

## **American Idiom in Modern German: Socio-linguistic Motives**

**Ernst-Norbert Kurth**

*Assistant Professor, Department of European Languages and Translation,*

*College of Languages and Translation,*

*King Saud University, Riyadh, Saudi Arabia*

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**Abstract.** Due to post-war American cultural predominance and the aggressive expansion of English as a world language, countless English loan words have entered German through pop culture, advertising, technological transfer, and media language. In the course of this process, cultural and linguistic receptiveness reinforced each other. Increasingly, English terms are taken over that do not denote new realia, but compete with existing TL terms. Many of these predatory loan words get lexicalized. Today, there is a tendency of not translating English terms for new items and phenomena, and a general fashion of using anglicisms instead of TL terms. This linguistic behaviour differs from the mere instrumental use of loan words. It involves assimilation/ submission to a foreign culture instead of assimilation of foreign words to one's own language. Using examples from German newspapers and magazines, this paper sets out to analyse the perceptible and hidden influence of American English on modern German. It looks at the sociocultural motives governing the coinage of loan words, loan blends, and loan translations.

Using the Thesaurus of a German word processing program, I was puzzled when offered the following list of lexical items: Skyjacker, Skyscraper, Slang, Slip, Slogan, Slum, and Smalltalk. Far from being a technical malfunction, this phenomenon is remarkable in several respects. Firstly, all of these words are obviously English, though adapted to the target language (TL) system. Secondly, there exist common, well-established TL expressions for them: "Luftpirat"/"Flugzeugentführer", "Wolkenkratzer"/"Hochhaus", "Umgangssprache", "Schlüpfer"/"H schen", "Schlagwort"/"Losung", "Elendsviertel", and "Plauderei"/"Schwatz". Thirdly, it is symptomatic of a tendency in modern German to use anglicisms to add an international flavor to one's words, show one's learning, or just follow a general fashion.

This phenomenon, the underlying cultural reasons and linguistic consequences of which I will discuss in terms of translation and non-translation, is found on diverse levels of language use: e.g., youth and media language, political discourse, and

trustworthy, comprehensive works of reference like the "Duden" and "Wahrig" dictionaries of German comprise an increasing number of English lexemes which neither fill a lexical gap in the TL, nor seem to fulfil any other apparent function in the TL system.

Their inclusion, which clashes with the principle of language economy and, owing to the great number of these words, has an alienating effect, must be motivated by reasons other than linguistic. Hence there is a case for analyzing this phenomenon in the intercultural context of translation studies. It first of all indicates the magnitude of the impact of American English on modern German: the prestige assigned to the use of English expressions. In a German cultural context and monolingual discourse, they connote dynamism, youth and modernity. "From about 1945 to the present, the number of American words and phrases taken over into German has reached astounding proportions" [1, p. 178].

This development mirrors post-war American political and cultural predominance in Western Europe, as well as the eagerness with which Western Germany has been adopting and following American cultural patterns in the second half of the twentieth century. In this paper, I will analyse a selection of English loan words, loan blends and loan translations: the context of their occurrence, as well as the factors governing their coinage and use.

### 1. The prestige of English

At least since the mid-eighties, it has become a fixed habit for German politicians and other people of public interest to lace their statements with numerous anglicisms and bilingual compound words. The constant use of a plethora of English terms<sup>1</sup> like: Agreement, Bodybuilder, Copyright, Display, Entertainment, Flop, Glamour, Hardliner, Image, Jackpot, Know-how, Lifestyle, Mobbing, Netsurfer, Outfit, Power, Quizmaster, Relaxing, Sound, Trendsetter, User, Videofreak, Workaholic, Yuppie, and Zapping. in the electronic and printed media, taken up by a majority of language users, gradually superimposes a foreign cultural reality on the extralingual world. Novel Universe of Discourse elements in sectors like communication and consumer culture are often more easily remembered by their English, than by their German name - provided they *are* translated at all. We are here dealing with a genuine translation problem: both in the narrow linguistic sense, and in the sense of intercultural transfer, cross-cultural influence.

Not only are English words often preferred to standard, i.e., TL, expressions, but also new inventions and phenomena are given English names - like in the remarkable case of the "Handy" or "Handyphone." This English term of German coinage, a true linguistic hybrid, is used in Germany and Austria to denote a cellular phone. It makes use of an English word in a new context, producing a sense foreign to the English or American idiom.

