehr geringe Anteil der Anglizismen an der Gesamtwortmenge, der die oftmals – besonders im nichtwissenschaftlichen Diskurs – geäußerten Klagen über eine „Anglizismenüberflutung“ der deutschen Sprache relativiert“.

Another similarity is that the same three news departments appear as containing the highest numbers of Anglicisms (“Leisure & Lifestyle”, “Culture” and “Business”) while both publications have the least numbers of English borrowings in the section on internal politics.

The fact that the section “Leisure & Lifestyle” uses many Anglicisms can be related to the important reason for borrowing which is that many new phenomena are introduced through English terms and whilst keeping their German form, become universal terminology but also the desire for modernity surely plays a role too. The same can be assumed for the section “Culture”.

The circumstance that the area of business ranks high in the usage of Anglicisms in both newspapers confirms the international standing and importance of the USA in this context and also the role of the European Union and on-going globalisation, which was outlined in the theoretical part.

The indication that sports terminology in Austria does in very high numbers consist of English terms could also be confirmed in both newspapers. In *Der Standard* the section on sports even comes in the first place together with “leisure & lifestyle” while in *Österreich* it comes fourth. This is particularly interesting when considering the fact that the sports section is much larger in the tabloid paper. As Viereck (1986: 171) points out most of the sports terminology comes from the 18th and 19th century.

The assumption that reports on international politics and events show a high number of Anglicisms due to their context and also to create local colour could not be confirmed in either *Der Standard* nor *Österreich* because the frequency is not particularly high in this section. It is even on the same level as national news, commentaries and the topic of the day in the quality paper and as national news and commentaries in the tabloid. Fink (1970: 143-165) came to the same conclusion, even though he had supposed the opposite: “Eine Vorliebe der Zeitungen, AE Sprachbestandteile in amerika-bezogenen Texten zu verwenden war nicht festzustellen“. He concludes that the usage of Anglicisms might be supported by the (in his context) America-relatedness of an article, but that it is by no means dependent on it (Fink 1970: 143-165).

Another similarity is that in terms of word class both newspapers show a very clear domination of nouns amongst the Anglicisms with a frequency of more than 90%. The group of adjectives and adverbs comes second, followed by verbs. The first group is clearly more frequent, which means that English terms are rather used for giving attributions (e.g. *stoned, tough, heavy* in *Der Standard*; *sexy, fit, bitter* in *Österreich*) than describing actions

What the two newspapers also have in common is the fact that in both papers no continuous increase of the number of English borrowings was noticed. This not only indicates that the selected time frame of four years is too short to detect such a development, but also that the increase in the usage of Anglicisms does not happen steadily month by month. It can only be detected when examining the usage over a longer period of time.

As a last similarity it can be stated that both newspapers show a high average usage frequency of Anglicisms (*Der Standard* 16 and *Österreich* 22) which points to a “basic” vocabulary of Anglicisms which are frequently used. Among those terms there are certainly words like *Team, Trainer, Sport, Internet, Job* and others which have a high frequency not only in both newspapers but in the usage of English in Austria in general terms too.

Nevertheless the fact that in the present study both newspapers use a high number of Anglicisms only once, should not be disregarded. In *Der Standard* it is 215 words which only appear once and in *Österreich* 178.

In short it can be said that the Anglicisms make it possible to draw conclusions as to the historical, meaning economic, political, cultural and especially societal situation in the 21st century. Anglicisms for instance reflect the omnipresence of computers and the power of the media. Entertainment and youth cultures are characterised by *Bands, Discos, Fans, Festivals, Shows, Videos* and *Partys*. *Manager* work on a good *image* and for good *service* and in order to be able to do that one has to know the latest *trends* and complete a *training* or offer or attend *workshops* (Götzeler 2008: 244).

Exactly this fact, namely that Anglicisms nowadays influence all areas of life is confirmed in the analysis of both *Der Standard* and *Österreich* because there is no newspaper section

which does not contain any Anglicism. While there are certainly departments which are influenced stronger by English the difference between the separate sections is not particularly high.

However there are also differences between the two newspapers, especially with regard to the English terms which are used, as has already been outlined in the interpretation of the respective paper. While in both newspapers it is mainly accepted and integrated Anglicisms which are used it can be assumed that the less frequently the terms appear the less they are integrated into the language, but no general assumptions can be drawn here as this is certainly not always the case.

What can be confirmed is that the actual words which are used in the two publications differ more and more the longer the word list is followed and analysed. Firstly many terms which are used *Österreich* refer to issues which are not even, or hardly discussed in *Der Standard*. While for example the term *topmodel* is used 100 times in the tabloid it only appears 13 times in the broadsheet. The adjective *sexy* appears 83 times in *Österreich* and 6 times in *Der Standard* and *style* has a frequency of 70 in the tabloid while it cannot be found at all in the quality paper.

On the other hand the term *holding* occurs 86 times in *Der Standard* but only 26 times in *Österreich*, while the search for *banker* shows a similar result and is used 65 and 16 times respectively. *Investment* has a frequency of 41 in the quality paper but only 7 in the tabloid.

These examples clearly reflect that the orientation in terms of content is also represented in the kind of Anglicisms which are used in the newspapers. As the general numbers and other features of Anglicisms do not differ very strongly from each other it is clearly this category in which most differences between the two newspapers can be found.

What is also striking when looking at the total word list is that in *Österreich* many more English borrowings have a rather high frequency than in *Der Standard*. In the latter paper the 30th term is only used 89 times but 137 in *Österreich*. This circumstance is also proven by the fact mentioned above that in *Der Standard* 215 words occur once while in *Österreich* it is 178.

The interpretation will be completed in the following subchapter by a deductive look at the hypotheses.

12.4. Hypotheses

As the issues which are connected to the hypotheses have already been mentioned in several parts of the results and interpretation this part will be kept rather short.

H1: The more recent the edition of a newspaper, the more Anglicisms will be found in it.

This hypothesis could not be confirmed as the numbers in both *Der Standard* and *Österreich* stayed relatively stable from December 2006 to May 2010. Therefore it is assumed that the selected time span was simply too short to indicate such developments.

H2: If there is a difference in the usage of Anglicisms in the two selected newspapers, then a higher number of Anglicisms will be found in *Der Standard*.

and conversely

H3: If there is a difference in the usage of Anglicisms in the two selected newspapers, then a lower number of Anglicisms will be found in *Österreich*.

While Viereck (1986: 168-169) could confirm her assumption that more can be expected in terms of the usage of Anglicisms of readers with a higher level of education, this hypothesis, too, could not be verified in the present study as more Anglicisms were found in *Österreich* than in *Der Standard*. One speculation is that the reason for this is that tabloid newspapers use Anglicisms for drawing attention to their publication whereas the quality press is more concerned about its linguistic style.

H4: The more emphasis a newspaper puts on a section in terms of extent and focus, the more Anglicisms are found in it.

H4 can in parts be confirmed. Firstly it is true that the number of Anglicisms was high in the business section in *Der Standard*, and in sports and those focussing on entertainment in *Österreich*. However the reports on business topics also showed a high frequency of English borrowings while the section “International” in *Der Standard* did not contain a particularly high amount of Anglicisms. Thus the focus of a newspaper is not directly connected to the usage of Anglicisms in it, but rather there are areas which are very open for English terms in general.

H5: The higher the number of Anglicisms, the more nouns will be found in them.

In the same way that most authors who worked on a similar topic came up with the same result the same applies to the present paper too as the number of nouns was very high (above 90%) in both *Der Standard* and *Österreich*.

H6: If Anglicisms are found on the front pages of a newspaper, then it can be concluded that the English borrowings are used in order to attract the attention of the readers.

H6 is true for the tabloid paper *Österreich* which uses a very high number (3.5% of types) of Anglicisms on its front pages in the 42 months examined. Whether they are purposely used to attract readers can of course not be answered, but this can be assumed.

13. Summary and Conclusion

The general interest of this paper is the usage of Anglicisms in the two Austrian daily newspapers *Der Standard* and *Österreich*. These two newspapers have been selected deliberately in order to point out differences and/or similarities between the publications of different orientation, namely a quality and a tabloid paper. One edition per month was analysed of each newspaper in the time span from December 2006 to May 2010, which makes 42 editions per newspaper. The selection of Anglicisms was based on the most recent dictionary in this field, Manfred Görlach's *Dictionary of European Anglicisms*.

In *Der Standard* 0.8% of the words (in numbers of types) are Anglicisms and an Anglicism is on average used 16 times while English borrowings make up 1.1% of the words in *Österreich* with an average usage frequency of 22. Thus the amount of English borrowings can be described as being low in both newspapers but it is higher in the tabloid than the quality paper. What both newspapers have in common is that the development over the examined 42 months was rather consistent and no increase in the usage was detectable in this time span.

