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ON THE INFLUENCE OF THE MAIN VARIANTS OF THE ENGLISH LANGUAGE ON THE GERMAN LANGUAGE

Abstract: The article analyzes the influence of the main variants of the English language (British and American) on the German language from the 16th century to the present. The author examines the reasons for the impact of English on German.

Key words: German language, Anglo-Americanism, newspaper and journalistic discourse, pragmatics, reasons for borrowing, functions of borrowing.

Language: English

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Introduction

English is the language of international communication. In the course of globalization, due to the spread and constant development of new technologies, the role of the English language is growing. This phenomenon is due to political, military, economic and socio-cultural factors. Any international communication is carried out through the English language. "It is a unifying language that helps to eliminate any barriers: linguistic, territorial and ethnocultural" [1].

The influence of the English language on the language situation in Germany has been going on for several centuries. However, "well-established contacts between the two peoples are characterized by the unidirectionality of the borrowing process: a much smaller number of words are borrowed from German into English than in the opposite direction" [3].

Since the 16th century, English has become the leading language in trade. Conquests and geographical discoveries were the reason for the gradual spread of the English language outside the UK. But at that time, English borrowings (Akte, Plantation, Punsch, elektrisch, Rum, Komitee, etc.) were rather of secondary importance. This article provides examples of English borrowings from the German magazines "Welt", "Spiegel" and "Focus":

Vor Weihnachten besucht man sich gegenseitig auf ein Glas Punsch.

Das Internationale Paralympische Komitee (IPC) erlaubte ihr, während der Spiele in Peking im Athletendorf wohnen zu bleiben, um ihr Team zu unterstützen.

One of the reasons for the massive spread of the English language is the expansion of the British Empire and industrial and economic transformations in the world in the 19th century. Most of the discoveries of the era were made by British scientists (Henry Bessemer, Humphrey Devi, Thomas Newcomen, George Stephenson, etc.), Great Britain turned into a leading industrial and commercial power (Kartell, Trust, Partner, Standard):

«Es ist empörend, dass die Baukosten für Gebäude, einschließlich Krankenhäusern, von diesem Kartell in die Höhe getrieben wurden», erklärte Wettbewerbskommissarin Neelie Kroes.

Mit dem BBC Trust haben sie ein übergeordnetes Kontrollgremium, das diesen Namen verdient.

The process of rapprochement of different peoples became possible thanks to the development of transport, in particular, the appearance of steam locomotives and steamships, the construction of rail and road systems (Lokomotive, Tender, Tunnel, Express, Lore):

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Und selbst die wenigen Besucher dürfen bestenfalls in den Tunnel — nie aber in die Lager am Ende der gut hundert Meter tief in den Berg gegrabenen Anlage.

Entsprechend rüstete die CSU-Spitze schon in den vergangenen Tagen verbal ab: Ministerpräsident Beckstein nannte Merkel eine «Lokomotive für die CSU».

The struggle of English workers to improve working conditions led to the appearance in the German language of the words Demonstration, radikal, lynchen, Mob, Streik, Imperialismus, Boykott and others:

Die deutsche Metall- und Elektroindustrie steht vor einer Woche mit massiven Warnstreiks

Ein Boykott von Textilien aus Billiglohnländern führt leider nicht dazu, dass dort die Löhne steigen.

The leading role of England in print production and journalism was reflected in the vocabulary borrowed during this period: Offset, Yellow Press, Interview, Reporter, Comic, etc. :

Im genau abgezielten Verbreitungsgebiet der Wolfs-Yellow-Press mutmaßt man dann kläffend, ob die Beziehung hält oder ob es diesmal doch schon nach zehn Minuten zur Trennung kommt.

Unübersehbar die Form- und Farbenvielfalt der Haftetiketten, die im Offset- und Digitaldruck auf modernsten Maschinen hergestellt werden.

In addition, the beginning of the 19th century was marked by the rapid growth of the international banking systems of England, the USA and Germany (Bankomat, Scheck):

Einer, der bei einer alleinstehenden Mutter groß wurde und weiß, wie es ist, wenn ein Scheck platzt.

«Ich arbeite in der Nähe und hatte mir den Bankomat genau angesehen, ohne eine Manipulation entdecken zu können», sagt die 45-Jährige.

By 1900, English, as the most widely spoken foreign language in Germany, had replaced French, leading to numerous borrowings in the language of "high society". A textbook example of this phenomenon can be the following passage: "He was a gentleman, a snob, a dandy, or a man who made his own way (Gentleman, Snob, Dandy, oder Selfmademan), belonged to a club (Club), behaved decently (fair), things went well (allright oder tiptop), he wore a business card, tailcoat, tuxedo or breeches (Cutaway, Frack, Smoking oder die Breeches), ate steak, toast, cookies or pudding (Beefsteak, Toast, Keks oder Pudding), drank whiskey, sherry or cocktail (Whiskey, Sherry oder Cocktail), went in for sports (Sport), played tennis or hockey (Tennis oder Hockey), had a picnic (Picknick) and could afford flirting (Flirt) or even spleen (Spleen)" [8].