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<sup>1</sup> I retain the spelling of these words as used in German. They are extracted from the 96 numbers of "Der Spiegel", but also appear in oral German discourse.

When the "Gesellschaft für die deutsche Sprache" (Society for the German language), founded in 1885 to reduce the French influence on railway, military and postal terminology, called for proposals to find a German substitute for the term "Handy" last year, it received as many as 1200 proposals. Surprisingly, none of them was deemed memorable and concise enough to replace "Handy" (*Der Spiegel*, 11.11.1996) - an indication for the total absence of language purism in present-day Germany. In contrast to this, the "Académie Française" takes a much firmer view on the question of anglicisms.

### 1.1. Foreignism and predatory loan words

Unlike German and most other Germanic languages, English lacks the distinction of gender in the article. This causes the first, most obvious difficulty: which one of the three German articles, "der" (masculine), "die" (feminine), or "das" (neutral), does the English loan word take? In absence of a grammatical rule for such cases, the gender of the corresponding German word (if there is one) is chosen in most cases to determine the article. Along with the necessary capitalization of nouns in German, this is the first adaptation to its new linguistic environment the English loan word undergoes.

Thus, *boom* becomes: "der Boom"<sup>2</sup> (German: "Hochkonjunktur"), surpassing TL words like "Wirtschaftswunder" (economic miracle), and "Aufschwung" (economic upswing), which both have a specific cultural background and particular connotations, in frequency of use. *Copyright* becomes: "das Copyright", entirely replacing the German term "Urheberrecht" (right of the author) outside legal language. I will call this a predatory loan word.

The widespread, pretentious use of foreignisms is boosted by German media language. It has had a powerful influence on the linguistic behavior of the average TL user, who eagerly embraces alien cultural concepts along with the foreign words denoting them. Clearly, there is an ideological dimension to this.

Following the frequent use of an English noun, the according verb is often also loaned out - a process facilitated by the deflected nature of English, its short average word-length (as compared to German), and the ease of conversion. In the case of *to boom*, we get the infinitive "boomen", the present participle "boomende", and the third person singular "boomt" - as in the German newspaper headline "Recycling boomt", which features another predatory loan word: "Recycling"<sup>3</sup> (German: "Wiederverwertung"). Its English pronunciation is maintained.

Here, a significant qualitative difference can be seen. By definition, a loan word is adapted to the inflection *and* the pronunciation of the TL. Unlike genuine loan words, English guest words of this kind almost always keep their pronunciation, which

<sup>2</sup> "Boom" gave rise to an inflation of random loan blends like: "Boom-Branche" (boom industry), "Boom-Zeiten" (times of boom), and "Fleischboom" (meat-boom).

<sup>3</sup> Derived from "Recycling", we also find "recyclinghig" (fit for recycling), which replaces the standard TL term "wiederverwertbar".

contradicts German phonetics. It is part of their exotic appeal to the TL user. They differ from real loan words like "fair" (adj.), "pink", "Spray", or "Trainer", in that they neither denote novel, imported items and phenomena, nor fill a lexical gap.

The TL terms in the corresponding semantic field cover the meaning content of the English guest word, rendering it superfluous - as is the case with the already lexicalized "ladylike", for which there is the identical German term "damenhaft". It remains to be seen, whether these predatory loan words will stay in the German language for a longer period of time.

## 2. Pop culture

The advent of American popular culture in the post-war era, transplanted to Europe and copied with special zeal in Western Germany, a country trying to redefine its cultural identity after the experience of Nazi dictatorship and war, led to the taking over of countless English neologisms for new Universe of Discourse elements (realia) like: "Pop Corn", "Rock 'n Roll", "Hamburger", "LP", "Diskjockey", "T-Shirt" and "Jeans."<sup>4</sup> In the course of this process, which has been going on for almost fifty years, cultural and linguistic receptiveness constantly reinforced and amplified each other.

Nowadays, practically every new fashion and development in areas like youth culture, pop music, leisure activities, sports, business and consumer culture originating in America is indiscriminately subscribed to. This cultural cloning<sup>5</sup> produces a swelling tide of English loan words, loan blends and loan translations.

