

# ANGLICISMS IN ONLINE GERMAN NEWSPAPERS AND MAGAZINES. A QUANTITATIVE AND QUALITATIVE ANALYSIS OF ARTICLES IN ‘DIE WELT’, ‘DER SPIEGEL’, AND ‘DER STERN’ IN FEBRUARY 2016

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## Abstract

*Needless to say, words originating in English largely influence other languages. As postulated by Plümer [2000, p. 28], since the nineteenth century English has become the main donor language for German and due to the ongoing influx of Anglicisms used in German both in Fachsprache, i.e. German for specific purposes and on a daily basis, lexical interference between the two languages increases. Some linguists oppose the excessive use of words originating in English postulating that as a consequence, German may become a peripheral language, whereas others posit that it indicates openness to world and language development. The study focuses on the application of Anglicisms in German newspapers in February 2016. The corpus encompasses 90 articles in online versions of three newspapers, viz. Die Welt, Der Spiegel and Der Stern, structured into three categories, be it Beauty, Politics, and IT. Every category covered thirty parallel topics, in order to arrive at a succinct yet comprehensive summary of the total ratio of Anglicisms. The article was divided into four main categories, i.e. theoretical framework, quantitative analysis, qualitative analysis, and concluding remarks.*

**Keywords:** Anglicism, German, English, Online, Newspaper, Beauty, Politics, IT, News.

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## 1. Introduction

Conspicuously enough, the occurrence of Anglicisms in German is discernible not only on a daily basis, but also in Fachsprache, i.e. German for specific purposes. The paper studies the application and distribution of Anglicisms in online German newspapers viz. *Die Welt*, *Der Spiegel* and *Der Stern* in February 2016. The corpus covers 90

articles, which were subsequently categorized into three sections, be it *Beauty*, *Politics*, and *IT*. Every category covered thirty parallel topics, 10 for each newspaper.

Due to the ongoing influx of Anglicisms used in German, ergo increased lexical interference between the two languages, since the nineteenth century, English may well be called the main donor language for this language. Most certainly, the proportion between those opposing and supporting the use of Anglicism may be found equal. The main argument favourable for the application of Anglicisms is that it indicates openness to the world along with

language development. On the contrary, by dint of an excessive use of words originating in English, German may become a peripheral language.

There are many aspects behind the use of words originating in English. One of them, as suggested by Gentsch [2004] is 'to convey to the reader or listener American figures, settings, or actions' (*Ibid.*), which is also accounted for as providing American colour. Moreover, loanwords may also be applied for the sake of precision, when English lacks German equivalents, therefore the use of an Anglicism 'helps repattern a German semantic field'. Furthermore, Pfitzner [1978] points out to language economization, and continues that both brevity and precision are necessary for the language of newspapers, as they decrease space required in a publication along with the time needed to write it. Effectiveness, as one of the factors, cannot go unrecognized as well. Having established that words deriving from English enter the German language on multifarious cultural domains, it is also noteworthy to adduce Gentsch [2004] standpoint that not every Anglicism is 'domain-specific', meaning that not all loanwords enter German due to their association with a particular field. Inasmuch as the reasons behind the use of Anglicisms do not constitute the subject matter of the paper, the issue will not be substantially elaborated on throughout the paper.

For the sake of simplicity, in view of the fact that the term *Anglicism* conjures up a multitude of associations such as Americanisms, Britishisms, Canadianisms, etc., the authors did not differentiate between them throughout the paper.

## 2. Theoretical framework

### 2.1. A definition of an Anglicism

One may readily assume that the number of definitions pertinent to the notion of Anglicism equates to the number of linguists preoccupied with this subject. The term was delineated in the plethora of research works, therefore this paper presents only a succinct summary of the most prominent standpoints taken.

Both Macmillan Dictionary and Oxford Learner's Dictionary classify Anglicisms as English words that are used in another languages. Inasmuch as the said formulation is far too succinct, it is therefore instructive to present different wordings. Again, Carstensen's *Anglizismen Wörterbuch* [1993, p. 28] furnishes a general, far from comprehensive elucidation for an Anglicism: 'all language elements that are generated on the basis of the English language'.

As accounted for by Eisenberg [2004, p. 126], who adapts a structural viewpoint, an Anglicism in the German lexicon is a 'linguistic unit starting with morphemes and ending up with phrases, which are used in German and whose form or meaning or whose form and meaning can be said to originate in English'. An akin approach was presented by Glahn [2002, p. 220], who draws importance to various levels of English influence such semantic, syntactic, phonetic etc. and presents Anglicisms as a generic term for any type of English influence visible in German. In contrast, Yang [1990] focuses more on borrowings from different English dialects across the world, be it British, American, Australian and the like, and classifies such loan words as Anglicisms. Sabine Kupper [2007] adapts a similar attitude, and emphasizes that it is the UK and the US that particularly dominate the sphere of influence.

In further elaboration, the definition furnished by Schütte [1996, p. 38] cannot go unrecognized. The author highlights that an Anglicism is a linguistic sign, which is either partly or entirely composed of English morphemes, irrespective of whether it is associated with conventional language usage.

What also needs remarking is that throughout the paper, for the sake to simplicity, the notion of Anglicism is used interchangeably with English borrowing, loanword, word originating in English etc.

For the purpose of the article, the authors did not differentiate between Britishisms, Americanisms, Canadianisms, etc. by virtue of the fact that hardly can one find a clear demarcation between the said variants as e.g. most frequently British is growingly influenced by American. Consequently, the term Anglicism was equated with any variant of English dialect and is deemed an umbrella term for it.