In both newspapers there are sections in which Anglicisms are more frequently used than in others. The sections which use most English terms are "Leisure & Lifestyle", "Business" and "Culture" in both papers and in *Der Standard* "Sports" is also among the top three sections. The lowest number of Anglicisms is in both newspapers found in the section on internal politics. The fact that the distribution of Anglicisms in the different sections of the newspaper is similar in both newspapers leads to the conclusion that there is a certain basis of Anglicisms which are used in the German language.

A striking outcome is the fact that the tabloid paper uses a very high number of Anglicisms on its front page which leads to the implication that the tabloid uses the terms in order to attract the attention of the readers.

When looking at the word class of the Anglicisms the dominance of nouns is very apparent in both publications as they constitute over 90%, followed by adjectives and verbs. Most of the English terms which are frequently used in both *Der Standard* and *Österreich* are either fully accepted in the German language or not even recognised as English terms anymore and have been present in the language for more than 30 years.

As a conclusion it can be noted that while no general assumptions about the usage of Anglicisms in Austrian newspapers can be drawn trends can surely be indicated. One surprising outcome of the analysis of the usage of Anglicisms in the selected Austrian newspapers is certainly that the usage of English terms does not greatly differ in the tabloid and in the quality paper in quantitative terms. Even though it focuses on Americanisms and not Anglicisms Fink's conclusion (1970: 182) is very helpful in this context: "Der Umfang der Verwendung von AE in der Zeitungssprache ist offensichtlich nur zu einem geringen Grad von der ‚Qualität‘ des Presseorgans abhängig". This outcome can be related to the already mentioned assumption that there is a certain basis of English borrowings which are common in the German language and therefore used in both the quality and the tabloid newspaper. Examples for such terms are *Star*, *Team*, *Job* and *Manager*.

As has already been indicated in the interpretation the difference would however probably be greater if one would look at all the English terms which are found, disregarding whether they are (already) classified as an Anglicism or not. It can be assumed that *Österreich* uses a higher number of such "modern" terms.

In terms of the usage of English borrowings in the different types of newspapers the following conclusions can be drawn:

First of all the assumption that the readers of the quality paper have a better knowledge of English than those of the tabloid press and that therefore more Anglicisms are used in the broadsheet was not proven to be true. This leads to the conclusion that linguistic style and language choice are a very deliberate decision in *Der Standard* and that the emphasis lies on appropriate terminology, independent of the language. It can be assumed that a newspaper which is known for being cultivated and for posing its reader intellectual demands is more considered in the borrowing of Anglicisms (Fink 1970: 9).

This certainly explains the usage of Anglicisms for specific terms where they do not have a German equivalent (e.g. in the field of IT) but also the usage of German words when they are available and adequate. Moreover there are of course the standard and generally-understood terms (e.g. *Team*, *Job*, *Manager*) which are also frequently used in *Der Standard*.

The only area where the quality paper seems to demand more of its readership when it comes to Anglicisms is in qualitative terms which is again related to the specific vocabulary of certain areas.

The tabloid on the other hand does rather focus on layout and sensational language and therefore pays less attention to good language. The paper wants to attract the attention of the readers and from the results it can be concluded that Anglicisms are used as one method to achieve this. *Celebrity* might sound more interesting than *Berühmtheit* and *girl* more modern than *Mädchen*.

This is most likely also the reason why English terminology seems to be used more often in the tabloid and it is less important whether the Anglicism is actually the accurate term for something. As long as it sounds “better” it is used. The aims which are connected to it are to appear modern and to attract a young readership but probably also to underline the “exoticism” of certain terms or areas and most importantly to scandalize.

Just like the quality paper *Österreich* does however also draw on a basis of Anglicisms which are commonly known but some more exotic terms can also be found in the word list. The fact that *Österreich* uses more Anglicisms and also many English terms in the naming of sections can be assumed to be related to the high prestige of the English language and also the conspicuousness of Anglicisms. This certainly explains the high number of Anglicisms on the front page.

The field where most differences between *Der Standard* and *Österreich* are visible is the words which are actually used. Besides the commonly-known Anglicisms the newspapers differ in the usage of terms, especially in the frequency of usage but certain terms which are used in one paper do not at all occur in the other. It is from here where clear connections to the content and emphasis of the newspapers can be drawn.

Nevertheless the usage of Anglicisms in *Der Standard* and *Österreich* can certainly not in all instances be explained that easily and generally as it is also dependent on the context and other factors.

One very general outcome which was striking is that the number of Anglicisms which are used is actually very small in relation to the total number of words in both examined newspapers. This means that there is not at all any reason to call Austrian press language “Denglisch” or one of the other terms which are negatively associated with the usage of Anglicisms. Kettemann (2002: 255) also concludes: “I do not foresee any danger for German through the import of foreign words”. It is rather the case that English has an influence on the whole world and German cannot oppose it. The large amount of English borrowings in newspaper sections like business is a sign that the vocabulary in this area is greatly shaped by English terms so that a newspaper also cannot pass the English terms when dealing with these issues (Oeldorf 1990: 48)

What already became apparent when working on the theoretical part and was confirmed throughout the thesis is that the issue of Anglicisms is far more complex than it might look at first. It starts with finding a definition for the term as well as the decision which types of borrowings actually are or should be regarded as Anglicisms in the research. Thus it can only be confirmed what many linguists state, namely that the phenomenon will presumably never be fully analysed.

However many others assume that the usage of Anglicisms will increase more in the following years and centuries, so the peak of the borrowing phase is not exceeded yet (Görlach 2002: 11; Kettemann 2002: 257).

This expectation but also the fact that the issue of Anglicisms is such a complex one definitely makes it necessary to keep research in the field up-to-date. While the whole phenomenon might never be described new developments can and should certainly be analysed.

As a last point it is therefore hoped that the undertaken project will motivate new and further research on the topic. The field of Anglicisms offers numerous possibilities for research and it can be assumed that they will never be depleted.

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2006	December 7
2007	January 4
	February 1
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	August 2
	September 6

	October 4
	November 8
	December 6
2008	January 3
	February 7
	March 6
	April 3
	May 8
	June 5
	July 3
	August 7
	September 4
	October 2
	November 6
	December 4
2009	January 8
	February 5
	March 5
	April 2
	May 7
	June 4
	July 2
	August 6
	September 3
	October 1
	November 5
	December 3
2010	January 7
	February 4

	March 4
	April 1
	May 6

15. Appendix

Word lists

Der Standard

WORD	FREQUENCY	WORD CLASS			
TV	934	noun abbr.	GORDAN	53	noun
SPORT	821	noun	PARK	51	noun
DOLLAR	773	noun	BUSINESS	49	noun
FILM	488	noun	PARTY	49	noun
PRO	394	adjective	GOLD	48	noun
INTERNET	285	noun	ROCK	48	noun
BUSH	253	noun	BAR	47	noun
INTERVIEW	220	noun	SERVICE	47	noun
VAN	202	noun	CLUB	46	noun
CHANCE	181	noun	POWER	46	noun
PARTNER	177	noun	TEST	46	noun
MANAGER	163	noun	NET	45	noun
TEAM	160	noun	GANG	44	noun
JOB	159	noun	MANCHESTER	44	noun
BAND	148	noun	OUT	44	adjective
START	127	noun	PROGRAMME	43	noun
LIVE	119	adjective	FAIR	42	adjective
BUDGET	113	noun	MATCH	42	noun
TRAINER	108	noun	INVESTMENT	41	noun
CITY	106	noun	SOUND	40	noun
DEAL	106	noun	GOLF	39	noun
HANDY	105	noun	JERSEY	39	noun
NEWS	105	noun	RING	39	noun
MANAGEMENT	98	noun	HAMBURGER	38	noun
NT	89	noun	COMEBACK	37	noun
MAIL	89	noun	LADY	37	noun
HOLDING	86	noun	REPORTER	37	noun
TREND	85	noun	SONG	37	noun
FESTIVAL	84	noun	PR	36	noun
IT	84	noun	TALK	36	noun
SHOW	81	noun	HANDLE	35	verb
PC	78	noun	HOUSE	35	noun
STAR	77	noun	REPORT	35	noun
TOP	77	noun	TRAINING	35	noun
DOG	71	noun	BABY	34	noun
MEDIA	70	noun	FUNK	34	noun
AIRLINE	68	noun	MEDIUM	34	noun
DESIGN	67	noun	THRILLER	34	noun
HOLLYWOOD	67	noun	TIME	34	noun
SWITCH	66	verb	USER	34	noun
BANKER	65	noun	BLUES	33	noun
JAZZ	65	noun	EXPORT	33	noun
POP	65	noun	INSIDER	33	noun
CUP	64	noun	FLASH	32	noun
KO	64	noun	HIGH	32	adjective
OPEN	64	adjective	RESEARCH	32	noun
SEX	63	noun	BOOT	31	noun
CD	61	noun	MARKETING	31	noun
HOLOCAUST	61	noun	PLAYER	31	noun
SOFTWARE	61	noun	SOUL	31	noun
IMAGE	60	noun	BOSS	30	noun
CENTER	59	noun	COACH	30	noun
COMPUTER	57	noun	DOPING	30	noun
PERFORMER	56	noun	FOOTBALL	30	noun
CE	56	noun	PIPELINE	29	noun
AIRBUS	54	noun	TOUCH	29	noun
			BOSTON	28	noun

