

# The Influence of English on German in the Field of Fashion

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**Tomac, Lorena**

**Undergraduate thesis / Završni rad**

**2024**

*Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj:* **Josip Juraj Strossmayer University of Osijek, Faculty of Humanities and Social Sciences / Sveučilište Josipa Jurja Strossmayera u Osijeku, Filozofski fakultet**

*Permanent link / Trajna poveznica:* <https://urn.nsk.hr/urn:nbn:hr:142:393930>

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*Download date / Datum preuzimanja:* **2025-02-02**



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Sveučilište J.J. Strossmayera u Osijeku  
Filozofski fakultet Osijek  
Prijediplomski studij engleskog jezika i književnosti i njemačkog jezika i  
književnosti

Lorena Tomac

## **Utjecaj engleskog na njemački u području mode**

Završni rad

Mentor: izv. prof. dr. sc. Tanja Gradečak

Osijek, 2024.

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Znanstveno područje: humanističke znanosti

Znanstveno polje: filologija

Znanstvena grana: anglistika

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U Osijeku, \_\_\_\_\_

13.9.2024

Lorena Tomac, 0122239431

Ime i prezime studenta, JMBAG

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## **Abstract**

Throughout the past, languages have influenced each other, with Greek, Latin, and French playing the major role. Today, in the 21st century, English has been considered as the most influential language, particularly impacting German. Since English loanwords, which are also known as anglicisms, are spread across various domains such as fashion, this paper will demonstrate the influence that English has on German, in terms of vocabulary and its adaptation into German language system. This paper first provides an insight to the development of English loanwords in Germans throughout history. The study then focuses on characterization of anglicisms into loanwords and loan coinages, and later discusses their assimilation into German through graphemic and morphological integration, syntax, and semantic. The second part of the paper focuses on anglicisms in the field of fashion. By analyzing the terms from German online magazines *Vogue*, *Brigitte*, and *Cosmopolitan*, and by comparing them to the previous researches, the aim of this paper is to present the adaptability of German language to English influences.

Keywords: anglicisms, loanwords, assimilation



## 1. Introduction

Throughout history, languages have always influenced each other. In the past the most influential languages were Greek, Latin and French, but today, in the 21st century, English is considered the most influential language, or a so called *lingua franca* (Meierkord and Schneider, 2021: 1). *Lingua franca* is a language that is widely used as a means of communication between populations speaking different languages (Britannica). The German language contains numerous English loanwords, i.e. *anglicisms and americanisms*, which are used in everyday life and in various areas. The use of English loanwords can be found in marketing and commerce, in the media, in sports, in technology, science, and even in fashion. Since fashion is an inevitable part of every person's life, this paper will focus on the influence of English language on German in the field of fashion. The aim of this paper is to show the types of anglicisms and the processes of their integration into German; their constant presence in the fashion sector is also going to be demonstrated by using various examples from online magazines.

In the first part of the paper the historical background of English loanwords in German language will be mentioned. Secondly, the terms anglicisms and americanisms will be briefly explained, but to maintain simplicity the term 'anglicisms' will be used in this paper as a broader term to cover all borrowings from both varieties of English, British and American. Furthermore, this paper will discuss various types of loanwords, their assimilation to German language, and additionally some of their special types. Lastly, in the end of the first part, the reasons of their usage in German language will be stated.

In the second part of the paper we will specifically talk about anglicisms in the field of fashion. First, the compounds with the word *look*, mentioned by Dresch (1995), will be listed. Moreover, there will be a research that will analyze the most frequently and the least borrowed word classes. The study will also illustrate the flexibility of German language to adopt the borrowings from English.

## 2. Historical context

Modern languages are “living” languages, which means they are instruments used by a great numbers of speakers to communicate with each other (Folz, 1987:112). Due to this “vitality” of language, it is natural for languages to change and it is possible for them to adopt words from each other. Over the course of history, certain languages have become more dominant and have influenced other languages. This often happened throughout the past due to various political events, scientific discoveries and technological innovations.

