

Anglicisms In The German Business Press A Corpus Based Study

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Anglicisms in the German Business Press--A Corpus-Based...
Scientists of the University of Bamberg have found out that the use of Anglicisms in Germany has increased more and more over the last twenty years; talking about substantives, it has even doubled. Of course, this is not only the fault of Coca-Cola or The Warner Brothers but also an effect of the dominance of the English language as a way to communicate with the whole world.

Anglicism and Pseudo-Anglicism in Germany
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Anglicisms in the German Business Press--A Corpus-Based...
Denglisch is a pejorative term used in German describing the increased use of anglicisms and pseudo-anglicisms in the German language. It is a portmanteau of the German words Deutsch (German) and Englisch. The term is first recorded from 1965. To some extent, the influence of English on German can be from normal language contact.

Anglicism—Wikipedia
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