To recapitulate, the authors entirely concur in the formulation presented by Burmasova [2010: p. 36] that the notion of an Anglicism is complex, and encompasses a great deal of linguistic units since ‘all linguistic signs whose form or meaning suggests English origin belong to the category of anglicisms’. Consequently, it is up to the researcher whether to predispose towards a synchronic or diachronic approach. Yet, inasmuch as the paper focuses in its entirety on the overall ratio of English loanwords employed in three German newspapers, rather than a theoretical overview, no approach of this kind was taken.

## 2.2. Overview of the selected newspapers and magazines

Following the approach adapted in the previous section, only a brief summary of the three German newspapers which constitute the subject matter of paper was made.

*Die Welt* – in English ‘The World’ – is the Axel Springer press group’s flagship national German newspaper published daily with a circulation of 263,000 copies. Founded in 1946, *Die Welt* focuses strongly on the most recent news. The newspaper’s website was launched in 1995 and furnishes a free electronic edition of the standard newspaper with all articles stored in a digital archive.

*Der Spiegel*, literally ‘The Mirror’, is a German news magazine occurring weekly with a circulation of 976,00. It was founded in 1947, therefore it is second oldest magazine in the corpus, next to *Die Welt*. Interestingly enough, compared to other European countries, it is one of the biggest and most influential papers of this kind. Moreover, according to Plümer [2000, p. 15] it is frequently compared to American news magazines, due to its lexical creativity. *Der Stern* is famous for its investigative journalism, thanks to which many political scandals were uncovered. Carstensen [1975] postulates that this newspaper is the main window through which Anglicisms enter the German language. The Spiegel has its *online sibling*, viz. *Spiegel Online* established in 1994.

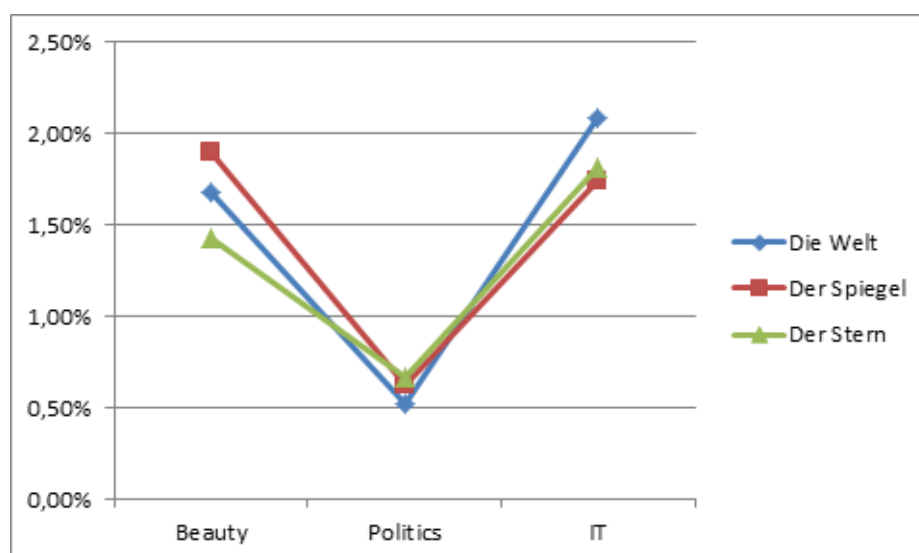
*Der Stern*, in English ‘The Star’, is a German newsmagazine published weekly. Founded in 1948, has a circulation of 869,000. Both *Der Stern* and its *online sibling* established in 1995, present an inclination towards sensationalism.

## 3. Quantitative analysis of Anglicisms in the newspapers and magazines

### 3.1. Percentage of Anglicisms by newspaper and magazine with respect to article’s subject matter

The objective of this chapter was to determine the overall ratio of Anglicisms in the online versions of German newspapers, viz. *Die Welt*, *Der Spiegel* and *Der Stern*.

Moreover it was attempted to establish whether there is an appreciable disproportion of Anglicisms occurring across the corpus publications, section and articles. The corpus encompasses 90 articles from the online versions of the said German newspapers.



**Graph 1.: Percentage of Anglicisms by newspaper and magazine with respect to article's subject matter**

|          | Die Welt | Der Spiegel | Der Stern |
|----------|----------|-------------|-----------|
| Beauty   | 1.68%    | 1.9%        | 1.43%     |
| Politics | 0.52%    | 0.63%       | 0.67%     |
| IT       | 2.09%    | 1.74%       | 1.82%     |

**Table 1.: Percentage of Anglicisms by newspaper and magazine with respect to article's subject matter**

Both table 1 and graph 1 illustrate an in-depth overview of Anglicisms employed in the three online versions of German newspapers, categorized with regard to articles' subject matter, be it *Beauty*, *Politics*, and *IT*. What ensues from the table is that the ratio of Anglicisms across the sections varies substantially.

Both the section with the highest and the lowest percentage of Anglicisms was found in *Die Welt*, and encompassed 2.09% and 0.52% respectively. By dint of these data, it may well be concluded that the difference between them amounts to 1.57%.

Interestingly enough, the said difference between *Die Welt's IT* and *Politics* section is still higher than the ratio achieved by any of the newspapers with regard to *Politics*. Therefore, a propensity pertinent to this category may be discerned, as every of the newspapers has a proportion ranging from 0.52% to 0.67%, ergo it is conspicuous that *Politics* constitutes a section with by far the smallest percentage of Anglicisms.

The section of *Politics* explicitly representing the lowest percentage of English words in the three newspapers as compared to the highest results achieved by different sections in the same newspapers, i.e. *IT* in *Die Welt* with 2.09%, *Beauty* in *Der Spiegel* with 1.9%, and *IT* in *Der Stern* with 1.82%, provides a marked contrast of 1.57%, 1.27%, and 1.15% respectively.