DNA	28	noun	PROFIT	15	noun
WESTERN	28	noun	QUEEN	15	noun
BLOCK	27	noun	BOND	14	noun
DESIGNER	26	noun	DESKTOP	14	noun
HENRY	26	noun	FEATURE	14	noun
ROGER	26	noun	HALL	14	noun
TENNIS	26	noun	HEARING	14	noun
TICKET	26	noun	KICKER	14	noun
AIRPORT	25	noun	RATING	14	noun
KING	25	noun	SECURITY	14	noun
MUSICAL	25	noun	SHOPPING	14	noun
BARREL	24	noun	TICKER	14	noun
BOB	24	noun	ACTION	13	noun
BOOK	24	noun	COVER	13	noun
MARKET	24	noun	CROSS	13	noun
SUPERSTAR	24	noun	MARINE	13	noun
BROTHERS	23	noun	MISS	13	noun
LIMIT	23	noun	PIER	13	noun
DJ	22	noun	POOL	13	noun
HORROR	22	noun	PUNK	13	noun
LABEL	22	noun	SOS	13	noun
SHOP	22	noun	SPIDER	13	noun
BACK	21	noun	TECHNO	13	noun
COLLEGE	21	noun	TOPMODEL	13	noun
DISPLAY	21	noun	BASKETBALL	12	noun
FICTION	21	noun	BITTER	12	adjective
STATEMENT	21	noun	BODY	12	noun
TUNNEL	21	noun	CASH	12	noun
CAMP	20	noun	EXPRESS	12	noun
DIGITAL	20	adjective	GLAMOUR	12	noun
FAN	20	noun	GRASS	12	noun
GREEN	20	adjective	HEAD	12	noun
JET	20	noun	HIT	12	noun
OFF	20	noun	JOINT	12	noun
RAIL	20	noun	LOUNGE	12	noun
RANKING	20	noun	MASTERS	12	noun
BOOM	19	noun	MIX	12	noun
DEMO	19	noun	MODEL	12	noun
ET	19	noun	MONSTER	12	noun
FITNESS	19	noun	PINK	12	adjective
LAPTOP	19	noun	SITCOM	12	noun
LOGO	19	noun	CHAMPION	11	noun
SIR	19	noun	CHIEF	11	noun
BOX	18	noun	DANCING	11	noun
CAMPUS	18	noun	ENTERTAINM	11	noun
DERBY	18	noun	ENT		
DISCO	18	noun	ESTABLISHM	11	noun
FIT	18	adjective	ENT		
NOTEBOOK	18	noun	RUN	11	noun
READER	18	noun	SINGLE	11	noun
SPEED	18	noun	TERMINAL	11	noun
STORY	18	noun	TRICK	11	noun
TEENAGER	18	noun	YARD	11	noun
BACON	17	noun	BOARD	10	noun
CONSULTING	17	noun	BURGER	10	noun
EVENT	17	noun	COLT	10	noun
FASHION	17	noun	FAIRNESS	10	noun
HIGHLIGHT	17	noun	HOBBY	10	noun
HOT	17	adjective	KWH	10	noun
LYNCH	17	noun	LIFT	10	noun
STRESS	17	noun	LORD	10	noun
VIP	17	noun	MEETING	10	noun
AIDS		noun	METAL	10	noun
COMPANY	16	noun	OFFSHORE	10	noun
CRASH	16	noun	PORT	10	noun
GIRL	16	noun	RAPPER	10	noun
GOLDEN	16	adjective	ROBINSON	10	noun
NELSON	16	noun	SERVER	10	noun
OK	16	Adverb/adj.	SLAM	10	noun
SLOGAN	16	Noun	SOAP	10	noun
BOWL		noun	SPONSORING	10	noun
CARD	15	noun	SWING	10	noun
COOL	15	adjective	TRIP	10	noun
COUNTRY	15	noun	ARRANGEME	9	noun
HYPE	15	noun	NT		
LIGHT	15	adjective	BOBBY	9	noun
PRINT	15	noun	BROKER	9	noun

CAR	9	noun	HALLO	7	interj.
CASTING	9	noun	HARDLINER	7	Noun
CHIPS	9	noun	HI	7	interj.
CODE	9	noun	HIV	7	noun
CRAZY	9	noun	IMPORT	7	noun
DATA	9	noun	LEASING	7	noun
DOUBLE	9	noun	PAPER	7	noun
DRUM	9	noun	PENNY	7	noun
ECONOMY	9	noun	PROVIDER	7	noun
FOLK	9	noun	SHERRY	7	noun
HAPPY	9	adjective	SHORTLIST	7	noun
HIP	9	adjective	SINGLES	7	noun
JONATHAN	9	noun	SLUMS	7	noun
KICK	9	noun	STRING	7	noun
LOBBY	9	noun	TAKE	7	noun
LOOK	9	noun	TESTER	7	noun
MASTERMIN D	9	noun	TIMING	7	noun
MISTER	9	noun	TOURIST	7	noun
MOTEL	9	noun	TOWER	7	noun
PENTHOUSE	9	noun	BLANK	6	noun
POSTER	9	noun	BOXER	6	noun
PUSH	9	verb	BULLDOZER	6	noun
ROADSTER	9	noun	BUNKER	6	noun
SCREENING	9	noun	BYE	6	interj.
SKIN	9	noun	COMIC	6	noun
SLUM	9	noun	CONTROL- LING	6	noun
SOUNDTRAC K	9	noun	COPYRIGHT	6	noun
TEEN	9	noun	COUCH	6	noun
WORKSHOP	9	noun	CUT	6	noun
AGREEMENT	8	noun	ENTER- TAINER	6	noun
BEAT	8	noun	FARM	6	noun
BUTLER	8	noun	FLOP	6	noun
CHECK	8	noun	HANDICAP	6	noun
COCKTAIL	8	noun	HIPPIE	6	noun
COMBO	8	noun	HOTLINE	6	noun
CONTAINER	8	noun	INPUT	6	noun
DOWN	8	adjective	JAM	6	noun
FACE	8	noun	MALT	6	noun
GANGSTER	8	noun	MEMORY	6	noun
GOSPEL	8	noun	NEWTON	6	noun
GRILL	8	noun	OUTFIT	6	noun
HANDSHAKE	8	noun	OVER	6	adverb
HARD	8	adjective	POT	6	noun
HARDWARE	8	noun	RACE	6	noun
INDIE	8	noun	SEXY	6	adjective
KILLER	8	noun	SHANGHAI	6	noun
LIFESTYLE	8	noun	SHIRT	6	noun
LOBBYING	8	noun	SHOCK	6	noun
MAINSTREA M	8	noun	SMART	6	adjective
MASTER	8	noun	SNACK	6	noun
NETWORK	8	noun	SPECIAL	6	noun / adj.
SMALL	8	adjective	SPLIT	6	noun
SONGWRTIN G	8	noun	STANDING	6	noun
SPIN	8	noun	TENDER	6	noun
SPONSOR	8	noun	TURN	6	noun
SPOT	8	noun	WAVE	6	noun
STUFF	8	noun	WELLNESS	6	noun
STLYE	8	noun	ZOOM	6	noun
TOMMY	8	noun	AIRBAG	5	noun
TORY	8	noun	ALE	5	noun
VOLLEYBAL L	8	noun	BEL	5	noun
WOW	8	interj.	BUNNY	5	noun
BANKING	7	noun	CENTRE	5	noun
BASEBALL	7	noun	CLEARING	5	noun
CHAIRMAN	7	noun	CLINCH	5	noun
CHIP	7	noun	COCKPIT	5	noun
COUNTER	7	noun	COOLNESS	5	noun
DARLING	7	noun	COX	5	noun
ESSAY	7	noun	CYBORG	5	noun
GAME	7	noun	DEALER	5	noun
HACKER	7	noun	ENVIRONME NT	5	noun
HAIRSPRAY	7	noun	EQUIPMENT	5	noun
			EXCHANGE	5	noun
			FARMER	5	noun