A recent example is the buzz word "Zapping" with the derived Verb "zappen": frequent change of TV-channels by remote control. Similar in spelling to the German verbs "zapfen" [tsapf@n],<sup>6</sup> to tap a beer, and "zappeln" [tsap@ln], to jingle or fidget, it is pronounced with a voiced "s" and [#], which in German is reserved for a short "e" and "@". It sounds much like "Sepp(el)" [z#p@l], a south German short form of "Josef" also used as humorous term for "Bavarian", and triggers a totally unrelated association.

There are other instances, where English loan words not only clash with German phonetics, but also produce quaint morphological forms in the inflection. For instance the past participle of "stylen" (to style): "gestylt" (styled). The morpheme "ge-" is pronounced German, the rest of the word English. The voiceless "s" contradicts

<sup>4</sup> The German term for jeans, "Nietenhose" (Niete = stud, Hose = trousers), started to lose ground to "Blue Jeans" in the sixties. Today, it has altogether disappeared from language use.

<sup>5</sup> The driving forces behind it being US economic imperialism, the aggressive expansion of English as a world language, and a policy of active pervasion of American values on other cultures. Here, economic, cultural and political factors are closely linked.

<sup>6</sup> The following three phonetic transcript symbols are reproduced in the text as @ = [ə] (schwa), # = [ɛ], \$ = [ ] (sch-sound).

German phonetics, where a word-initial "st" is pronounced [ʃt]. The "y", much less frequent in German than in English, is invariably pronounced like a short or long "ü".

In youth language, and in the highly Americanized register of youth and music magazines, "gestylt" is further modified into "aufgestylt" ("styled up"); clad in an exaggerated modish way<sup>7</sup>. Again, the prefixes are pronounced German, the verb-stem English. The word does not blend into the spoken sentence. It is deliberately foregrounded in the TL: charged with associations of modernity, affluence, and dynamism.

## 2.1. Advertising

This simple, but effective mechanism is used extensively in German advertisements. Many German ads employ English product names, English adjectives and verbs in the description of the product; and outlandish visual images to reinforce the emotions triggered in the reader or viewer.

In many German shop windows, we find placards with "Sale" today. This creates an artificial barrier of understanding for the less educated monolingual: an effect not dissimilar to being abroad. There is no valid reason for the TL term, "Ausverkauf", to be replaced by a foreign word - which holds true for numerous other anglicisms and predatory loan words. Only half understood, they are still taken up and used all the time. This parroting happens in youth slang, as well as in the language of adults.

An example where the English loan word is invested with a specific new meaning in the TL, is "Coffee Shop". In Dutch and German, "Coffee Shop" means a small café, where soft drugs can be legally purchased in small amounts. Also in the culinary sector, "Chicken Wings" has made its entrance into the German language. Courtesy of an international American fast food chain, it now ennobles the prosaic German "Hühnerflügel": previously thrown away or fed to the family dog.

On the modern breakfast table, we find "Cerealien" - a clumsy Germanisation of *cereals* that is neither a translation, nor a loan word. It first appeared in a TV commercial as exotic-sounding substitute for the plain TL term "Frühstücksflocken" (breakfast flakes) and was promptly taken up. Incidentally, "Cerealien" was already part of the TL lexicon: it denotes the festival of Ceres in ancient Rome. The new meaning of the word, however, hardly creates lexical ambiguity, as the target group probably doesn't know Latin.

To explain the prevalent attitude to English loan words in German, I will introduce the distinction between instrumental and integrative use [2, p.474]. In instrumental use, a loan word refers to an extralinguistic entity for a specific communicative purpose within the target culture. In integrative use, the speaker also aims at partaking in the source culture, with which the loan word is connected. The use

<sup>7</sup> Other arbitrary compound words of this kind - "durchgestylt" (thoroughly styled), "neu-gestylt" (newly styled) - are not restricted to the context of fashion, but also used for furniture, gardening, etc.

of English loan words in German ads and media language clearly falls under the second category, integrative use, as it plays on connotations pointing towards a foreign culture.