One of these languages is English, whose influence on the German language throughout history will be outlined in this paragraph. Loanwords derived from British English are called anglicisms and those from American English are called americanisms (Folz, 1987:112). According to Carstensen (1965: 29), the influence of English on German can be traced back down to the time of the Anglo-Saxon mission in Germany, with recorded loanwords from around 1200. Anglo-Saxons were descendants of three Germanic peoples: the Angles, Saxons and Jutes, who migrated from northern Germany to British Isle in the 5<sup>th</sup> century (Britannica). Anglo-Saxons spoke distinctive dialects which evolved over time and became known as Old English, which was similar to present German due to the fact that it had three genders and four cases (Ibid.). In 1066 the conquest of England by William of Normandy brought about a change in the language and Old English evolved into Middle English, which underwent a change in grammar and lost its Germanic features (Wood, 1969: 55). On the other hand, there was Old High German that evolved into Middle High German and later New High German (Britannica). Görlach (2002: 13) claims that contacts between German and English became closer in the mid-17<sup>th</sup> century with the takeover of some terms relating to the English political system. Carstensen (1965: 29) also claims that one of the first words came from seafaring and trade, as they were among the earliest forms of international exchange (Ibid.). English literature of the 18<sup>th</sup> century also contributed by bringing numerous words into the German language, reflecting the cultural exchanges of that time Görlach (2002: 13).

With the expansion of Roman political power, Latin was widely used western and southern Europe. Throughout the Middle Ages it was used in religious texts, as it was the language of the Roman Catholic Church, and later in scholarly and literary purposes (Britannica). In the early modern period and the extension of the French empire, French replaced Latin as the dominant language in education and politics (Wright, 2006: 35-50). However, it is interesting how English gained

dominance over Latin and French relatively late, around the mid-19th century, due to England's political and economic power during this era (Wanzeck, 2010: 131). In the 19<sup>th</sup> century the Industrial Revolution played a significant role in expanding German vocabulary. The rapid development of British technology and industry required new terms, many of which were accepted from English (Görlach, 2002: 13).

The impact of English grew especially after the Second World War, when it became the *lingua franca* (Wanzeck, 2010: 131). The decisive influence of English on the German vocabulary was due to political developments, e.g. in 1949, when the Federal Republic of Germany and the German Democratic Republic were founded (Folz, 1987:107). Federal Republic of Germany or West Germany was closely tied to one of its ally, the United States, therefore borrowed English word. On the other hand, in the German Democratic Republic or East Germany dominated the Soviet Union, therefore Russian words were mainly borrowed and used (Folz, 1987:111).

After World War II, the USA was in a superior position in the fields of technology and science, which contributed to the international spread of American technical terms. Various words were spread by the radio and later television, especially through advertising. As a result, words like *job*, *team*, *management*, *spray*, *lotion*, *hit*, *single* became widely known (Duden 108-109). Additionally, at the beginning of the 20th century, English sports terminology was also adopted, for example *boxing*, *football*, *hockey*, *bowling*, *jogging* (Duden 109-110).

### **3. Types of anglicisms**

After a short introduction on how English words entered the German dictionary, this part will discuss the types of anglicisms and provide several examples of each type. According to Onysko (2007: 13), there are several types of anglicisms in German language. In his work, he distinguishes between two larger group of anglicisms, *loanwords* (Germ. *Lehnwörter*) and *loan coinages* (Germ. *Lehnprägungen*), which further expand into other categories (Ibid.).

#### **3.1. Loanwords (Lehnwörter)**

The first group that Onysko mentions are loanwords. Loanwords are divided into *foreign words* (Germ. *Fremdwörter*) and *assimilated loanwords* (Germ. *Assimilierte Lehnwörter*). Foreign words

are words or phrases from a donor language that differ in sounds and structure from the recipient language, i.e. words taken from another language without changing their form, such as *E-Mail* and *Internet* (Onysko, 2007: 13) or *Poker*, *Job*, *Surfing*, *Dollar* (Wanzeck, 2010: 131). Carstensen (1965: 99-189) also mentions the following examples: *Bestseller*, *Bikini*, *Hipster*, *Hobby*, *Teenager*. However, it is important to comment that this type has undergone a change by adapting to German orthography where all nouns are capitalised, unlike in English. On the other hand, assimilated loanwords are borrowings that have been adapted into the recipient languages by adding German affixes, prefixes or suffixes, for example *einloggen* and *gepiercte* (Onysko, 2007: 14), or the word *striken* (from *to strike*) that Wanzeck (2010: 133) proposes as an example .