## 3.2. Percentage of Anglicisms per newspaper and magazine

|             | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-------------|----------------------------|---------------------------|--------------------------|
| Die Welt    | 284                        | 20888                     | 1.35%                    |
| Der Spiegel | 272                        | 18496                     | 1.49%                    |
| Der Stern   | 182                        | 14374                     | 1.26%                    |

**Table 2.: Percentage of Anglicisms in the three newspapers and magazines**

| Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------------------------|---------------------------|--------------------------|
| 738                        | 53458                     | 1.38%                    |

**Table 3.: Percentage of Anglicisms in entire corpus**

Table 2 provides a summary of an overall number of Anglicisms in three online versions of German newspapers, be it *Die Welt*, *Der Spiegel*, and *Der Stern* with 1.35%, 1.49% and 1.26% respectively.

The newspaper with the most considerable proportion of Anglicisms is *Der Spiegel* with 1.49%, notwithstanding the ratios of Anglicisms occurring in the three said newspapers do not differ substantially, as the difference between the highest and the lowest distribution of English words adds up to 0.23%. To achieve this outcome, *Der Spiegel* with 1.49% and *Der Stern* with 1.26% were juxtaposed.

An even closer analysis pertinent to proportions in particular sections, was conducted in subsequent subsections.

Table 3 provides information on the overall word count across all 90 corpus publications that amounted to 53458, 738 of which were labelled as originating in English. It means that Anglicisms constitute 1.38% of all words incorporated in the articles.

## 3.3. Percentage of Anglicisms per category

|          | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------|----------------------------|---------------------------|--------------------------|
| Beauty   | 337                        | 19947                     | 1.68%                    |
| Politics | 108                        | 17970                     | 0.6%                     |
| IT       | 293                        | 15541                     | 1.88%                    |

**Table 4.: Percentage of Anglicisms by article's subject matter**

The table summarizes the total word count of Anglicisms with regard to article's subject matter, be it *Beauty*, *Politics*, and *IT* with 1.68%, 0.6%, and 1.88% respectively.

The section with the highest ratio of Anglicisms is *IT* with 1.88%, whereas the second highest position is occupied by the area of *Beauty* which is moderately less abundant in words of English origin and amounts to 1.68%. By dint of a juxtaposition of the three branches, the field of *Politics* with 0.6% is pointed out to as the section where Anglicisms were the least plentiful, compared to the areas of *IT* and *Beauty* which are comprised of 1.28% and 1.08% more English words than the field of *Politics*.

This explicitly indicates that it is the field of *Politics*, in which Anglicisms are the least commonly used.

## 3.3.1. Beauty

|             | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-------------|----------------------------|---------------------------|--------------------------|
| Die Welt    | 130                        | 7735                      | 1.68%                    |
| Der Spiegel | 127                        | 6652                      | 1.9%                     |
| Der Stern   | 80                         | 5560                      | 1.43%                    |
| In total    | 337                        | 19947                     | 1.68%                    |

**Table 5.: Percentage of Anglicisms by newspaper and magazine in the *Beauty* section**

The articles from *Die Welt*, *Der Spiegel*, and *Der Stern* cover thirty parallel topics that focus on the branch of *Beauty*. For the sake of simplicity, they were all assigned an abbreviation visible in the tables in subsequent subchapters. The articles were abbreviated as follows:

B\_newspaper\_number, where 'B' stands for '*Beauty*', '*newspaper*' points out to *Die Welt*, *Der Spiegel* or *Der Stern*, and then a number from 1 to 10 was assigned.

The table presents an overall word count of Anglicisms in the *Beauty* section furnished in *Die Welt*, *Der Spiegel*, and *Der Stern* with 1.68%, 1.9%, and 1.43% respectively.

The difference between the highest and the lowest ratio of English words is not sizeable since it equates to 0.47%. To obtain this result, *Der Spiegel*'s and *Der Stern*'s proportions were collated.

Furthermore, it is also worth remarking that *Der Spiegel* with 1.9% constitutes the second highest distribution of Anglicisms across all three sections, with a difference of 0.19% compared to the highest result represented by *Die Welt*'s *IT* section which equates to 2.09%.

## 3.3.1.1. Percentage of Anglicisms per article

## 3.3.1.1.1. Die Welt

|          | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------|----------------------------|---------------------------|--------------------------|
| BWelt1   | 4                          | 200                       | 2%                       |
| BWelt2   | 14                         | 894                       | 1.56%                    |
| BWelt3   | 3                          | 887                       | 0.33%                    |
| BWelt4   | 7                          | 371                       | 1.88%                    |
| BWelt5   | 38                         | 862                       | 4.4%                     |
| BWelt6   | 39                         | 2123                      | 1.83%                    |
| BWelt7   | 4                          | 919                       | 0.43%                    |
| BWelt8   | 7                          | 533                       | 1.31%                    |
| BWelt9   | 6                          | 274                       | 2.18%                    |
| BWelt10  | 8                          | 672                       | 1.19%                    |
| In total | 130                        | 7735                      | 1.68%                    |

**Table 6.: Proportions of Anglicisms in *Die Welt* across articles pertinent to the *Beauty* section**

- BWelt1 – 'Winona Ryder bricht die Regeln der Kosmetikbranche'
- BWelt2 – 'Ein Beautyshooting zwischen Rodins Gipsplastiken'
- BWelt3 – 'Das Geheimnis schöner Haut? Fettfreie Nachtpflege'
- BWelt4 – 'MakeUpKunst, die mächtiger ist, als Photoshop'

- BWelt5 – ‘Plötzlich ist es ok, über Schminke zu sprechen’
- BWelt6 – ‘Zu diesen FashionWeekTerminen darf jeder kommen’
- BWelt7 – ‘Das wuerdeste Mittel gegen Haarausfall’
- BWelt8 – ‘Wir wollen den Glow’
- BWelt9 – ‘Sind blonde Frauen wirklich glücklicher?’
- BWelt10 – ‘Hassen Maenner diese Frauenschuhe wirklich?’