FIXER	5	noun	PLOT	4	noun
GADGET	5	noun	POSE	4	noun
HOCKEY	5	noun	PREVIEW	4	noun
INSIDE	5	noun	PROMOTER	4	noun
JEEP	5	noun	QUICK	4	adjective
JUDO	5	noun	QUIZ	4	noun
KIDNAPPER	5	noun	RADAR	4	noun
LOBBYIST	5	noun	RAG	4	noun
LOSE	5	noun	REGGAE	4	noun
LUNCH	5	noun	REMAKE	4	noun
MATCHBALL	5	noun	SMOKING	4	noun
MONITOR	5	noun	SNOW	4	noun
MOUSE	5	noun	SOFT	4	adjective
NEWCOMER	5	noun	SPRINT	4	noun
PACK	5	noun	STUNT	4	noun
PANEL	5	noun	TELESHOPPI	4	noun
POKER	5	noun	NG	4	noun
POPCORN	5	noun	TRACK	4	noun
PULL	5	verb	TRAIN	4	noun
READING	5	noun	TRUST	4	noun
RECORD	5	noun	UNDERCOVE	4	noun
RECYCLING	5	noun	R	4	noun
REMIX	5	noun	WATT	4	noun
REVIEW	5	noun	WC	4	noun
SET	5	noun	BASIC	3	noun
SMOG	5	noun	BATMAN	3	noun
SPENCER	5	noun	BEAUTY	3	noun
TANK	5	noun	BODYGUARD	3	noun
TEENIE	5	noun	BORDERLINE	3	noun
TRASH	5	noun	BRANDING	3	noun
TRICKY	5	adjective	BREAK	3	noun
UNDERGROU	5	noun	BUTTON	3	noun
ND	5	noun	CHARTS	3	noun
UNFAIR	5	adjective	CLAN	3	noun
WALKMAN	5	noun	CLEVER	3	adjective
YACHT	5	noun	CLIP	3	noun
BACKSTAGE	4	adj. / adverb	COMMERICA	3	noun
BIT	4	noun	L	3	noun
BLACKOUT	4	noun	CONSORT	3	noun
BLEND	4	noun	COURT	3	noun
BOLT	4	noun	CRUISE	3	noun
BRIDGE	4	noun	DEADLINE	3	noun
BRUNCH	4	noun	DRESS	3	noun
BUILDING	4	noun	DRUMMER	3	noun
CAMCORDER	4	noun	DRY	3	adjective
CATERING	4	noun	FACT	3	noun
CLEAN	4	adjective	FAKE	3	noun
CLOWN	4	noun	FANTASY	3	noun
CONNECTION	4	noun	FAX	3	noun
CREW	4	noun	FEELING	3	noun
DADDY	4	noun	FILE	3	noun
DINNER	4	noun	FINISH	3	noun
DROP	4	noun	FOLKLORE	3	noun
DUB	4	noun	FUCK	3	interj.
ECSTASY	4	noun	FUNKY	3	adjective
FILIBUSTER	4	noun	GOAL	3	noun
FLIP	4	noun	HAPPENING	3	noun
FREAK	4	noun	HOOLIGAN	3	noun
GAG	4	noun	JACKPOT	3	noun
GENTLEMAN	4	noun	JEANS	3	noun
HANDBALL	4	noun	JOKER	3	noun
HEAT	4	noun	KEEPER	3	noun
HIGHWAY	4	noun	KEYBOARDE	3	noun
HUNTER	4	noun	R	3	noun
INDOOR	4	adjective	LASER	3	noun
LEAD	4	noun	LAYOUT	3	noun
LEMMING	4	noun	LEADER	3	noun
LINK	4	noun	LEVEL	3	noun
LOSER	4	noun	LIBERTY	3	noun
MADISON	4	noun	MAILBOX	3	noun
MEGABYTE	4	noun	MEGABIT	3	noun
MESSAGE	4	noun	MILK	3	noun
MOB	4	noun	MOD	3	noun
NURSE	4	noun	OUTPUT	3	noun
PARTNERSHI	4	noun	OUTSOURCIN	3	noun
P	4	noun	G	3	noun
PIN	4	noun	PACE	3	noun

PADDY	3	noun	GIG	2	noun
PAMPHLET	3	noun	GONG	2	noun
PERSONALITY	3	noun	GRAY	2	noun
PORTER	3	noun	GROOVE	2	noun
PROMOTION	3	noun	INFOTAINMENT	2	noun
RAP	3	noun	IQ	2	noun
RAVE	3	noun	JOGGER	2	noun
REFEREE	3	noun	JUICE	2	noun
RIFF	3	noun	JUNK	2	noun
RUM	3	noun	JUNKIE	2	noun
SCANNER	3	noun	JUTE	2	noun
SCOOP	3	noun	KEYBOARD	2	noun
SKATER	3	noun	KILL	2	verb
SKIPPER	3	noun	LARGE	2	adjective
SLAPSTICK	3	noun	LEADERSHIP	2	noun
SNIFF	3	noun	LEASE	2	verb
SONNYBOY	3	noun	LOG	2	noun
SPLATTER	3	noun	LP	2	noun
SPLEEN	3	noun	LSD	2	noun
STANDBY	3	noun	MAXWELL	2	noun
SUPERMAN	3	noun	MINIVAN	2	noun
SURVIVAL	3	noun	MOTOCROSS	2	noun
SWAP	3	verb	MUST	2	noun
SWEET	3	adjective	MYSTERY	2	noun
SYNTHESIZE	3	verb	NOBODY	2	noun
TEDDY	3	noun	NONSENSE	2	noun
TRAILER	3	noun	OLDIE	2	noun
TUBE	3	noun	ORGANIZER	2	noun
UNDERSTATEMENT	3	noun	OUTLAW	2	noun
VAMP	3	noun	OUTSIDE	2	noun
VHS	3	noun	OVERALL	2	noun
VOLLEY	3	noun	OVERHEAD	2	noun
YORKSHIRE	3	noun	PACKAGE	2	noun
ZOMBIE	3	noun	PATCHWORK	2	noun
AA	2	noun	PENALTY	2	noun
BACKGROUND	2	noun	PICTURE	2	noun
BACKLASH	2	noun	PLAYBACK	2	noun
BARTER	2	noun	PLAYBOY	2	noun
BEAGLE	2	noun	POLO	2	noun
BENCHMARK	2	noun	POPPER	2	noun
BILGE	2	noun	PRINTER	2	noun
BOAT	2	noun	PROOF	2	noun
BOY	2	noun	PUB	2	noun
BRAINSTORMING	2	noun	PULLMAN	2	noun
BREAKFAST	2	noun	PULLOVER	2	noun
BULLY	2	noun	QUARTER	2	noun
BYPASS	2	noun	QUARTERBACK	2	noun
CANOE	2	noun	RECORDER	2	noun
CAPE	2	noun	REEF	2	noun
CATCH	2	verb / noun	RESET	2	noun
CHARTER	2	noun	REVIVAL	2	noun
CLUSTER	2	noun	REVOLVER	2	noun
COCOONING	2	noun	RISK	2	noun
CONTAINMENT	2	noun	ROCKER	2	noun
CORNER	2	noun	SANDWICH	2	noun
COWBOY	2	noun	SCAN	2	noun
DANDY	2	noun	SCAT	2	noun
DRAGSTER	2	noun	SCIENTOLOGY	2	noun
DRIFT	2	noun	SERIAL	2	noun
DUMPING	2	noun	SESSION	2	noun
EASY	2	adjective	SHERIFF	2	noun
ENGINEERING	2	noun	SHIFT	2	noun
ESSAYIST	2	noun	SHIT	2	noun
EXECUTIVE	2	noun	SHOWMASTER	2	noun
FALLOUT	2	noun	SHOWROOM	2	noun
FIGHT	2	noun	SIGHTSEEING	2	noun
FORWARD	2	noun	SKATING	2	noun
FRANCHISING	2	noun	SLIDE	2	noun
GATE	2	noun	SLIP	2	noun
GAY	2	adj. / noun	SLOT	2	noun
			SNOB	2	noun
			SPRAY	2	noun
			STARTER	2	noun