### 3. Technological transfer

Obviously, the dynamic German city dweller needs not only a "Handy", but also a "Pager". The latter term replaces "Pieper", a possible loan translation of *beeper*. Before the choice fell on "Pager", two other terms were coined: "Cityruf" (rufen = to call), and "City-Call". There was even the rare attempt to create a genuine German term: "Funkrufempf@nger" (radio call receiver), which sounded well enough, but lacked both the brevity of the English loan word and its exotic appeal.

Another example for the countless English loan words in the technical field<sup>8</sup> is "Air-Bag". This very plain, straightforward term could have easily been rendered by a loan translation: "Luftsack" (Luft = air, Sack = sack), or by a more descriptive German term: for instance "Aufprallschutz" (Aufprall = impact, Schutz = protection). However, it was not: yet another case of non-translation.

The abundance of technical loan words reflects the working conditions of the professional translator. In theory, he must try to introduce standard TL terms, be it via loan translation or by coining a new term. In practice, the translator has to translate technical manuals under time-pressure. Often, he chooses the quickest option: to simply maintain the foreign term. In some cases, newly coined TL terms for technical items imported from the source culture are later even replaced by their English name.

Such is the case with "Aktenvernichter" (Akte = document, vernichten = to destroy). Following the numerous loan words in the computer sector, "Shredder" has entered the TL and replaced the standard term "Aktenvernichter". In its adapted spelling, "Schredder", it denotes an office appliance that shreds confidential documents, or a machine to demolish and compress waste metal; the latter being an extension of the English meaning. In English, a machine like this would be called "crusher".

### 4. Code-mixing in the media

Many loan or guest words are not only inflected, but also occasion bilingual compound words of an often haphazard, short-lived nature. These loan blends elaborate the TL associations and emotional values connected with the original loan word<sup>9</sup> - a phenomenon very frequently found in German newspaper language.

<sup>8</sup> German computer language, for instance, is almost entirely invaded by English. With the rare exception of loan translations like "Festplatte" (hard-disc) and the obvious "Maus" (mouse), hardly any attempt is made to channel the ceaseless flow of technological innovations into the own language, which gradually loses the ability to embrace all aspects of life.

<sup>9</sup> These words are stripped of their connotations in the SL system, and invested with new connotations and associations in the TL.

The recent loan word "Cyberspace", originally a science fiction term, could have easily been translated as "virtueller Raum" (virtual space). It inspired bilingual composites like "Cyber-Welt" (cyber world), "Cyberzukunft" (cyber future) and "Cyberonauten" (cyberonauts) in the printed media<sup>10</sup>. The weirdest neologism of this kind I found is "Cyber-Di zese" (cyber diocese): referring to the activities of a catholic bishop in the Vatican, who takes confession via Internet. Terms like this are coined, used and sooner or later discarded.

A particularly productive pattern of formation is the prefixing of English abbreviations. "TV-" replaces the German "Fernsehen" (television) in composites like: "TV-Sender" (station) and "TV-Zuschauer" (viewer). Here, brevity is the deciding factor. English prefixes like "hyper-", "top-", and "super-" are frequently used to form haphazard loan blends in advertisements, colloquial speech, and youth slang.

Another interesting concoction is the not yet lexicalized "Backshop" (baking shop, the term doesn't exist in English). Due to trade union pressure, German bakers are forbidden to bake bread rolls on Sundays. To circumvent this absurd regulation, supermarkets at gasoline stations have started to sell bread rolls made from prefabricated dough. As they are no bakeries, but fulfil a similar function, the term "Backshop" was coined to denote this new cultural phenomenon.

Where three or more words are linked together to a bilingual compound word, hyphens are used - as in "Anti-Dumping-Klage" (Klage = lawsuit). The first term contains the loan word "Dumping", which has fully established itself in the TL - at the expense of "Kampfpreis" (Kampf = fight, Preis = price), and "Billigpreis" (cheap price).

In German, compound words are always written as one word<sup>11</sup>. A famous, jocular example for this is "Donaudampfschiffahrtsgesellschaftskapitnswitwe" (widow of a captain of the Danube Steam Boat Company). Hyphens are only used after the second compound. Unlike in English, the prefix "anti" is not separated from the following word by a hyphen. Thus, a German-English-German composite like "Anti-Dumping-Klage" is not only stylistically inelegant, but also violates German morphology.