The table presents an overall number of words calculated in the ten articles that equates to 7735 and includes 130 Anglicisms, meaning that they represent a total of 1.68%.

The variation in the application of Anglicisms is noticeable across the articles, and amounts to 4.07%. To obtain this, two articles purveying the highest and the low- est percentage of Anglicisms were juxtaposed, be it ‘*Plötzlich ist es ok, über Schminke zu sprechen*’ and ‘*Das Geheimnis schöner Haut? Fettfreie Nachtpflege*’ with 4.4% and 0.33% respectively.

Additionally, the *Beauty* section in *Die Welt* with 1.68% has the second lowest per- centage of Anglicisms in the category, compared to *Der Spiegel* and *Der Stern* with 1.9% and 1.43% respectively.

### 3.3.1.1.2. Der Spiegel

|            | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|------------|----------------------------|---------------------------|--------------------------|
| BSpiegel1  | 11                         | 626                       | 1.75%                    |
| BSpiegel2  | 23                         | 379                       | 6.06%                    |
| BSpiegel3  | 7                          | 721                       | 0.97%                    |
| BSpiegel4  | 8                          | 473                       | 1.69%                    |
| BSpiegel5  | 5                          | 638                       | 0.78%                    |
| BSpiegel6  | 12                         | 1078                      | 1.11%                    |
| BSpiegel7  | 15                         | 839                       | 1.78%                    |
| BSpiegel8  | 12                         | 761                       | 1.57%                    |
| BSpiegel9  | 12                         | 303                       | 3.96%                    |
| BSpiegel10 | 22                         | 834                       | 2.63%                    |
| In total   | 127                        | 6652                      | 1.9%                     |

**Table 7.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *Beauty* section**

- BSpiegel1 – ‘DesignShow. Design das weh tut’
- BSpiegel2 – ‘FashiontechDesignerin. Dein Pulli ist klüger als du’
- BSpiegel3 – ‘Erholsamer Schlaf. So schalten Sie Alpträume ab’
- BSpiegel4 – ‘BrokenHeartSyndrom. Herzkrank durch Liebeskummer’
- BSpiegel5 – ‘LieblingsAccessoire: Was haben diese Frauen in ihren Handtaschen’
- BSpiegel6 – ‘Mythos oder Medizin: Nehmen manche Menschen leichter ab als an- dere?’
- BSpiegel7 – ‘Schwimmcamp: Wer jetzt ein Bier heben kann, hat nicht hart genug trainiert’
- BSpiegel8 – ‘Achilles’ Verse: Neun Laufgebote’
- BSpiegel9 – ‘MusikpreisVerleihung: Kürten Sie den schönsten GrammyLook!’
- BSpiegel10 – ‘Russische Designer. Widersacher des Kitsches’

The overall word count in the ten articles culled from *Der Spiegel* is 6652, 127 of which may be viewed as Anglicisms, meaning that they represent a proportion of 1.9%.

*Der Spiegel* shows marked disproportion with regard to the frequency of Anglicisms occurring in the three categories. The said disparity in the application of English words is most conspicuously discernible between the two articles entitled '*FashiontechDesignerin. Dein Pulli ist klüger als du*' and '*LieblingsAccessoire: Was haben diese Frauen in ihren Handtasche*' with the first amounting to 6.06%, and the latter to 0.78%. It is worth emphasizing that the *Beauty* section in *Der Spiegel* shows the most disproportionate percentage of English borrowings compared to the entire corpus that adds up to 5.28%. The result was achieved by dint of a juxtaposition of the said articles.

Interestingly enough, the said article '*FashiontechDesignerin. Dein Pulli ist klüger als du*' largely skews the general average upward to 1.9%, therefore the overall count of Anglicisms employed in *Der Spiegel*'s *Beauty* section shows the highest ratio of English words in this category, and the second highest in the entire corpus.

Moreover, this very article incorporated the highest proportion of Anglicisms compared to other articles.

### 3.3.1.1.3. Der Stern

|          | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------|----------------------------|---------------------------|--------------------------|
| BStern1  | 6                          | 967                       | 0.62%                    |
| BStern2  | 6                          | 389                       | 1.54%                    |
| BStern3  | 10                         | 536                       | 1.86%                    |
| BStern4  | 6                          | 212                       | 2.83%                    |
| BStern5  | 12                         | 527                       | 2.27%                    |
| BStern6  | 3                          | 360                       | 0.83%                    |
| BStern7  | 3                          | 317                       | 0.94%                    |
| BStern8  | 19                         | 1080                      | 1.75%                    |
| BStern9  | 5                          | 241                       | 2.07%                    |
| BStern10 | 10                         | 931                       | 1.07%                    |
| In total | 80                         | 5560                      | 1.43%                    |

**Table 8.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *Beauty* section**

- BStern1 – 'Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer'
- BStern2 – 'Warum Laufen das beste Gehirntraining ist'
- BStern3 – 'Erst Übergewicht, dann Fitness-Model Diese Frau halbierte in einem Jahr ihr Gewicht – und bezahlte den Preis'
- BStern4 – 'Social-Media-Star Wie eine nackte Schönheit Yoga zelebriert'
- BStern5 – 'Mode-Diskriminierung Managerin hält sie für zu dick - Mädchen kündigt nach Mobbing'
- BStern6 – 'Indische Anwältin. Säure-Opfer ist das neue Gesicht einer Modelinie'
- BStern7 – 'Trend #furrynails. Fingernägel, ihr kriegt jetzt einen Pelz'
- BStern8 – 'GNTM - Kolumne. Maries Moselcheck. Von Wüsten-Gehstöckel und Zuckersirup-Duschen'
- BStern9 – 'Cindy Crawford wird 50. Sie war ein Model und sie sieht gut aus'
- BStern10 – 'Darum ist vegan die perfekte Ernährung für unsere Zeit'

The table provides information on the total word count in the ten articles that

amounts to 5560 and contains 80 words derived from English.