### 3.2. Loan Coinages (Lehnprägungen)

The second group that Onysko (2007) discusses are *loan coinages* that are further divided into *loan meanings* (Germ. *Lehnbedeutungs*) and *loan formations* (Germ. *Lehnbildungs*). “By definition, loan meaning refers to a process in which only a semanteme of a word but not its form is transferred from source language into recipient language” (Onysko, 2007: 14). For example, the German word *Baum* and English *tree* are different signs denoting the same meaning (Ibid.). Words that Wanzeck (2010: 132) names as examples of loan meaning are *feuern* (from English *to fire*; instead of Germ. *entlassen*) and *Pille* (from English *pill*; instead of Germ. *Arznei*). Additionally, Carstensen (1965: 223) lists others, such as *aktuell*, *buchen*, *discret*, *Kontroll*, *Kopie*, *Kredit* . Loan formations are new words coined in the recipient language due to a model from the source language (Onysko, 2007: 21). This group encompasses *loan translations* (Germ. *Lehnübersetzungen*), *loan renditions* (Germ. *Lehnübertragungen*) and *loan creations* (Germ. *Lehnschöpfungen*).

Loan translation is also called ‘word for word’ translation and refers to a connection that is created by literally translating the individual parts (Wanzeck, 2010: 132) from the source language. According to Wanzeck (2010: 132), examples of this are *Klapperschlange* (from English *rattlesnake*) and *Freiheitdenker* (from English *freethinker*). As an example, Carstensen (1965: 237 – 240) also mentions: *Gehirnwasch* (from English *brain washing*), *grünes Licht Geben* (from English *to give a green light*), *Lügendetektor* (from English *lie detector*) .

Loan renditions are words that are only partially translated literally (Wanzeck, 2010: 132-133). Some of the examples that are found by Wanzeck (2010: 132-133) are *Hinterwäldler* (from English *backwoodsman*) and *Unterhaltungsgeschäft* (from English *show business*). Carstensen (1965: 247) also includes words like *Vaterland*, *luftgekühlt* (from English *air-conditioned*), *Musikkiste* (from English *juke-box*).

Loan creations are formally independent equivalents whose coinage was prompted by the foreign item (Görlach, 2002: 29). Görlach (2002: 30) provides several examples, such as *Hindernsrennen* (from *steeplechase*), *blockfrei* (from *non-aligned*), *Flugschreiber* (from *black box*), *Dienst nach Vorschrift* (from *work-to-rule*).

#### 4. Pseudo and hybrid anglicisms

Apart from the loanwords and loan coinages, Onysko (2007) states two additional specific types of loanwords in German language, *pseudo anglicisms* and *hybrid anglicisms*.

As Onysko (2007: 52) explains, pseudo anglicism is the phenomenon that occurs when the recipient language uses lexical elements in the donor language to create neologism in the recipient language that is unknown in the donor language, or as Görlach (2002: 29) simplifies “English-looking items which do not exist in English itself”. For example, *Dressman*, the German ‘male model’, is a prototypical example of a pseudo-loan because it indicates that English words can be combined in German to create a compound that does not exist in English, even though English constituents *dress* (‘clothing’) and *man* (‘adult male human’) are embodied in it (Onysko, 2007: 52). According to Görlach (2002: 29), there are three different groups. The first ones are *lexical pseudo loans*, which are the result of a novel German combination of use of English lexical elements. For example, in German *Handy* (‘mobile phone’), while in English *handy* is an adjective (‘conventional’ or ‘useful’) (Onysko, 2007: 53). The second group are *morphological pseudo loans* that relate to abbreviations or shortenings of complex borrowing, such as *Pulli* (for *pullover*), *Profi* (for *professional*) or *Dämmerschoppen* (for *late-evening shopping*) (Görlach, 2002: 29-30). Lastly, semantic pseudo loans occur if a borrowing takes on a new denotation in German, such as *City* referring to ‘downtown’, *Start* in the sense of ‘take off’, and *Slip* denoting ‘short undergarments for women’ (Onysko, 2007: 53).