#### 4.1. Fashionable loan blends

Due to a lack of language consciousness, it has become a fad in German newspaper language, to invent longish compound words containing anglicisms. They are part of a peculiar media-pidgin or interlanguage; invented by non-native speakers, and not found in the English or American vernacular. Some contain one English compound: "Cash-und-Kaviar-Diplomatie" (cash and caviar-diplomacy). Others contain two: "Fernseh-Horror-Dauer-Hit" (long-time TV horror hit). A particularly interesting example found in an article on "Snowboarding" - yet another English loan

<sup>10</sup> Found in the '96 numbers of the German news magazines "Stern" and "Der Spiegel".

<sup>11</sup> Under the influence of American English, however, more and more German compound nouns are written apart. Thus, not only the lexical, but also the morphological level of the TL is affected.

word - is "Acht-bis-Fünf-Uhr-Job" (eight-to-five). This haphazard loan translation of "nine-to-five" adapts the working hours to German conditions.

In the case of "Law-and-Order", the identical expression already existed in the TL: "Recht und Ordnung". Since the student-protests of the late sixties, it became linked with the negative connotation *petit-bourgeois* and faded out of use. In the guise of the identical English loan term "Law-and-Order", the concept is currently making its comeback in German. This indicates that cultural reasons are often more important than purely linguistic reasons for loaning out a source language (SL) term.

The deliberate, fashionable use of an English word instead of the standard TL term is found in composites like "Billig-Airline" (billig = cheap), of which there are plenty in the TL. The German word for airline, "Fluglinie", is slowly running out of currency. Originally coined in media reports about America and the anglophone world, words like "Billig-Airline" are later also applied within the TL culture. This cross-cultural mechanism gives rise to countless loan blends. Behind it, we find as main motive a submissive attitude towards the source culture.

## 5. Loan translations

Loan words and, to a lesser degree, bilingual composites draw the attention of the TL user - be it only because he does not fully understand them. Loan translations blend more easily into the TL. To the monolingual language user, as well as to anyone lacking language consciousness, they remain invisible. Loan translations can either be single words, or whole translated phrases or idioms. Especially the latter case renders interesting material for translation research.

On the more obvious level, we find loan translations like "Wolkenkratzer" (sky-scraper) or "Mikrowelle" (micro-wave oven), which denote novel Universe of Discourse elements. Due to the prestige of English, some loan translations are later replaced by the original term. An example for this paradoxical phenomenon is "Seifenoper" (soap opera). After years of service, this loan translation was recently replaced by "Soap-Opera", and the even more alienating, opaque "Soap": the abbreviation used by Americans for this phenomenon.

The positive attitude towards anglicisms, and the hesitation to translate English terms both contribute to weaken the trust in the creativity of the TL - even in professional language users like journalists. In a *Spiegel* report on the civil war in Liberia (11.11.1996), the writer experiences serious difficulties in rendering "Warlord". Having used "Warlords" twice to introduce the term, he tries a loan translation, "Kriegsfürsten" (Krieg = war, Fürst = prince). He returns to "Warlord", tries another loan translation: "Kriegsherren" (masters of war), and reverts to the first loan translation, "Kriegsfürsten". Not satisfied with either, he tries a freer rendition: "Fraktionsführer" (Fraktion = faction, Führer = leader). Having thus probed around for a good translation, he at length returns to "Warlord".

In the context of recent large-scale systematic jobs cuts in Germany, the euphemism "schlanke Produktion" is used: a loan translation of "lean production".

Whereas here the phenomenon originated in America, the loan translation "Sofakartoffel" (couch potato) is definitely out of place in the TL, since its metaphorical image is not obvious. Also, the phenomenon is well-known in the target culture; the standard TL term being "Stubenhocker" (Stube = smallish room, hocken = to squat).

### 5.1. Lexical interference

If whole English phrases are translated word-by-word, alien idioms enter the TL. We get: "das macht Sinn" (that makes sense), "ein Gespräch haben" (have a conversation), and "eine gute Zeit haben" (have a good time). Recognizable only by their violation of the TL collocation rules, they are used with amazing frequency both in media language and everyday discourse. The last two examples stretch the use of "haben" (to have) way beyond idiomatic German, where "Gespräch" (conversation) collocates with "führen" (to lead), and "Zeit" (time) collocates with "verleben" or "verbringen" (to spend). The aberrant use of the word passes the attention of the language unconscious or monolingual. For the linguist and translator, however, they are painfully visible.