An attempt was made to compare the difference between the highest and lowest ratio of Anglicisms furnished in the articles. To obtain that, two articles were juxtaposed, i.e. 'SocialMediaStar. Wie eine nackte Schönheit Yoga zelebriert' and 'Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer' with 2.83% and 0.62% respectively, resulting in the difference of 2.21%.

An even closer analysis enables to discern that it is *Der Stern* with 1.43% that is inclusive of the lowest percentage of Anglicisms in the said category, compared to *Die Welt* and *Der Spiegel* with 1.68% and 1.9% respectively, yet there is no marked difference between the highest and the lowest ratio of Anglicisms as it adds up to 0.47%. To obtain this result, *Der Spiegel's* and *Der Stern's* proportions were collated.

| Article name                                                               | Percentage of Anglicisms |
|----------------------------------------------------------------------------|--------------------------|
| 'Vegetarisch ist besser für die Gesundheit? Das stimmt leider nicht immer' | 6.06%                    |
| 'Das Geheimnis schöner Haut? Fettfreie Nachtpflege'                        | 0.33%                    |

**Table 9.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the *Beauty* section**

The table presents a comparison between the articles that incorporated the highest and the lowest proportion of English loanwords in the section of *Beauty*. One may readily notice that the difference is considerable as it equates to 5.73%, constituting simultaneously the biggest difference as compared to other categories.

### 3.3.2. Politics

|             | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-------------|----------------------------|---------------------------|--------------------------|
| Die Welt    | 41                         | 7762                      | 0.52%                    |
| Der Spiegel | 32                         | 5059                      | 0.63%                    |
| Der Stern   | 35                         | 5149                      | 0.67%                    |
| In total    | 108                        | 17970                     | 0.6%                     |

**Table 10.: Percentage of Anglicisms by newspaper and magazine in the *Politics* section**

The articles from *Die Welt*, *Der Spiegel*, and *Der Stern* encompass thirty parallel topics pertinent to *Politics*. The titles were turned into the following abbreviations to preserve simplicity. The articles were abbreviated in the following manner:

P\_newspaper\_number, where 'P' is short for 'Politics', 'newspaper' points out to *Die Welt*, *Der Spiegel* or *Der Stern*, and then a number from 1 to 10 is assigned.

The table illustrates an overall distribution of Anglicisms in *Die Welt*, *Der Spiegel*, and *Der Stern*. The thirty articles amassed in this section cover the field of *Politics* and incorporate a total word count of 17970.

The proportion in the application of Anglicisms varies imperceptibly across the three newspapers, as the difference between the highest and the lowest percentage of English loanwords, i.e. *Der Stern's* and *Die Welt's* adds up to 0.15%. To obtain this result, *Der Stern's* highest and *Die Welt's* lowest proportion with 0.67% and 0.52% were collated. Second highest percentage, notwithstanding merely negligibly lower than *Der Stern* is *Der Spiegel* with 0.63%.

As it was mentioned in the previous section, *Politics* occupies the last position with regard to the ratio of English borrowings.

## 3.3.2.1. Percentage of Anglicisms per article

## 3.3.2.1.1. Die Welt

|          | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------|----------------------------|---------------------------|--------------------------|
| PWelt1   | 2                          | 401                       | 0.49%                    |
| PWelt2   | 16                         | 1568                      | 1.02%                    |
| PWelt3   | 4                          | 989                       | 0.4%                     |
| PWelt4   | 2                          | 814                       | 0.24%                    |
| PWelt5   | 4                          | 568                       | 0.7%                     |
| PWelt6   | 5                          | 613                       | 0.81%                    |
| PWelt7   | 2                          | 1204                      | 0.16%                    |
| PWelt8   | 3                          | 300                       | 1%                       |
| PWelt9   | 2                          | 295                       | 0.67%                    |
| PWelt10  | 1                          | 1010                      | 0.09%                    |
| In total | 41                         | 7762                      | 0.58%                    |

**Table 11.: Proportions of Anglicisms in *Die Welt* across articles pertinent to the *Politics* section**

- PWelt1 – ‘Diese Länder haben bisher keinen Flüchtling aufgenommen’
- PWelt2 – ‘Karneval ist Sexismus pur’
- PWelt3 – ‘Die Spaltung Polens geht sogar durch Familien’
- PWelt4 – ‘Für Merkel steht in der Ukraine viel auf dem Spiel’
- PWelt5 – ‘Stunde der Wahrheit für Clinton und Trump’
- PWelt6 – ‘SPD verschärft Kurs gegen Integrationsunwillige’
- PWelt7 – ‘Die tiefen Wunden der Limburger Protz-Affäre’
- PWelt8 – ‘Zentralrat der Juden besorgt über Rechtspopulismus’
- PWelt9 – ‘Lucke findet AfD inhuman und nicht zu ertragen’
- PWelt10 – ‘Flüchtlingsbus? Ich würde es wieder tun’

The overall word count in the ten articles culled from *Die Welt* is 7762, 41 of which may be considered Anglicisms results in a proportion of 0.58%, i.e. the lowest in the branch of *Politics*.

