

**Abstract for the University of Melbourne School of Languages Postgraduate Conference
“In between wor(l)ds – transformation and translation”**

Attitudes towards Anglicisms in modern German.

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The English language has been influencing German for a number of centuries; however, never as much as in the past half-century. This influence, evident in the form of Anglicisms, is perceived to be at an ever-increasing rate, and consequently has been of great interest to the German public in recent times.

After an overview of the variety of definitions of Anglicisms given by authors such as Busse & Görlach(2002), Carstensen (1965), Clyne (1984; 1995), Glahn (2000), and Viereck (1986), this paper discusses particular reasons why and when Anglicisms are used in modern German. This includes motivations such as brevity, the addition of local colour and prestige, which are found in certain domains including advertising, the media and modern technology. This paper presents a brief history of language purism in Germany, paying attention to the work of language purists such as Pogarell and Schröder (2000), as well as Paulwitz and Micko (2005), in addition to the aims of purist groups. Pfalzgraf's (2003a; 2003b) work on the area of language purism and his analyses of purist groups play an important part in this topic. Interestingly, there is little unbiased research in this particular field. The research undertaken by Rash (1996) in her analysis of advertising material used in the Swiss print media, and Corr's (2003) analysis of Anglicisms used in German computing technology do provide a counterbalance the attitude of the language purists. The focus of this paper will be on the overall attitudes towards the use of Anglicisms in modern German-speaking society.

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