The second type are *hybrid anglicisms*, compounds in which only one component is foreign, i.e. English, while the second one is a German word. For instance, the word *Grapefrucht* is a noun formed after the English noun *Grapefruit* (Carstensen, 1965: 69). Other examples that Onysko (2007: 55-56) provides are the compound adjective *internetfähig* ('capable of handling the internet'), compound verb *heraufjazzen* ('to jazz up'; adv. *herauf* + v. *jazzen*), *herumsurfen* ('to surf around'; adv. *herum* + v. *surf*) and compound noun *Hobbymusiker* ('hobby musician'; n. *Hobby* + agentive n. *Musiker*).

## 5. Assimilation of anglicisms

This section deals with the assimilation of anglicisms and americanisms, or rather with methods by which English loanwords are adapted to the German sound and inflection system and to the spelling of the German language. First, their graphemic integration will be discussed then morphological adaptation and finally their syntax and semantics.

### 5.1. Graphemic integration

Since German uses the same alphabetical system as English, the adaptation of the English spelling was possible generally for all anglicisms. When adopting English words, it is normal for the spelling to change when they are adopted into German. Where the pronunciation of a word did not agree with the phoneme-grapheme relations in German, the spelling was adapted to German conventions (Görlach, 2002: 23). According to Görlach, germanised spellings particularly occur in several areas (23). One of the examples is when the English *c* changes to *k* in German, which can be seen in words such as *Klub* < *club*, *Klown* < *clown*, *Kode* < *code*, *Kamp* < *camp*, *Klipper* < *clipper* (Carstensen, 1965: 34). Secondly, in words such as *Schock* and *schocking*, the change from *sh* to *sch* is observed (Görlach, 2002: 23). In some words, doubling of consonants often occurs, for example *Stop* vs. *Stopp* and *stoppen* (Carstensen, 1965: 35). In addition, there are also rare cases where the English *-y* is written as *-ie* in German. According to Carstensen (1965: 35), some examples are *Harmonie* and *Symphonie*.

## 5.2. Morphological adaptation

When incorporating English words into the German vocabulary, there are two ways to integrate the English words morphologically. The first method is composition, that is, when English lexemes are combined with German ones. Some worthy examples are *Bluttest* or compositions with German Genitive, such as *Geburtstagsparty* and *Gesichts-Make up* (Carstensen, 1965: 39). The second method is known as affixation (Ibid.). In noun formation, *ex-* in the meaning 'former' is probably the most productive prefix and gives rise to many new formations such as *Exlyriker*, *Expremier*, *Ex-Minister*, *Ex-Frau* (Carstensen, 1965: 50). The suffix *-ing* is still frequently used to create nouns: *Shopping*, *Briefing* (Onysko, 2007: 171). In addition to this, it is important to highlight how English nouns are adapted to German grammar. When English nouns enter in German they are written in capitals, also they are assigned gender and take the appropriate article. There are several rules that determine the gender of anglicisms that Onysko (2007: 152 - 173) mentions and which will be further discussed. The first one is the rule of biological gender. Male or female persons take the masculine and feminine gender, e.g. *der Gentleman*, *der Cowboy*, *die Lady*. Translational equivalence to German terms also influence gender assignment e.g. *der Essay* (Germ. *der Aufsatz*), *die Economy* (Germ. *die Wirtschaft*), *das Business* (Germ. *das Geschäft*). Sometimes certain fields are characterized by a specific gender, e.g. masculine gender for names of cars, type of music and alcoholic beverages; feminine gender for floral names, and neuter gender for pictorial images, institutions, units of measurement, chemical substances. Furthermore, suffixes show gender preferences, e.g. masculine suffixes *-er* (*der Pullover*), *-or* (*der Doctor*), *-ant* (*der Consultant*); feminine suffixes *-ion* (*die Action*), *-ness* (*die Fitness*); neuter suffixes *-ment* (*das Management*), *-al* (*das Festival*).

Although direct adjective borrowings without suffixation are common, such as *fit*, *cool* and *clever* (Onysko, 2007: 250), German adjectives are often formed by adding the suffix *-ig* to English nouns: *trend - trendig*, *space - spacig*, *jazz - jazzig* (Onysko, 2007: 262). English adjectives with the ending *-y* are also adapted to German adjectives with the *-ig*: *tricky - trickig*, *spacy - spacig*, *bluesy - bluesig* (Ibid.).