STEP	2	noun	DISCOUNT	1	noun
STICK	2	noun	DISCOUNTER	1	noun
STICKER	2	noun	DOWNSIZING	1	noun
STONED	2	adjective	DOWNTOWN	1	noun
STRAIGHT	2	adjective	DREADLOCK	1	noun
STRIKE	2	noun	S		
STRIP	2	noun	DRILL	1	noun
SUBWAY	2	noun	EAGLE	1	noun
SURFER	2	noun	EFFICIENCY	1	noun
TALKMASTER	2	noun	EUROCITY	1	noun
R			FACELIFT	1	noun
TANDEM	2	noun	FACTION	1	noun
TANKER	2	noun	FADING	1	noun
TIP	2	noun	FASHIONABLE	1	adjective
TOUGH	2	adjective	FEEDBACK	1	noun
TRAM	2	noun	FEEDER	1	noun
TRANSMITTER	2	noun	FENDER	1	noun
R			FIGHTER	1	noun
TRENDSETTER	2	noun	FLINT	1	noun
R			FLIRT	1	noun
TROUBLE	2	noun	FOLDER	1	noun
TRUCK	2	noun	FOLKROCK	1	noun
TUNER	2	noun	FOUL	1	noun
TWEN	2	noun	FREEZER	1	noun
TYCOON	2	noun	FRESH	1	adjective
VERDICT	2	noun	FRONTMAN	1	noun
WEEKEND	2	noun	GAP	1	noun
ADVENTURE	1	noun	GEL	1	noun
APARTMENT	1	noun	GIRLIE	1	noun
APPEAL	1	noun	GLOSS	1	noun
ASSEMBLING	1	noun	GOALGETTER	1	noun
BABYSITTER	1	noun	R		
BACKGAMMON	1	noun	GREENHORN	1	noun
ON			GREYHOUND	1	noun
BADMINTON	1	noun	GRIZZLY	1	noun
BANJO	1	noun	GROOM	1	noun
BARKEEPER	1	noun	HACK	1	noun
BASKET	1	noun	HANDICAPPED	1	adjective
BEAM	1	verb	HANDLING	1	noun
BEBOP	1	noun	HANDS	1	noun
BERMUDAS	1	noun	HANGOVER	1	noun
BIKINI	1	noun	HEADLINE	1	noun
BINGO	1	noun	HEAVY	1	adjective
BLACKJACK	1	noun	HOPPING	1	noun
BLUFF	1	noun	HUMBUG	1	noun
BODYBUILDERS	1	noun	HURRICANE	1	noun
R			IMPEACHMENT	1	noun
BOTTLENECK	1	noun	INCENTIVE	1	noun
BUG	1	noun	INCH	1	noun
BUNGALOW	1	noun	INFIGHT	1	noun
BUTTERFLY	1	noun	INSERT	1	noun
CAMPING	1	noun	INSTANT	1	adjective
CARAVAN	1	noun	INSTRUMENTAL	1	adjective
CARRIER	1	noun	INTERCITY	1	noun
CART	1	noun	INTERFACE	1	noun
CASHMERE	1	noun	ISBN	1	noun
CATERPILLAR	1	noun	JAZZBAND	1	noun
R			JINGLE	1	noun
CHALLENGE	1	noun	JOCKEY	1	noun
CHART	1	noun	JUKEBOX	1	noun
CHEERLEADER	1	noun	JUNGLE	1	noun
R			KB	1	noun
CLOSET	1	noun	KID	1	noun
CONTROLLED	1	noun	KILOBYTE	1	noun
R			LEMON	1	noun
COTTAGE	1	noun	LIFTING	1	noun
COUNTDOWN	1	noun	LIMITED	1	adjective
CRACK	1	noun	LINER	1	noun
CRICKET	1	noun	LOFT	1	noun
CROONER	1	noun	LOVER	1	noun
CURLING	1	noun	LYRICS	1	noun
CYBERSPACE	1	noun	MARKER	1	noun
DART	1	noun	MATCHBOX	1	noun
DATE	1	noun			
DECODE	1	verb			
DELETE	1	verb			
DISC	1	noun			

MATCHWINNER	1	noun	SHOWDOWN	1	noun
MERCHANDISING	1	noun	SHUTTLE	1	noun
MESS	1	noun	SKETCH	1	noun
MINT	1	noun	SKIP	1	verb
MUMPS	1	noun	SLANG	1	noun
NEWSLETTER	1	noun	SLIM	1	adjective
NIGGER	1	noun	SLOOP	1	noun
NIGHTCLUB	1	noun	SORRY	1	interj.
OUTING	1	noun	SPEECH	1	noun
OUTSIDER	1	noun	SPLITTING	1	noun
OVERKILL	1	noun	SPRINTER	1	noun
PAINTBALL	1	noun	SQUAW	1	noun
PEP	1	noun	STARLET	1	noun
PIERCING	1	noun	STEEPLECHASE	1	noun
PORTABLE	1	adjective	STREETWORKER	1	noun
POSING	1	noun	STRETCH	1	noun
PRAIRIE	1	noun	STRIPTease	1	noun
PROFESSIONAL	1	noun	STUNTMAN	1	noun
PROGRAM	1	noun	STYLING	1	noun
PSYCHEDELIC	1	adjective	SUMMIT	1	noun
PUBLICITY	1	noun	SURF	1	noun
PUCK	1	noun	SURFING	1	verb
PUDDING	1	noun	SURVEY	1	noun
PULP	1	noun	TAPE	1	noun
PUMPS	1	noun	TATTOO	1	noun
RALLY	1	noun	TELEBANKING	1	noun
RANGER	1	noun	TELEX	1	noun
RECEIVER	1	noun	TERRIER	1	noun
RELAXED	1	adjective	THRILL	1	noun
REM	1	noun	TIFFANY	1	noun
RETRIEVAL	1	noun	TRAINEE	1	noun
RETURN	1	noun	TRANCE	1	noun
ROLLBACK	1	noun	TRANSPORTER	1	noun
ROUND	1	noun	TRENCH	1	noun
ROVER	1	noun	TRICKFILM	1	noun
RUBBER	1	noun	TRIGGER	1	noun
RUGBY	1	noun	TUB	1	noun
RUSH	1	noun	TWEED	1	noun
SALOON	1	noun	TYPHOON	1	noun
SAMPLE	1	noun	UFO	1	noun
SAMPLER	1	noun	ULSTER	1	noun
SCOOTER	1	noun	UNDERDOG	1	noun
SCRIPT	1	noun	UNISEX	1	adjective
SELLER	1	noun	UPDATE	1	noun
SEQUEL	1	noun	VIDEOCLIP	1	noun
SHAKE	1	noun / verb	WAGON	1	noun
SHAWL	1	noun	WRESTLING	1	noun
SHILLING	1	noun	YAM	1	noun
SHOPPER	1	noun	YANKEE	1	noun
SHORTS	1	noun			

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WORD	FREQUENCY	WORD CLASS	WORD	FREQUENCY	WORD CLASS
TRAINER	571	noun	EVENT	65	noun
TV	548	noun	SONG	64	noun
TOP	512	noun	FESTIVAL	61	noun
TEAM	494	noun	MISS	60	noun
STAR	484	noun	TENNIS	60	noun
SHOW	341	noun	OPEN	57	adjective
BOSS	322	noun	LOOK	56	noun
LIVE	318	adjective	OUT	56	adjective
INTERVIEW	287	noun	OFFSET	55	noun
FILM	251	noun	COVER	53	noun
CHANCE	247	noun	DESIGNER	53	noun
DOLLAR	245	noun	SPEED	53	noun
CUP	232	noun	OFF	52	adjective
COACH	226	noun	BITTER	51	adjective
SPORT	221	noun	TICKET	51	noun
TRAINING	217	noun	HORROR	50	noun
START	212	noun	SINGLE	48	noun
INTERNET	191	noun	SINGLES	48	noun
COMEBACK	189	noun	IMAGE	47	noun
MANAGER	188	noun	BAR	45	noun
CITY	180	noun	BEAUTY	45	noun
INSIDER	175	noun	FITNESS	45	noun
MAIL	150	noun	POWER	45	noun
JOB	149	noun	THRILLER	45	noun
PARTNER	149	noun	ACTION	44	noun
MATCH	148	noun	VIP	42	noun
PARTY	143	noun	AIRLINE	41	noun
POP	143	noun	JET	41	noun
BOX	138	noun	STANDARD	41	noun
HANDY	137	noun	DEMO	40	noun
TEST	127	noun	FAIR	40	adjective
DOPING	125	noun	GANG	40	noun
SEX	121	noun	HIGHLIGHT	40	noun
GOLD	120	noun	BUSINESS	39	noun
BAND	119	noun	HIGH	39	adjective
LADY	118	noun	TRAP	39	noun
CD	117	noun	CENTER	38	noun
HIT	114	noun	HAPPY	37	adjective
HOUSE	111	noun	JAZZ	37	noun
ROCK	108	noun	MANAGEMENT		
DANCING	106	noun	T	37	noun
SUPERSTAR	104	noun	PARK	37	noun
CLUB	102	noun	POKER	37	noun
TOPMODEL	100	noun	SHOWDOWN	37	noun
BUSH	99	noun	GOLF	36	noun
MODEL	99	noun	HAMBURGER	36	noun
DEAL	98	noun	CASTING	35	noun
VAN	95	noun	DINNER	35	noun
FIT	91	adjective	SERVICE	35	noun
HOLLYWOOD	91	noun	BOOM	34	noun
MANCHESTER	88	noun	JEANS	34	noun
BABY	87	noun	KEEPER	34	noun
REPORTER	87	noun	BOND	33	noun
MUSICAL	86	noun	DISCO	33	noun
DERBY	84	noun	SHOP	33	noun
FAN	83	noun	CAMP	32	noun
SEXY	83	adjective	COOL	32	adjective
RING	79	noun	LIFESTYLE	32	noun
NEWS	78	noun	PC	32	noun
KICKER	76	noun	KILLER	31	noun
STORY	76	noun	NET	31	noun
TALK	75	noun	RANKING	31	noun
CHARTS	73	noun	BILL	30	noun
CRASH	70	noun	COMPUTER	30	noun
DJ	70	noun	COUNTDOWN	30	noun
STYLE	70	noun	BOB	29	noun
BUDGET	69	noun	DESIGN	29	noun
PINK	68	adjective	OUTFIT	29	noun
QUEEN	68	noun	POOL	29	noun
TREND	66	noun	SET	29	noun
			DEALER	28	noun
			LOBBYIST	28	noun