The distribution of words originating in English varies slightly across the articles, ranging from the lowest in the publication entitled ‘*Flüchtlingsbus? Ich würde es wieder tun*’ with 0.09% to ‘*Karneval ist Sexismus pur*’ with 1.02%. By virtue of this comparison, one may readily notice that the difference equates to 0.93% and consequently constitutes the lowest disproportion in the section.

## 3.3.2.1.2. Der Spiegel

|           | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-----------|----------------------------|---------------------------|--------------------------|
| PSpiegel1 | 4                          | 539                       | 0.74%                    |
| PSpiegel2 | 4                          | 418                       | 0.95%                    |
| PSpiegel3 | 6                          | 562                       | 1.06%                    |
| PSpiegel4 | 0                          | 370                       | 0%                       |
| PSpiegel5 | 1                          | 273                       | 0.36%                    |

|            |    |      |       |
|------------|----|------|-------|
| PSpiegel6  | 3  | 667  | 0.44% |
| PSpiegel7  | 5  | 776  | 0.64% |
| PSpiegel8  | 3  | 430  | 0.69% |
| PSpiegel9  | 2  | 253  | 0.79% |
| PSpiegel10 | 4  | 771  | 0.51% |
| In total   | 32 | 5059 | 0.63% |

**Table 12.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *Politics* section**

- PSpiegel1 – ‘Moskau-Reise: Seehofer übt Schulterchluss mit Putin’
- PSpiegel2 – ‘Mögliches Ende von Schengen: Grenzschießungen in Europa würden 110 Milliarden Euro kosten’
- PSpiegel3 – ‘Syrien-Verhandlungen: Steinmeier gibt dem Assad-Regime Hauptschuld für Vertagung der Gespräche’
- PSpiegel4 – ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen unzufrieden mit der Bundesregierung’
- PSpiegel5 – ‘Flüchtlinge in Europa: EU-Staaten einigen sich auf Milliarden-Paket für Türkei’
- PSpiegel6 – ‘Anti-Terror-Einsatz gegen Islamisten: Der Hinweis kam aus Algerien’
- PSpiegel7 – ‘SPD-Urgestein: Was die deutsche Politik von Hans-Jochen Vogel lernen kann’
- PSpiegel8 – ‘Ermittler über Razzien: Mutmaßliche Terroristen hatten Berlin im Visier’
- PSpiegel9 – ‘Großeinsatz in Flensburg: Polizei räumt autonomes Kulturzentrum mit Wasserwerfern’
- PSpiegel10 – ‘Britten zu Camerons EU-Reform: “Dampfender Haufen Mist”’

The ten articles culled from the online version of *Der Spiegel* added up to a total of 5391 words, 113 of which may be labelled as Anglicisms. This consequently amounted to 0.63% of the aggregate word count.

*Der Spiegel* shows inappreciable disproportion pertinent to the frequency of Anglicisms occurring in the three categories with merely one article negligibly exceeding the proportion of 1%, be it ‘Syrien-Verhandlungen: Steinmeier gibt dem Assad-Regime Hauptschuld für Vertagung der Gespräche’ with 1.06%. In contrast, the article with the lowest proportion of English borrowings – 0% – is entitled ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration’. Notwithstanding, the article does not glaringly skew the general average downward.

By the same token, the difference between the two said articles in terms of representing the highest and lowest ratio is not sizeable, as it amounts to 1.06%.

Interestingly enough, there are only two articles in the entire corpus lacking Anglicisms, be it the aforesaid ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration’, and *Der Stern*’s ‘Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen’.

### 3.3.2.1.3. Der Stern

|         | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|---------|----------------------------|---------------------------|--------------------------|
| PStern1 | 0                          | 453                       | 0%                       |
| PStern2 | 2                          | 516                       | 0.38%                    |

|          |    |      |       |
|----------|----|------|-------|
| PStern3  | 4  | 582  | 0.68% |
| PStern4  | 5  | 314  | 1.59% |
| PStern5  | 6  | 1147 | 0.52% |
| PStern6  | 5  | 432  | 1.15% |
| PStern7  | 1  | 492  | 0.2%  |
| PStern8  | 2  | 220  | 0.9%  |
| PStern9  | 4  | 270  | 1.48% |
| PStern10 | 6  | 723  | 0.82% |
| In total | 35 | 5149 | 0.67% |

**Table 13.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *Politics* section**

- PStern1 – ‘Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen’
- PStern2 – ‘Merkel gibt Russland Schuld am Flüchtlingsdrama in Nordsyrien’
- PStern3 – ‘Pegida marschiert durch Europa’
- PStern4 – ‘So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting’
- PStern5 – ‘So gnadenlos vernichtet die russische Walze die Rebellen in Syrien’
- PStern6 – ‘Gabriel behauptet, CDU habe Änderung in Asylpaket untergejubelt’
- PStern7 – ‘Erdogans kaltes Spiel mit den Flüchtlingen’
- PStern8 – ‘Südkorea feuert Warnschüsse auf nordkoreanisches Schiff ab’
- PStern9 – ‘Donald Trump zeigt sich selbstbewusst vor Vorwahlen in New Hampshire’
- PStern10 – ‘Es ist an der Zeit, die sehr hinterlistige Verleumdung zu beenden’

The ten articles are composed of the aggregate number of 5149 words, including 35 Anglicisms. Therefore the ratio equates to 0.67%, i.e. the highest in the branch of *Politics*.

*Der Stern* presents the biggest, nevertheless not appreciable disproportion in the application of Anglicisms, which amounts to 1.59% – the highest difference in the section, compared to *Die Welt* and *Der Spiegel*. The said difference ensues from a juxtaposition of two articles, namely ‘So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting’ with 1.59% and ‘Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen’ with 0%.

Furthermore, it is *Der Stern* that achieved the highest score of Anglicisms in the *Politics* section.