Moreover, when forming verbs, modifications of verbs or the creation of verbs with different suffixes are also common. Earlier loans were taken over with derivational morpheme *-ieren*, which automatically makes them inflectable, for example: *legalisieren*, *testieren*, *parkieren* (Onysko, 2007: 25). It is also possible to produce verbs by adding the ending *-(e)n* as in *mixen* from *to mix*

or *recyceln* from *to recycle* (Bohmann, 1996: 65). Additionally, modification of verbs by adding prefixes is frequent too, as *ab-* in *abtrainiert* (Eng. *trained off*) and *abscannen* (Eng. *To scan over to completion*) (Onysko, 2007: 242). Other prefixes that often appear are *durch-* as in *durchchecken* (Eng. *check through*) and *durchtesten* (Eng. *test through*) (Ibid.).

### 5.3. Syntax

As far as syntactic adaptation is concerned, English words do not pose a problem for German, mainly due to their inflectional possibilities; therefore, they can easily adapt to its grammatical system. When integrating into German, English borrowings have to adapt to the rules of word order, where in the main clauses verb is strictly positioned in the second place, while in subordinate clause, it shifts to the end (Carstensen, 1965: 72). Due to the similarities between English and German syntax, English phrases such as *fit machen* (*für*) from *to make fit* (*for*) are easily transferred (Onysko, 2007: 255-256). However, it is interesting to point out that in some cases German deviates from its own grammatical rules and adopts English rules (Clyne, 1995: 203). Carstensen (1965; cited in Clyne, 1995) mentions how the transference of English syntactic rules has led to the transitivization of verbs in environments where this was unusual for German, e.g. *Ich fliege Lufthansa* (Eng. *I fly Lufthansa*; for *Ich fliege mit der Lufthansa*). Additionally, “English influence has prompted the early placement of the genitive in phrases such as *Hamburgs Bürgermeister* (Eng. *Hamburg’s mayor*; for *Der Bürgermeister von Hamburg*).” (Ibid.)

### 5.4. Semantics

Semantically, the use of anglicisms often leads to ambiguity. That is, the conceptual content, i.e. the denotative meaning, is accompanied by a secondary meaning, i.e. the connotation. According to Carstensen (1965: 40) “The influence of English often gives rise to words (neo-word formations) in German that do not even occur in the donor language in terms of meaning: *Oldtimer* (*veteran car*), *Slip* (*pants*), *Smoking* (*dinner jacket*).” Additionally, some borrowed words do not always keep all of their original meanings. Sometimes a word tends to be used in a more restricted way (Onysko, 2007: 16). For example, the borrowing *Stress* has multiple meanings in English: it denotes ‘bodily or mental tension’, ‘emphasis’ and ‘weight on sth’. However, in German it denotes only one meaning and that is ‘bodily or mental tension’ (Ibid.). It is similar with the adjectival borrowing *cool*. It kept the colloquial meaning of ‘very good’ and ‘calm and self controlled behaviour’, but it lacks its English reference to temperature (Onysko, 2007: 17). Since the English



and German language systems are similar, it can be concluded that the integration of Anglicisms is easy from a morphological and syntactical point of view. Even though borrowed words might have limited meanings in the recipient language, lexical borrowing is still possible as long as it maintains the same relationship between its form and its core meaning in both languages (Ibid.).

## **6. Reasons for the adoption of anglicisms**

It has been observed that anglicisms are strongly represented in the German vocabulary and there are a few reasons for that. One of the reasons is linguistic economy, which enables faster communication in today's fast-paced lifestyle. The English language contains many monosyllabic words such as *film*, *club*, *start*, *test*, *star*, and *boom* (Onysko, 2007: 158) but also clipped forms like *web*, *mail* and *net* (Onysko, 2007: 220) making it a highly economical language.

Moreover, English words, or more precisely English slang words, such as *cool* and *chill* are frequently used by the younger population mainly to sound more modern and to separate themselves from the older generations (Androutsopoulos, 2005: 191). In addition, anglicisms may reflect a new preferred attitude towards things and indicate changes in societal beliefs, for example using *Teenager* in preference to *Backfisch* (Folz, 1987:108).

Finally, anglicisms often signify technological and scientific progress, making them widely used. Since English has become a global language because of America's leadership in science and technology, English words like *software* and *internet* have naturally integrated into various other languages, including German (Folz, 1987:107). This integration not only helps with international communication but also reflects the cultural impact of English-speaking countries (Ibid.).