By the early 20th century, some scholars, including Diels, secretary of the Berlin Academy of Sciences, saw English as a language of global importance. Dunger in his work "Engländerei in der deutschen Sprache" [5] wrote about the growing

influence of this language in Germany: "While earlier the study of English was, by and large, not widespread, now it is taught everywhere. In the circle of high society, English is now more authoritative than French ... And even in other countries ... in which French previously occupied the dominant position, the influence of the English language is constantly growing".

The speech of US President John Adams in 1780 before parliament is also widely known: "The English language is destined to play in the future and in subsequent centuries the role of the world language to a greater extent than Latin in the past or French in our time" [2].

In the XX century, the number of English borrowings has steadily increased (Headline, News, Spot, Look, etc.). The temporary setbacks associated with the purist movement during World War I and the early years of the Nazis were followed by a wave of new borrowing, driven by political backlash against Nazism and America's strong economic influence after World War I. [4] Peter von Polenz saw in the situation that developed at that time "the imitation of the vanquished by the controlling and granting winners" [8]:

Es gab eine Headline in Österreich kurz nach der Auslösung: «Mit ein bisschen Glück können wir es schaffen!» Kurz hab ich überlegt, wie dieses «bisschen Glück» eigentlich aussehen müsste.

«Die Kamera ist ihr dicht auf den Fersen, wenn sie mit den Bewegungen des samtbezogenen Tieres mitgeht», heißt es über den Spot.

Political events after the end of World War II were reflected in the vocabulary of the German language.

The political and economic leadership of the United States has become the reason for attempts to exterminate the German language as the main property of the nation and change the orientation of the upper strata of German society in favor of the American industrial and consumer society [6].

The leading role of the United States in the fields of science and technology is reflected in the increase in the number of English-speaking units in the professional lexicons of the German language. Due to the fact that the most important scientific literature was published in English, experts adopted the designations without changes in order to maintain accuracy and avoid ambiguity in communicating with their foreign colleagues. It should also be noted that these borrowings are international in nature, since many of them have been registered in other languages as well.

In addition, the German language is greatly influenced by the advertising of foreign goods in print, on radio, television and on the Internet, the role of which has increased due to the development of the media (Know-how, Show, CD, Special, Spray, Lotion, Look, etc.). In this regard, new words,

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penetrating into the recipient language, become available and understandable to native speakers of the German language. The German scientist Firek [7] notes that translators are often forced to transcribe foreign words instead of choosing the appropriate primordial equivalents due to lack of time.

Denn die Wissenschaftler wollen ihr Know-how verkaufen an Unternehmen, die Produktion, Marketing und Vertrieb selbst in die Hand nehmen.

Ob Muppets Show oder Formel 1-Rechte — wie am Grabbeltisch hatte der Sunnyboy sich gegriffen, was auch immer zum Verkauf stand.

Many international companies prefer to use slogans in English in Germany, for example:

- «The way ahead» — Panasonic;
- «Your own way» — Camel;
- «It's Sony» — Sony;
- «Made in Paradise» — Renault;
- «We make light work» — Erco;
- «You'll be impressed» — General Motors;
- «You've got the power» — Prince and others

The development of radio and television, now reaching the most extreme corners of the earth, has increased the possibilities for the dissemination of news. And although all countries try to control the dissemination of information on their territory by creating national television broadcasting, they cannot influence what is broadcast on satellite television. In Europe, the proportion of English on satellite television is significantly higher than the percentage of Europeans with English as their first language.

In the computer realm, the presence of the English language prevails even more clearly, since most of the technical literature in this area is written in this language. English prevails in all electronic systems:

Vor allem das Internet werde bei terroristischen Straftaten zunehmend genutzt.

Ansonsten googelt und klickt sich der Kölner durchs Internet, checkt noch den Videotext nach neuesten Sportergebnissen, bevor er gründlich die Zeitung liest.

Yu.V. Kobenko also notes the excessive fascination of German youth with American culture at the end of the last century due to its ease and ease. The culture of the United States carried with it liberalism, the right to self-determination, and thus became the most attractive. The American way of life was distinguished by its relaxedness, down-to-earthness and cultivated material values in a person, which was most acceptable for Germany after World War II.

«Wir sehen dass hier extrem viel in Richtung Hard Rock gemacht wird — vor allem von jungen Bands, die noch Anfänger oder Halbprofis sind», so Ahlers.

Die Jungstars machen alles, worum sie gebeten werden. Cool. Professionell. Freundlich.

Thus, the reasons that we give in this article confirm the influence of the main variants of the English language on the German language.

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