Looking at the sentences "Ich liebe Tennis" (I love tennis), and "Ich hasse Regen" (I hate rain), we see two more TL verbs semantically out of focus. In German, "lieben" (to love) and "hassen" (to hate) are restricted to a person or a country. Following the word-by-word translation of similar sentences from English in the media, the standard use of these verbs is currently extended to cover all kinds of objects: an example for lexical interference in the translation from a related, dominant language.

In the sentence: "Wir haben uns gestern gesehen" (We saw each other yesterday), the verb "sehen" (to see) is used in the sense of "to spend time together". This usage is not possible in German. It first entered the language through defective film dubbing, caught on in the media, and eventually arrived in everyday discourse. Here, even a loan translation of the colloquial greeting formula "See you!" is currently establishing itself in the TL: "Wir sehen uns" (We'll see each other). Most language users would hardly recognise that this greeting formula is not German, but translated English.

### 6. Translation mistakes

At this point, the importance of film dubbing, translated reports about the anglophone world, and translated interviews for the influx of English loan words and loan translations in the TL must be stressed. TV reporters naturally don't have the training or language consciousness of a professional translator. They either give mere word-by-word renditions, or simply retain English terms for convenience's sake. Non-translation creates redundancy whenever equivalent TL terms exist.

Word-by-word translation creates breaches and interferences, especially between related languages. It produces defective TL sentences like: "Sie tut ihren Job" (She does her job), where a loan word is complemented by a translation of the phrasal

verb it takes in English. In German, this does not work. As we have seen above, an English loan word takes the article of the equivalent TL noun. Also, it should take the verb with which the TL noun collocates<sup>12</sup>. Otherwise the whole TL sentence becomes unidiomatic. With "Job" in the meaning of *task* or *duty*, "erledigen" (take care of) and "ausführen" (execute) collocate - not the semantically undifferentiated "tun" (do).

Translation mistakes like this, partly due to lexical interference, abound in badly dubbed cinema and TV movies<sup>13</sup>, of which there are plenty, since German dubbing studios often economize on the costs of translation. The monolingual and layman does not hear them, but the professional translator simultaneously notices the unidiomatic or faulty translation, and the original phrase: a strange double perception like looking at both sides of a carpet at the same time. On my visits to Germany, this happens to me regularly.

The majority of these unidiomatic, defective loan translations remain confined to the dubbed sound-track of a movie. Yet, some of them do not stay in the film can, but penetrate oral and written TL use. They have had a profound influence on modern German.

## 7. Conclusion

Given the omnipresence of English loan words and loan translations in modern German, I could only scratch the surface of the phenomenon: mention a few of its aspects. Genuine loan words denote novel Universe of Discourse elements (*realia*) imported from another culture or only found outside the target culture. They differ from foreignisms and predatory loan words, which compete with existing German terms, and sometimes supersede them in frequency of use. Many TL terms are altogether replaced by loan words.

Their excessive use in German media language, and in everyday oral and written discourse is a phenomenon of the eighties and nineties. It is motivated by the prestige of English. Behind it, we find a submissive, indiscriminating attitude towards American consumer culture, and a strong inclination to copy American cultural patterns (cultural cloning). As an indication of this cultural link, the German spoken in former East Germany contains far less anglicisms. The same holds true for the German spoken in Austria.

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<sup>12</sup> As with the question, which German article English loan words should take, there is no rule to determine, which phrasal verb the loan word has to take. Owing to the systemic quality of language, no grammatical provisions exist for the massive influx of redundant (predatory) loan words, which compete with TL words.

<sup>13</sup> They are mostly American. Likewise, most literary works translated into German are American or English.

While the denotation core of English loan words<sup>14</sup> is understood by educated TL users, it is often only half understood by the monolingual, less educated. The complex of linguistic and cultural connotations, and the loan word's position in terms of register differ from SL to TL. Stripped of its connotations within the SL system, the loan word is invested with new connotations: modernity, dynamism, youth and affluence. As it is alien to the receiving TL, stylistic insecurities in its use arise.