## 7. Anglicisms in fashion

After the theoretical section of this paper, a detailed discussion and analysis on anglicism in fashion will follow. This part will include several compounds with the word *look*, as introduced in Dresch's (1995) research, which illustrates the frequent borrowing of compounds in the German language. Additionally, the paper will examine numerous English loanwords found in popular German online fashion magazines *Vogue*, *Brigitte*, and *Cosmopolitan*. These examples will illustrate the prevalence of English expressions in the German fashion industry, showing their influence on contemporary fashion language and trends.

The German fashion language is a fruitful topic for exploring the influence of foreign language throughout history, as France was initially dominant in the fashion sector for socio-historical reasons. French fashion trends and terminology were widely spread, therefore influencing the progression of fashion language in Germany. However, by the end of the 19th century fashion influences increasingly came from England, bringing new English terms into German language (O'Halloran, 2002: 50). After the Second World War, American influence became important as well, further expanding the German fashion language (Ibid.).

Fashion language had its own purpose, namely to inform people about the latest fashion trends, and fashion journalists often used anglicisms to persuade people to purchase these products (Ibid.). In addition to the traditional names that have become established in the German language, the most common names for clothing items are *Jeans*, *Pullover*, and *Blazer*, but Dresch (1995: 244) indicates that the English loanword *Look* predominated in the fashion sector. The same applies to the professional designation *Designer*, with terms like *Courtier*, *Modeschopfer*, *Entwerfer*, or *Gestalter* almost entirely replaced by the English term *Designer* (Dresch, 1995: 244). The most common noun in the German fashion industry is *Trend*, as well as other English terms such as *Outfit*, *Star*, and *Grunge* that are also regularly used (Ibid.).

The frequent usage of English fashion terms left a notable mark on German, shaping and expanding its vocabulary, plus changing the manner of communication in this particular field. Observing these transformations of fashion terminology in German language, it illustrates the ability of language to evolve with international influences.

## 7.1. "Look" in Combination with Other Constituents

Andreas Dresch cites numerous examples from German lifestyle magazines in his work to highlight the strong influence of the English language on the German language. Dresch (1995: 244) particularly emphasizes the word *look*, which, according to him, appears in combination with other words in more than half of the cases. Further in his studies, he emphasizes the frequency of adopted compounds, meaning that the most loanwords are compound words, particularly compound nouns. Additionally, he uses this word as an example to illustrate the linguistic economy, i.e. proclivity of a language for clear and precise communication (Vicentini, 2003: 39), which the English language enables (Ibid.). In further course of this paragraph, a table will be presented showing combinations with the word *look*.

Table 1 "Look" in Combination with Other Constituents (Dresch, 1995: 240-268)

|                             |                       |
|-----------------------------|-----------------------|
| <i>Adventure-Look</i>       | <i>Hippie-Look</i>    |
| <i>Alpin-Look</i>           | <i>Marine-Look</i>    |
| <i>Baseball-Look</i>        | <i>Navy-Look</i>      |
| <i>Business-Look</i>        | <i>New-Wave-Look</i>  |
| <i>Dandy-Look</i>           | <i>Potpourri-Look</i> |
| <i>Easy-Look</i>            | <i>Safari-Look</i>    |
| <i>Ethno-Look</i>           | <i>Schmuddel-Look</i> |
| <i>Freizeit-Look</i>        | <i>Schocker-Look</i>  |
| <i>Hemd-über-Rolli-Look</i> | <i>Tokio-Look</i>     |

## 7.2. Corpus

As it was previously mentioned, English loanwords can be found in diverse aspects of society. Specifically for this research, the corpus will be a field where loanwords are widely spread and those are fashion magazines. For this study, a series of words was selected from German editions of online fashion magazines - *Vogue*, *Brigitte* and *Cosmopolitan*. The aim of this research is to show, on the basis of selected words, the extent to which different word classes are loaned. This study will illustrate which are the most frequently and which are the least borrowed word classes. Moreover, it will present to what extent German accepts the influences of English. *Vogue*

The following word sequence provides examples of anglicisms found in German online *Vogue* articles.