Again, next to *Der Spiegel*’s ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration’, it is one of the two publications deprived of words deriving from English.

| Article name                                                                                           | Percentage of Anglicisms |
|--------------------------------------------------------------------------------------------------------|--------------------------|
| ‘So absurd rechtfertigt Beatrix von Storch ihr Facebook- Posting’                                      | 1.59%                    |
| ‘Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen’                                    | 0%                       |
| ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration’ | 0%                       |

**Table 14.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the *Politics* section**

The table presents a comparison between the articles that covered the highest and the lowest ratio of Anglicisms in the section of *Politics*. Conspicuously enough, the difference is not marked as it adds up to 1.59%.

### 3.3.3. IT

|             | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-------------|----------------------------|---------------------------|--------------------------|
| Die Welt    | 113                        | 5391                      | 2.09%                    |
| Der Spiegel | 113                        | 6485                      | 1.74%                    |
| Der Stern   | 67                         | 3665                      | 1.82%                    |
| In total    | 293                        | 15541                     | 1.88%                    |

**Table 15.: Percentage of Anglicisms by newspaper in the *Politics* section**

The articles from *Die Welt*, *Der Spiegel*, and *Der Stern* cover thirty parallel topics that focus on the branch of *IT*. For the sake of simplicity, they were all assigned an abbreviation visible in the tables in subsequent subchapters. The articles were abbreviated as follows:

IT\_newspaper\_number, where 'IT' is short for 'Information Technology', 'newspaper' points out to *Die Welt*, *Der Spiegel* or *Der Stern*, and then a number from 1 to 10 is assigned.

The table furnishes an overall number of Anglicisms in the *IT* section employed in *Die Welt*, *Der Spiegel*, and *Der Stern* with 2.09%, 1.74%, and 1.82% respectively. The thirty articles gathered in this section cover the field of *IT* and include a total count of words of 17970.

The proportion of the application varies visibly across the newspaper yet the difference between the highest and the lowest ratio of English borrowings is not sizeable. To obtain the said difference, *Die Welt*'s and *Der Spiegel*'s proportions with 2.09% and 1.74% were collated and resulted in a score of 0.35%.

What is also worth remarking is that *IT* constitutes a section the most abundant in Anglicisms with 1.88%, next to *Beauty* with 1.68% and *Politics* with 0.6%.

#### 3.3.3.1. Percentage of Anglicisms per article

##### 3.3.3.1.1. Die Welt

|          | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|----------|----------------------------|---------------------------|--------------------------|
| ITWelt1  | 7                          | 832                       | 0.84%                    |
| ITWelt2  | 12                         | 361                       | 3.32%                    |
| ITWelt3  | 7                          | 530                       | 1.32%                    |
| ITWelt4  | 1                          | 237                       | 0.42%                    |
| ITWelt5  | 9                          | 751                       | 1.19%                    |
| ITWelt6  | 3                          | 458                       | 0.65%                    |
| ITWelt7  | 34                         | 1019                      | 3.33%                    |
| ITWelt8  | 5                          | 385                       | 1.29%                    |
| ITWelt9  | 27                         | 608                       | 4.44%                    |
| ITWelt10 | 8                          | 210                       | 3.8%                     |
| In total | 113                        | 5391                      | 2.09%                    |

**Table 16.: Proportions of Anglicisms in *Die Welt* across articles pertinent to the *IT* section**

- ITWelt1 – ‘Wo Google einfach schlauer ist Facebook’
- ITWelt2 – ‘Billige USB-C-Kabel können Laptops zerstören’
- ITWelt3 – ‘Billige USB-C-Kabel können Laptops zerstören’
- ITWelt4 – ‘Der Arbeitgeber darf überprüfen, wo sie privat surfen.’
- ITWelt5 – ‘Das sind die größten Kostenfallen im Mobilfunk’
- ITWelt6 – ‘Was ist an Vorurteilen über MyTaxi und Uber dran?’
- ITWelt7 – ‘Surface Book – hier glänzt Microsoft gegen Apple’
- ITWelt8 – ‘Tim Cook blamiert sich mit unschäftem iPhone-Foto’
- ITWelt9 – ‘Diese neuen Notebooks sorgen 2016 fuer Furore’
- ITWelt10 – ‘Diese Fotos macht die Canon Powershot G9 X’

The ten articles culled from the online version of *Die Welt* added up to a total of 5391 words, 113 of which may be deemed Anglicisms. This consequently amounted to 2.09% of the total count of words.

*Die Welt* shows marked disproportion with regard to the frequency of Anglicisms occurring in the three categories. The said disparity in the application of English words is most conspicuously discernible between the two articles entitled ‘*Der Arbeitgeber darf überprüfen, wo sie privat surfen*’ and ‘*Diese neuen Notebooks sorgen 2016 für Furore*’ respectively. The first amounting to 4.44%, and the latter to 0.42%. It is worth emphasizing that the *IT* section in *Die Welt* shows the most disproportionate percentage of English borrowings compared to the entire corpus.

Interestingly enough, the first article largely skews the general average upward to 1.9%, therefore the overall count of Anglicisms employed in *Der Spiegel*’s *Beauty* section shows the highest ratio of English words in this category.