Where English loan words, abbreviations, or suffixes are linked to TL lexemes, we get loan blends. In German media language, an incredible number of them are coined, used and discarded. Another variant of this linguistic behaviour is the deliberate use of English terms for prosaic everyday entities - "Airport", "Basement" - supposedly to make them appear less banal. This effect is taken one step further in German advertising language. Whatever would sound simplistic, cliché or old-fashioned, is stripped of its undesirable connotations by simply using the English term for it: much like sticking a new set of linguistic labels on the world<sup>15</sup>. Naive as it may seem, this works well enough on a majority of TL users/ consumers.

Other than real loan words, anglicisms and predatory loan words mostly keep their pronunciation, which contradicts German phonetics and is often used for its exotic flavour. Bilingual composites clash with German morphology through their liberal application of hyphens - a device used very economically in the TL. Loan translations often contradict the collocation rules of the TL and produce incompatibilities on the idiomatic level. They can either be single words, or whole translated phrases or idioms. Due to the prestige of English as international language, and due to prolonged exposure to foreign cultural influence, some loan translations are later even replaced by the original SL term.

If whole SL phrases are translated, cognate verbs and nouns (have - haben, see - sehen, problem - Problem) tend to get stretched beyond their idiomatic TL use. This kind of covert lexical interference gradually causes an extension of their meaning content<sup>16</sup>. Most often, it originates in low-quality film dubbing, translated reports about the anglophone world, and carelessly translated interviews. Following the imitation of the extended, aberrant use in media language, it soon enters everyday TL discourse, gains momentum, and eventually leads to lexicalization. This covert, perpetual influence of American English on the TL is not recognised by the average language user.

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<sup>14</sup> It is justified to zero in on English loan words, as they by and large outnumber loan words from other languages in modern German.

<sup>15</sup> This rather curious procedure creates the illusion of a connotation-free, disposable language; as the average TL-user's school English is unlikely to cover anything beyond the denotation core of English loans.

<sup>16</sup> Ilse Lehiste (1988:20) calls this phenomenon "loanshift".

With the powerful, lasting impact of American culture on Germany, a constant flow of new, often unnecessary foreignisms, predatory loan words, loan blends, and loan translations will keep entering and changing the TL: unless language planners become aware of the all-out, unrestrained taking over of American idiom into modern German.

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## المصطلح الأمريكي في اللغة الألمانية الحديثة - نوافع لغوية اجتماعية

ارنست نوربرت كورت

أستاذ مساعد ، قسم اللغات الأوروبية والترجمة،

كلية اللغات والترجمة ، جامعة الملك سعود،

الرياض ، المملكة العربية السعودية

(قدم للنشر في ١٤١٨/٥/٢٦ هـ ، وقبل للنشر في ١٤١٩/١/٢٩ هـ)

ملخص البحث. نظرا لهيمنة الثقافة الأمريكية بعد الحرب، ونظرا لتوسع السريع للغة الإنجليزية كلغة عالمية فقد دخلت إلى اللغة الألمانية مفردات من اللغة الإنجليزية لا حصر لها، وذلك عن طريق الثقافة المندفعة والحملات الإعلانية والتحول التكنولوجي ولغة وسائل الإعلام. ومن خلال هذا السياق نجد أنه حدث تعزيز متبادل بين الثقافة والأمور اللغوية، كما حدثت عملية تبني مصطلحات الإنجليزية التي لا تدل على دافع جديد بل تتنافس مع المصطلحات المستعارة إلى حيز مفردات اللغة وأصبح هناك ميول لعدم ترجمة المصطلحات الإنجليزية إلى مصطلحات جديدة. كما ظهرت موضة شاملة تتميز باستعمال الكلمات المستعارة بدلا من مصطلحات اللغة الأم. إن هذا التعرف اللغوي يختلف عن الاستعمال المفيد للكلمات المستعارة إذ يشتمل على الاستسلام كتقافة أجنبية بدلا من استيعاب وإدراج كلمات مستعارة من اللغة الأم. من خلال أمثلة مستقاة من الصحف والمجلات ألمانية يشرع هذا البحث في تحليل التأثير المستمر المدرك للغة الإنجليزية على اللغة الألمانية الحديثة، كما يدرس هذا البحث النوافع الثقافية الاجتماعية التي تتحكم في صياغة الكلمات والتراكيب المستعارة.