*die Ankle-Boots*

*die Baggy-Jeans*

*die Basics*

*das Blazerkleid*

*die Button-ups*

*die Cargo-Jeans*

*die Combat-Boots*

*der Designer*

*das Design*

*Edginess*

*die Flared-Pants*

*der French-Girl-Look*

*gestylt*

*go-to*

*der Grunge-Look*

*das Herbst-Outfit*

*die High-Top-Sneakers*

*die High-Waist-Jeans*

*der/das Hoodie*

*das It-Girl*

*das It-Piece*

*die Layerings*

*der Leo-print*

*der Loafer*

*der/das Longsleeve*

*das Baby-Tee*

*die Boxershorts*

*der Bronzer*

*der/das Bucket-Bag*

*cakey (Make-Up)*

*der Dresscode*

*der Eyeliner*

*der Eyeshadow*

*glossy (Lippen)*

*komfortabel*

*der Low Bun*

*die Low-Rise-Jeans*

*die Officewear*

*der Oversize-Blazer*

*der Party-Look*

*die Peeptoes*

*preppy*

*der Pumps*

*slouchy*

*der Streetstyle*

*der Strickpullover*

*das Tanktop*

*der/das Tote-Bag*

*der Trenchcoat*

*der Trend*

*die Wide Boots*

*die Make-up-Artists*

*der Mascara*

*der Messy-Look*

*die Micropants*

*oversized*

*die Oversize-Looks*

*die Pyjama-Pants*

*die Styling-Tricks*

*die Wide-Leg-Pants*

## ***Brigitte***

The following paragraph contains a list of anglicisms found in the online articles of the German magazine *Brigitte*.

*die Anti-Aging-Tricks*

*die Beach Waves*

*der Bedsheet-Skirt*

*die Belt-Bags*

*der Boat-Neck*

*die Boxer-Braids*

*die/der/das Cap*

*der Cardigan*

*der Choker*

*die High-Heels*

*die Jorts*

*der Jumpsuit*

*das Logo-Shirt*

*das Make-up*

*der Military-Style*

*die Mom-Jeans*

*das Off-Shoulder-Kleid*

*die One-Shoulder-Robe*

*die Overalls*

*die Overknees*

*das Revenge-Dress*

*der/das Saddle-Bag*

*das T-Shirt*

*die Slingbacks*

*das Slipdress*

*das Statementshirt*

*der Sweater*

*der Blazer*

*die Clutch*

*die Crocs*

*die Curtain Bangs*

*das Dermaplaning*

*dirty/dusty rose*

*der Highlighter*

*der/das Lipgloss*

*peachpink*

*die Pieces*

*shampooieren*

*der Skort*

*sleek*

*die Sportswear*

*stylen*

*das Stylingprodukt*

*das Sugaring*

*das Trend-Comeback*

*trimmen*

*das Two-Piece*

## *Cosmopolitan*

Similar to the previous chapters, the following lists anglicisms found in German online *Cosmopolitan* articles.

*der Animal-Print*

*das Bandana*

*die Bootcut-Jeans*

*der Bucket-Hat*

*das Cat-Eye*

*die Clogs*

*der Color-Blocking-Look*

*die Cowboyboots*

*cozy*

*das Crop-Top*

*der/das Crossbody-Bag*

*die 'Dad-Shorts'*

*die Flip-Flops*

*die Leggings*

*der Monochrom-Look*

*die Panties*

*der Pencil-Skirt*

*die Polka-Dots*

*das Poloshirt*

*der Poncho*

*die Straight-Leg-Jeans*

*striped*

*die Baseball-Caps*

*der Concealer*

*das Designerpiece*

*glowy (Look)*

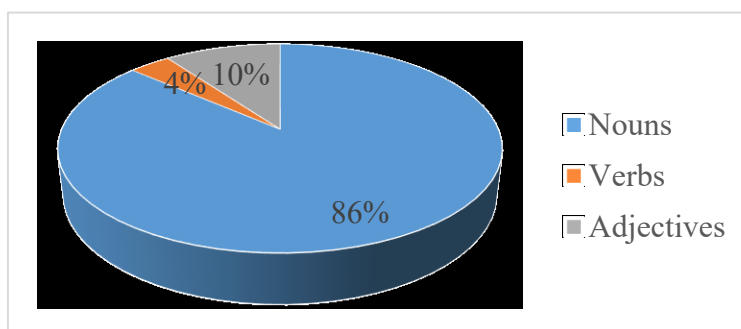
*das Piercing*

*shoppen*

*der Slugging*

*vintage*

### 7.3. Analysis



After examining the 139 collected words it can be concluded that most of the English loanwords in German language are nouns. Out of 139 terms 86% of them are nouns. The fact that nouns are more borrowed than verbs and adjectives may be due to their ability to specifically denote objects.