LOVER	27	noun	RAPPER	14	noun
MISTER	27	noun	SLOGAN	14	noun
SHOPPING	27	noun	SPECIAL	14	noun, adjective
DRESS	26	noun	STATEMENT	14	noun
FASHION	26	noun	TRICK	14	noun
GIRL	26	noun	YOUNGSTER	14	noun
HOLDING	26	noun	AIRPORT	13	noun
ROGER	26	noun	BACK	13	noun
GLAMOUR	25	noun	FACE	13	noun
IT	25	noun	FINISH	13	noun
TEENAGER	25	noun	FRONTMAN	13	noun
CHECK	24	noun, verb	GREEN	13	adjective
USER	24	noun	HALLO	13	interj.
AIDS	23	noun	HIP	13	adjective
KING	23	noun	MARKETING	13	noun
TRIP	23	noun	OUTDOOR	13	noun
KIDNAPPER	22	noun	PUNK	13	noun
MIX	22	noun	REFEREE	13	noun
PR	22	noun	SNOW	13	noun
TUNNEL	22	noun	SPOT	13	noun
ENTERTAINER	21	noun	TAKE	13	noun
ET	21	noun	TOWER	13	noun
HOT	21	adjective	WELLNESS	13	noun
KICK	21	noun	BOSTON	12	noun
LIMIT	21	noun	CASH	12	noun
BLUES	20	noun	CHIEF	12	noun
BOOT	20	noun	FLIRT	12	noun
CREW	20	noun	GOALGETTER	12	noun
LEADER	20	noun	JACKPOT	12	noun
REPORT	20	noun	MATCHBALL	12	noun
SIR	20	noun	MONSTER	12	noun
SOUND	20	noun	PROGRAMME	12	noun
BUTTON	19	noun	STYLING	12	noun
GOLDEN	19	adjective	TIME	12	noun
HENRY	19	noun	BACKSTAGE	11	noun
HYPE	19	noun	BEAT	11	noun
QUIZ	19	noun	BIKINI	11	noun
ROCKER	19	noun	BODY	11	noun
SLAM	19	noun	BOWL	11	noun
SPONSOR	19	noun	FOUL	11	noun
CHAMPION	18	noun	HANDLE	11	verb
GAME	18	noun	HOTLINE	11	noun
INSIDE	18	noun	LOGO	11	noun
KID	18	noun	LOUNGE	11	noun
LIGHT	18	adjective	SKATER	11	noun
MEDIA	18	noun	STARTER	11	noun
SECURITY	18	noun	TECHNO	11	noun
AIRBUS	17	noun	TEENIE	11	noun
BASKETBALL	17	noun	UNFAIR	11	adjective
CROSS	17	noun	BLOCK	10	noun
DNA	17	noun	BOBBY	10	noun
FEELING	17	noun	COCKPIT	10	noun
GENTLEMAN	17	noun	CONTAINER	10	noun
RUN	17	noun	CRUISE	10	noun
BANKER	16	noun	DRIVE	10	noun
BULLY	16	noun	ENTERTAINME		
FLOP	16	noun	NT	10	noun
HANDBALL	16	noun	FUNK	10	noun
HEAD	16	noun	GANGSTER	10	noun
HOBBY	16	noun	HALL	10	noun
LAPTOP	16	noun	HIPPIE	10	noun
PERFORMANC			INDOOR	10	noun
E	16	noun	LABEL	10	noun
SOFTWARE	16	noun	LOBBY	10	noun
WC	16	noun	LOBBYING	10	noun
BLANK	15	noun	OUTING	10	noun
BOY	15	noun	PENTHOUSE	10	noun
EXPRESS	15	noun	PLAYER	10	noun
HOLOCAUST	15	noun	PLOT	10	noun
JOKER	15	noun	ROBINSON	10	noun
PACK	15	noun	SOAP	10	noun
SHIRT	15	noun	TANK	10	noun
BIKER	14	noun	TERMINAL	10	noun
BUTLER	14	noun	YACHT	10	noun
GORDON	14	noun	CATERING	9	noun
JERSEY	14	noun	CHART	9	noun
MUST	14	noun	COCKTAIL	9	noun

DISPLAY	9	noun	FIGHT	6	noun
DOWN	9	adjective	GRILL	6	noun
FANTASY	9	noun	JEEP	6	noun
GAG	9	noun	LINER	6	noun
LEASING	9	noun	MOB	6	noun
LIFT	9	noun	PLAYBACK	6	noun
LORD	9	noun	PUCK	6	noun
NOBODY	9	noun	RANCH	6	noun
OLDIE	9	noun	REM	6	noun
RAM	9	abbr.	SMALL	6	adjective
SOUL	9	noun	SOUNDTRACK	6	noun
TOPFIT	9	adjective	SPENCER	6	noun
VOLLEYBALL	9	noun	STUNT	6	noun
ANTIDOPING	8	noun	TEAMWORK	6	noun
BLACKOUT	8	noun	TESTER	6	noun
CARD	8	noun	TOMMY	6	noun
CLAN	8	noun	TRENDSETTER	6	noun
DRUMMER	8	noun	TYCOON	6	noun
FADING	8	noun	ZOOM	6	noun
HI	8	interj.	BAG	5	noun
HIGHWAY	8	noun	CODE	5	noun
HIV	8	noun	CURRY	5	noun
LOSER	8	noun	CUT	5	noun
MASTERMIND	8	noun	DIGITAL	5	adjective
MEETING	8	noun	ECSTASY	5	noun
METAL	8	noun	FOOTBALL	5	noun
METALLIC	8	adjective	FRANCHISING	5	noun
NEWCOMER	8	noun	FREAK	5	noun
NOTEBOOK	8	noun	GIRLIE	5	noun
SITCOM	8	noun	GULLY	5	noun
STANDING	8	noun	HACKER	5	noun
SWEET	8	adjective	HARD	5	adjective
AA	7	noun	INFOTAINMEN		
BARREL	7	noun	T	5	noun
BIKE	7	noun	KEYBOARD	5	noun
BOLT	7	noun	LEVEL	5	noun
BOOGIE	7	noun	MARINE	5	noun
BROTHERS	7	noun	PENNY	5	noun
CHAIRMAN	7	noun	POPCORN	5	noun
CLEVER	7	adjective	PROMOTION	5	noun
CONTROLLER	7	noun	PUMPS	5	noun
COOLNESS	7	noun	RADAR	5	noun
GIG	7	noun	RESEARCH	5	noun
INVESTMENT	7	noun	RUSH	5	noun
JUMP	7	verb	SHOPPER	5	noun
JUNKIE	7	noun	SHUTTLE	5	noun
LUNCH	7	noun	SKATING	5	noun
MARKET	7	noun	TERRIER	5	noun
MASTER	7	noun	TOUCH	5	noun
NELSON	7	noun	UPDATE	5	noun
OK	7	adjective	WOW	5	interj.
OVER	7	adjective	YARD	5	noun
PERSONALITY	7	noun	BADMINTON	4	noun
PLAYBOY	7	noun	BOARD	4	noun
RECEIVER	7	noun	BODYGUARD	4	noun
REVIVAL	7	noun	BREAK	4	noun
SHANGHAI	7	noun	BUNGALOW	4	noun
SOS	7	noun	CAMPUS	4	noun
SPRINT	7	noun	CHIPS	4	noun
STRIP	7	noun	CLEAN	4	adjective
SWING	7	noun	CLIP	4	noun
WORKSHOP	7	noun	CLOWN	4	noun
BACKGROUND	6	noun	COMPANY	4	noun
BRIDGE	6	noun	COX	4	noun
BUNKER	6	noun	DADDY	4	noun
BURGER	6	noun	EQUIPMENT	4	noun
CHALLENGE	6	noun	ESTABLISHME		
CHAMP	6	noun	NT	4	noun
CLINCH	6	noun	FAIRNESS	4	noun
CONSULTING	6	noun	FEEDBACK	4	noun
COURT	6	noun	GLOSS	4	noun
COWBOY	6	noun	HANDICAP	4	noun
CRACK	6	noun	HANDSHAKE	4	noun
CRAZY	6	adjective	HARDLINER	4	noun
DOUBLE	6	noun	HEARING	4	noun
DRUM	6	noun	HOOLIGAN	4	noun
EXPORT	6	noun	JAM	4	noun

JUDO	4	noun	PUB	3	noun
JUMBO	4	noun	PULLOVER	3	noun
KEYBOARDER	4	noun	PYJAMAS	3	noun
KIDNAPPING	4	noun	QUICK	3	adjective
MANGO	4	noun	RAFTING	3	noun
MATCHWINNE			REMAKE	3	noun
R	4	noun	SAMPLE	3	noun
MEDLEY	4	noun	SESSION	3	noun
PEP	4	noun	SHREDDER	3	noun
PIN	4	noun	SKETCH	3	noun
POLO	4	noun	SLUMS	3	noun
RUGBY	4	noun	SNACK	3	noun
RUM	4	noun	SPLIT	3	noun
SAFE	4	noun	STEAK	3	noun
SEQUEL	4	noun	STRETCH	3	noun
SERVER	4	noun	STRIPTease	3	noun
SHORTS	4	noun	STUNTMAN	3	noun
SMART	4	adjective	SUPERMAN	3	noun
SMOG	4	noun	SURFER	3	noun
SMOKING	4	noun	TANDEM	3	noun
SNOWBOARD	4	noun	TAPE	3	noun
SOFT	4	adjective	TOBOGGAN	3	noun
SPRINTER	4	noun	TRUCK	3	noun
SQUASH	4	noun	TWEED	3	noun
STOP	4	noun	UFO	3	noun
TEAK	4	noun	VOLLEY	3	noun
TIMING	4	noun	WRESTLING	3	noun
TORY	4	noun	YORKSHIRE	3	noun
TOURIST	4	noun	APPEAL	2	noun
TRAM	4	noun	BASIC	2	noun
TUNING	4	noun	BEL	2	noun
UNDERCOVER	4	noun	BINGO	2	noun
UNDERDOG	4	noun	BLUFF	2	noun
WORKAHOLIC	4	noun	BORDERLINE	2	noun
ADVENTURE	3	noun	BREAKDANCE	2	noun
AIRLINER	3	noun	BRUNCH	2	noun
APARTMENT	3	noun	BULLDOZER	2	noun
BANKING	3	noun	BURBERRY	2	noun
BARKEEPER	3	noun	CAMPER	2	noun
BASEBALL	3	noun	CAPE	2	noun
BATMAN	3	noun	CATERPILLAR	2	noun
BUNNY	3	noun	CHEERLEADE		
BYPASS	3	noun	R	2	noun
CARE	3	noun	CLEVERNESS	2	noun
CENTRE	3	noun	COMFORT	2	noun
COLLEGE	3	noun	DANDY	2	noun
CONNECTION	3	noun	DECK	2	noun
CORNER	3	noun	DENIM	2	noun
CORNFLAKES	3	noun	DIM	2	noun
COUCH	3	noun	DOWNHILL	2	noun
COUNTRY	3	noun	DRIBBLING	2	noun
DARLING	3	noun	DUB	2	noun
DOG	3	noun	EASY	2	adjective
DRILL	3	noun	EUROCITY	2	noun
EAGLE	3	noun	FAKE	2	noun
ECONOMY	3	noun	FARM	2	noun
FAX	3	noun	FIGHTER	2	noun
FICTION	3	noun	FIXER	2	noun
FOLK	3	noun	FLASHBACK	2	noun
FORWARD	3	noun	FLIP	2	noun
GATE	3	noun	FLIPS	2	noun
GAY	3	adjective	FOLKLORE	2	noun
GROOVE	3	noun	FORECHECKIN		
INDIE	3	noun	G	2	noun
JONATHAN	3	noun	FREESTYLE	2	noun
KO	3	noun	FUNKY	2	adjective
LASER	3	noun	GOAL	2	noun
MASTERS	3	noun	GOSPEL	2	noun
MEDIUM	3	noun	GROUPIE	2	noun
MIXED	3	adjective	HACK	2	noun
MONSOON	3	noun	HAPPENING	2	noun
NETWORK	3	noun	HOCKEY	2	noun
PACKAGE	3	noun	KILL	2	verb
PENALTY	3	noun	KIT	2	noun
PLAYMATE	3	noun	LAYOUT	2	noun
POT	3	noun	LIFTING	2	noun
PSYCHOPATH	3	noun	LINK	2	noun

LIPGLOSS	2	noun	CONTAINMEN		
LP	2	noun	T	1	noun
LYNCH	2	noun	COTTON	1	noun
MADISON	2	noun	COWGIRL	1	noun
MAILBOX	2	noun	CRACKER	1	noun
MALT	2	noun	CRICKET	1	noun
MERCHANDISI			DATE	1	noun
NG	2	noun	DESKTOP	1	noun
MONITOR	2	noun	DISNEYLAND	1	noun
MOOR	2	noun	DOLBY	1	noun
MYSTERY	2	noun	DOWNTOWN	1	noun
NUGGET	2	noun	DRIBBLER	1	noun
PAINTBALL	2	noun	DRINK	1	noun
PATCHWORK	2	noun	DROP	1	noun
PONY	2	noun	DRUG	1	noun
PORTER	2	noun	EDITOR	1	noun
POSING	2	noun	EDITORIAL	1	noun
PUBLICITY	2	noun	ELEVATOR	1	noun
PUZZLE	2	noun	ENTER	1	verb
QUIZMASTER	2	noun	EVERGREEN	1	noun
RAP	2	noun	EXECUTIVE	1	noun
RATING	2	noun	FACT	1	noun
RAVER	2	noun	FARMER	1	noun
RECORD	2	noun	FEATURE	1	noun
REGGAE	2	noun	FLETCHER	1	noun
RELAX	2	verb	FLINT	1	noun
ROUND	2	noun	FLYER	1	noun
SCOUT	2	noun	FRESH	1	adjective
SCREENING	2	noun	GOALKEEPER	1	noun
SHAKEHANDS	2	noun	GONG	1	noun
SHAMPOO	2	noun	GRAPEFRUIT	1	noun
SIGHTSEEING	2	noun	GRASS	1	noun
SONNYBOY	2	noun	GRIZZLY	1	noun
SORRY	2	interj.	HANDLING	1	noun
SPONSORING	2	noun	HEAT	1	noun
SPRAY	2	noun	HEAVY	1	adjective
STARLET	2	noun	HIPSTER	1	noun
SYNTHESIZER	2	noun	HOMETRAINE		
TATTOO	2	noun	R	1	noun
TIFFANY	2	noun	HOSTESS	1	noun
TRASH	2	noun	HUMBUG	1	noun
TRENDY	2	adjective	IMPORT	1	noun
TRICKY	2	adjective	INFIGHT	1	noun
TURN	2	noun	INSTRUMENTA		
UNDERSTATE			L	1	adjective
MENT	2	noun	IQ	1	noun
VIDEOCLIP	2	noun	JOINT	1	noun
WEEKEND	2	noun	JUICE	1	noun
AFTERSHAVE	1	noun	JUNK	1	noun
AIRBAG	1	noun	KWH	1	noun
AIRBRUSH	1	noun	LADYLIKE	1	adjective
ARRANGEMEN			LANDROVER	1	noun
T	1	noun	LEAD	1	noun
BABYDOLL	1	noun	LEADERSHIP	1	noun
BABYSITTER	1	noun	LIMITED	1	adjective
BABYSITTING	1	noun	LIPSTICK	1	noun
BANDLEADER	1	noun	LOFT	1	noun
BEAGLE	1	noun	LOSE	1	noun
BERMUDAS	1	noun	LOTION	1	noun
BLAZER	1	noun	LYRICS	1	noun
BLIZZARD	1	noun	MAINSTREAM	1	noun
BODYBUILDER	1	noun	MAXWELL	1	noun
BOURBON	1	noun	MESS	1	noun
BOXER	1	noun	MESSAGE	1	noun
BRANDING	1	noun	MILITARY	1	noun
BREAKFAST	1	noun	MINIGOLF	1	noun
BUG	1	noun	MOBBING	1	noun
BUSINESSMAN	1	noun	MODEM	1	noun
BUTTERFLY	1	noun	MOUSE	1	noun
CAMCORDER	1	noun	NEWTON	1	noun
CAMPING	1	noun	OUTLAW	1	noun
CART	1	noun	OVERALL	1	noun
CATCHER	1	noun	OVERKNEES	1	noun
CHARLESTON	1	noun	PAMPHLET	1	noun
CLUSTER	1	noun	PAPER	1	noun
COMBO	1	noun	PEAK	1	noun
COMIC	1	noun	PEELING	1	noun