They portray distinct and concrete objects, products or concepts and professions. Also, nouns are probably borrowed more often because they can easily fit into the grammatical system with less or no modifications. It is important to note that most of the found words are compound nouns, which confirms some of the earlier research, such as Dresch's (1995), and their enduring relevance in contemporary times. As Dresch (1995:245) claimed that most of the loanwords are compound nouns it can be seen that even today the majority of the borrowings are compound nouns such as *Cat-Eyes*, *Cowboyboots*, *Dad-Shorts*, *Dresscode*, *Streetstye*, *Bucket-Bag*, *Revenge-Dress*. The repetitive usage of the words *look* and *jeans* also illustrates their ongoing significance by appearing in combinations with other constituents, for example *Baggy-Jeans*, *Cargo-Jeans*, *High-Waist-Jeans*, *Low-Rise-Jeans*, *Mom Jeans*, *Bootcut Jeans*, *Straight Leg Jeans*, *French-Girl-Look*, *Grunge-Look*, *Party-Look*, *Color Blocking-Look*, and *Monochrom Look*. It can also be observed to which extent does German accept the English influence. German language can adopt the full form of the English nouns, without changing them such as *Sweater*, *Cap*, *Cardigan*, *Concealer*, *Choker*, *Blazer* and even when it comes to slang words like *Hoodie*, *Jorts*, *Skort*. Furthermore some of the nouns can consist of a German and English constituent, for instance *Off-Shoulder-Kleid* and *Blazerkleid*. Morphologically speaking, these two compounds consist of premodifier and a head noun. The English constituents *Off-Shoulder* and *Blazer* stand as premodifiers that describe the head nouns *Kleid*, which are left in German in order to determine the gender of the whole compound.

The second most frequently used loanwords in this study are adjectives which make 10% of the corpus. The corpus shows that German usually take the original form as in *cozy*, *glowy* and *cakey*, however, by adjective *komfortabel*, where the English *c* changes to *k*, it is visible that germanized spelling can occur in the integration process.

The least borrowed word class are verbs. In this analysis they make only 4% of the whole corpus. From the examination, it is visible that while loaning words, German mainly uses affixes to adapt the English words to their language system. For instance, for forming the past participle German language uses the prefix *ge-* and the suffix *-t* with the English root, as in *gestylt*. In addition to this, verbs like *to shampoo* and *to shop* adapt to German language system by receiving suffixes *-ieren* and *-en* and also by doubling the final consonant as in *shoppen*. Lastly, among the mentioned types of borrowing, foreign words (Germ. *Fremdwörter*) such as *Eyelinier*, *Officewear*, *Tanktop*, *Panties*, *Leggings*, and assimilated loanwords (Germ. *Assimilierte Lehnwörter*) such as *gestylt*, *stylen*, *trimmen*, *shoppen*, are the most frequent ones.

## 8. Conclusion

Since English is one of the world languages, it is obvious that it will influence the others, which is why German adopted many English words into its vocabulary and called them anglicisms. anglicisms exist in different areas such as media or sports and they come in several types, and they are particularly present in the area of fashion. According to various magazines and research by O'Halloran (2002) and Dresch (1995), *Jeans, Sweater, Blazer, Look, Trend, Designer, Outfit* and *Trend* are the most common anglicisms in the German vocabulary. Moreover, this paper also proves the relevance of their research at the time, because in the online magazines mentioned above, various compound nouns with the words *look* and *jeans* could be found. Further more, the aim of this research was to find out which word class is frequently borrowed and which the least. This research also highlighted the types of borrowing that are most commonly used. The analyzed corpus from German editions of online fashion magazines - *Vogue, Brigitte and Cosmopolitan* showed that the majority of loaned words are nouns and the least frequent category are verbs. In addition, the analysis illustrated that English loanwords in the field of fashion are often compound nouns and sometimes they are adapted to the German grammar system by receiving affixes or by changing their spelling. In conclusion, this paper achieved its goal and demonstrated, using various examples, how frequently English borrowings occur in the German vocabulary and how they have become established in everyday use of the fashion language.

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