PIE	1	noun	SKELETON	1	noun
PIPELINE	1	noun	SKINHEAD	1	noun
POSE	1	noun	SLANG	1	noun
PRESSING	1	noun	SLAPSTICK	1	noun
PREVIEW	1	noun	SLIM	1	adjective
PRINT	1	noun	SLIP	1	noun
PROFIT	1	noun	SLOOP	1	noun
PROVIDER	1	noun	SLOWFOX	1	noun
PSYCHEDELIC	1	adjective	SNOWBOARDI		
PULP	1	noun	NG	1	noun
PUNCH	1	noun	SOUNDCHECK	1	noun
PUNKER	1	noun	SPURT	1	noun
QUARTERBAC			STEPPER	1	noun
K	1	noun	STICKER	1	noun
RACE	1	noun	STOPPER	1	noun
RACKET	1	noun	STREB	1	noun
RAG	1	noun	STRIKE	1	noun
RAIL	1	noun	STUFF	1	noun
RANGER	1	noun	STYLIST	1	noun
READING	1	noun	SUBWAY	1	noun
RECORDER	1	noun	SWAP	1	noun
REEF	1	noun	SWEATER	1	noun
REFILL	1	noun	TALKMASTER	1	noun
RELAXED	1	adjective	THRILL	1	noun
REMIX	1	noun	TICKER	1	noun
REVIEW	1	noun	TISSUE	1	noun
REVOLVER	1	noun	TOUGH	1	adjective
RISK	1	noun	TRACK	1	noun
ROWDY	1	noun	TRAILER	1	noun
SCAN	1	noun	TRAMP	1	noun
SCANNER	1	noun	TREKKING	1	noun
SCIENTOLOGY	1	noun	TRICKFILM	1	noun
SCOOP	1	noun	TRUST	1	noun
SCOTCH	1	noun	VAMP	1	noun
SELLER	1	noun	WATT	1	noun
SERIAL	1	noun	WAVE	1	noun
SHOCK	1	noun	WESTERN	1	noun
SHOWMASTER	1	noun	WHISKEY	1	noun
SHOWROOM	1	noun	WORKOUT	1	noun

Abstract

Anglizismen sind Termini englischer Herkunft, die in anderen Sprachen, so auch im Deutschen verwendet werden. Gebräuchliche und leicht erkennbare Anglizismen sind zum Beispiel *Team*, *Star* oder *News* während die englische Herkunft bei Wörtern wie *Wolkenkratzer* schwieriger festzustellen ist.

Die vorliegende Diplomarbeit beschäftigt sich mit der Verwendung von solchen englischen Lehnwörtern in österreichischen Tageszeitungen. Für diesen Anlass wurde ein Vergleich zwischen der Qualitätszeitung *Der Standard* und der Boulevardzeitung *Österreich* unternommen. So lassen sich nicht nur von linguistischer sondern auch von medialer Seite Gemeinsamkeiten und Unterschiede zwischen den Publikationen der verschiedenen Ausrichtung erstellen.

Da die exakte Definition und Abgrenzung des Begriffs Anglizismus ein schwieriges Unterfangen ist, wurden für die Untersuchung jene Wörter als Anglizismen betrachtet, die in Manfred Görlach's *Dictionary of European Anglicisms (DEA)*, dem aktuellsten Werk zum Thema, als solche gelistet sind. Das Hauptaugenmerk der Untersuchung liegt auf dem Feststellen von Gemeinsamkeiten bzw. Unterschieden zwischen *Der Standard* und *Österreich* im Zeitrahmen von Dezember 2006 und Mai 2010. Dabei spielt zunächst die allgemeine Zahl der Anglizismen (im Verhältnis zum Gesamtwortschatz) eine Rolle und die Feststellung, ob und in welchem Medium mehr Anglizismen verwendet werden. Ein weiterer Fokus liegt auf der Verwendung von englischen Lehnwörtern in den verschiedenen Ressorts der Zeitungen um festzustellen ob es Themenbereiche gibt, die besonders mit Anglizismen behaftet sind. Von linguistischer Sicht ist schließlich besonders die Frage, um welche Wortarten es sich bei den englischen Termini handelt, wann sie in die deutsche Sprache eingedrungen sind und wie akzeptiert sie sind, interessant. Als letzter Punkt soll schließlich die Frage ob Anglizismen denn auch in auffälliger Position, sprich auf der Titelseite der Zeitungen, zum Einsatz kommen, erörtert werden.

Die methodische Basis der Diplomarbeit bildet eine computergestützte Textanalyse mit Hilfe des Programms *Wordsmith Tools*, mit dessen Hilfe Wortlisten erstellt werden und diese mit den *DEA*-Anglizismen gegenübergestellt werden konnten.

Die Auswertung ergab zunächst, dass die Anzahl von Anglizismen in Relation zur Gesamtwortzahl sowohl in *Der Standard* als auch in *Österreich* sehr gering ist. Außerdem lässt sich zwischen den untersuchten 42 Monaten (Dezember 2006 bis Mai 2010) keine klare Steigerung der Verwendung feststellen, die Werte bleiben vielmehr relativ konstant. Die Anzahl von englischen Lehnwörtern ist in der Boulevardzeitung höher, wodurch die Hypothese, dass der höher gebildeten Leserschaft der Qualitätszeitung in Bezug auf Fremdwörter mehr „zugemutet“ werden kann und sich deshalb dort mehr Anglizismen finden, widerlegt werden konnte. In Bezug auf Ressorts zeigen sich in den beiden Publikationen relativ viele Ähnlichkeiten, so werden die meisten Anglizismen in den Bereichen *Freizeit & Lifestyle*, *Kultur* und *Sport* gefunden, während es jeweils die wenigsten im Ressort *Innenpolitik* sind. In Bezug auf die Wortarten macht sich eine sehr deutliche Dominanz von Nomen deutlich, die zum Großteil schon seit über 30 Jahren im Deutschen zu finden sind und sehr bzw. total integriert sind. In auffälliger Position werden die Anglizismen in sehr hohem Maße in *Österreich* verwendet wodurch vermutet werden kann, dass sie als bewusstes Mittel in der Boulevard-Sprache eingesetzt werden um die Aufmerksamkeit der Leser auf die Zeitung zu zielen.

Abschließend bleibt zu sagen, dass die Arbeit sicherlich einen interessanten und aktuellen Einblick in die Verwendung von Anglizismen in österreichischen Tageszeitungen liefert, wenn die Ergebnisse auch keinesfalls als repräsentativ angesehen werden können da nicht nur der Untersuchungsrahmen und -zeitraum dafür zu klein sind sondern das Phänomen von Anglizismen auch nicht so einfach und eindeutig zu erfassen ist.

Curriculum Vitae

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Education

October 2004 – November 2010: University of Vienna - Media and communication studies and English and American studies

February 2009 – June 2009: Semester abroad at Macquarie University Sydney, Australia

March 2008: Bachelor degree in media and communication studies

June 2003: School leaving examination (Matura) passed with distinction

1995 – 2003: Grammar school – Bundesgymnasium Zaunergasse, Salzburg

1991-1995: Primary school – Volksschule Edt-Mödlham, Seekirchen (Salzburg)

Work Experience

2006-2008: various internships in television journalism and public relations, for example in the editorial department of the news programme *ATV Aktuell*, in the public relations department of the *Albertina Wien*, in the editorial department of the TV station *Salzburg TV*

May 2008-January 2009: editor for the television news programme *ATV Aktuell*

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