### 3.3.3.1.2. Der Spiegel

|             | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-------------|----------------------------|---------------------------|--------------------------|
| ITSpiegel1  | 13                         | 700                       | 1.85%                    |
| ITSpiegel2  | 10                         | 553                       | 1.8%                     |
| ITSpiegel3  | 19                         | 721                       | 2.63%                    |
| ITSpiegel4  | 12                         | 350                       | 3.42%                    |
| ITSpiegel5  | 8                          | 502                       | 1.59%                    |
| ITSpiegel6  | 14                         | 1077                      | 1.29%                    |
| ITSpiegel7  | 16                         | 335                       | 4.77%                    |
| ITSpiegel8  | 10                         | 404                       | 2.47%                    |
| ITSpiegel9  | 6                          | 1502                      | 0.39%                    |
| ITSpiegel10 | 5                          | 341                       | 1.46%                    |
| In total    | 113                        | 6485                      | 1.74%                    |

**Table 17.: Proportions of Anglicisms in *Der Spiegel* across articles pertinent to the *IT* section**

- ITSpiegel1 – ‘“Commandos” und “Command & Conquer”: Game-Klassiker gratis im Browser spielen’
- ITSpiegel2 – ‘Virtual Reality: Google entwickelt angeblich neue VR-Brille’
- ITSpiegel3 – ‘Comeback der Audio-Stories: Biete guten Podcast, suche gute Bezahlung’
- ITSpiegel4 – ‘19-Milliarden-Dollar-Paket: Obama will Etat für Cyberabwehr auf-

stocken’

- ITSpiegel5 – ‘Billigreparaturen können beim iPhone teuer werden’
- ITSpiegel6 – ‘ZDF-Doku “Killerspiele”: Als Schiffe versenken eine Gefahr für die Jugend’
- ITSpiegel7 – ‘Anzeigengeschäft: Google verzichtet ab 2017 auf Flash-Werbebanner’
- ITSpiegel8 – ‘Timeline-Update: Das sollten Sie über die neuen Twitter-Regeln wissen’
- ITSpiegel9 – ‘Zukunftsforschung: Künstliche Intelligenz wird das All erobern’
- ITSpiegel10 – ‘Urteil zu Handy-Datenvolumen: Unbegrenzt heißt wirklich unbegrenzt’

As illustrated in table 17, the ten articles selected from the online version of *Der Spiegel* incorporate 6485 words, 113 of which may well be labelled as Anglicisms, meaning that English words represent 1.74% of the overall number of words.

The variation in the application of words originating in English is noticeable across the articles, and amounts to 4.38%. To obtain this, two articles furnishing the highest and the lowest percentage of Anglicisms were juxtaposed, viz. ‘Anzeigengeschäft: Google verzichtet ab 2017 auf Flash-Werbebanner’ and ‘Zukunftsforschung: Künstliche Intelligenz wird das All erobern’ with 4.77% and 0.39% respectively.

An even closer analysis reveals that the *IT* category in *Der Spiegel* is the only section in the entire corpus with merely one article with a percentage that does not exceed or equals 1%.

Furthermore, the *IT* section in *Der Spiegel* with 1.74% has the lowest percentage of Anglicisms in the category, compared to *Der Stern* and *Die Welt* with 1.82% and 2.09% respectively.

### 3.3.3.1.3. Der Stern

|           | Total number of Anglicisms | Aggregate number of words | Percentage of Anglicisms |
|-----------|----------------------------|---------------------------|--------------------------|
| ITStern1  | 8                          | 326                       | 2.45%                    |
| ITStern2  | 9                          | 510                       | 1.76%                    |
| ITStern3  | 4                          | 203                       | 1.97%                    |
| ITStern4  | 11                         | 638                       | 1.72%                    |
| ITStern5  | 8                          | 330                       | 2.42%                    |
| ITStern6  | 4                          | 483                       | 0.82%                    |
| ITStern7  | 3                          | 343                       | 0.87%                    |
| ITStern8  | 9                          | 168                       | 5.35%                    |
| ITStern9  | 2                          | 351                       | 0.56%                    |
| ITStern10 | 9                          | 313                       | 2.87%                    |
| In total  | 67                         | 3665                      | 1.82%                    |

**Table 18.: Proportions of Anglicisms in *Der Stern* across articles pertinent to the *IT* section**

- ITStern1 – ‘Apple ruft Millionen Netzteilstecker zurück’
- ITStern2 – ‘Kuriose Verschwörungstheorie: Haben die alten Griechen den Laptop’
- ITStern3 – ‘Microsoft bringt Surface Book nach Deutschland’
- ITStern4 – ‘Es war einmal ein Internetgigant...’
- ITStern5 – ‘Apple bleibt auf dem Tablet-Thron, Amazon holt auf’
- ITStern6 – ‘Warum ein Kunde seine Playstation 4 schon 30-mal umtauschte’

- ITStern7 – ‘Sag mir was Versautes! Microsofts Sprachassistentin reagiert’
- ITStern8 – ‘Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar’
- ITStern9 – ‘Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4’
- ITStern10 – ‘Virus für Windows XP legt Krankenhaus lahm’

As presented in table 18, *Der Stern*’s articles encompass a total word count of 3665, with 67 words that may be categorized as Anglicisms, which equates to 1.82%.

The highest and the lowest ratio of English borrowings furnished in the articles ‘*Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar*’ with 5.35% and ‘*Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4*’ with 0.56%, results in a difference of 4.79%. It is also worth remarking that next to *Der Spiegel*’s *Beauty* section with 5.28% it is the second highest disproportion across the sections.

Furthermore, the article entitled ‘*Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar*’ occupies the second position with regard to the highest ratio of Anglicisms across the articles.

| Article name                                                             | Percentage of Anglicisms |
|--------------------------------------------------------------------------|--------------------------|
| ‘Microsoft kauft eine Software-Tastatur - für 250 Millionen Dollar’      | 5.35%                    |
| ‘Katastrophe für Microsoft: Auf jede Xbox One kommen fünf Playstation 4’ | 0.56%                    |

**Table 19.: Comparison of articles with the highest and the lowest ratio of Anglicisms in the IT section**

The table furnishes a comparison between the articles that covered the highest and the lowest ratio of Anglicisms in the section of *IT*. The difference is conspicuous as it equates to 4.79%.

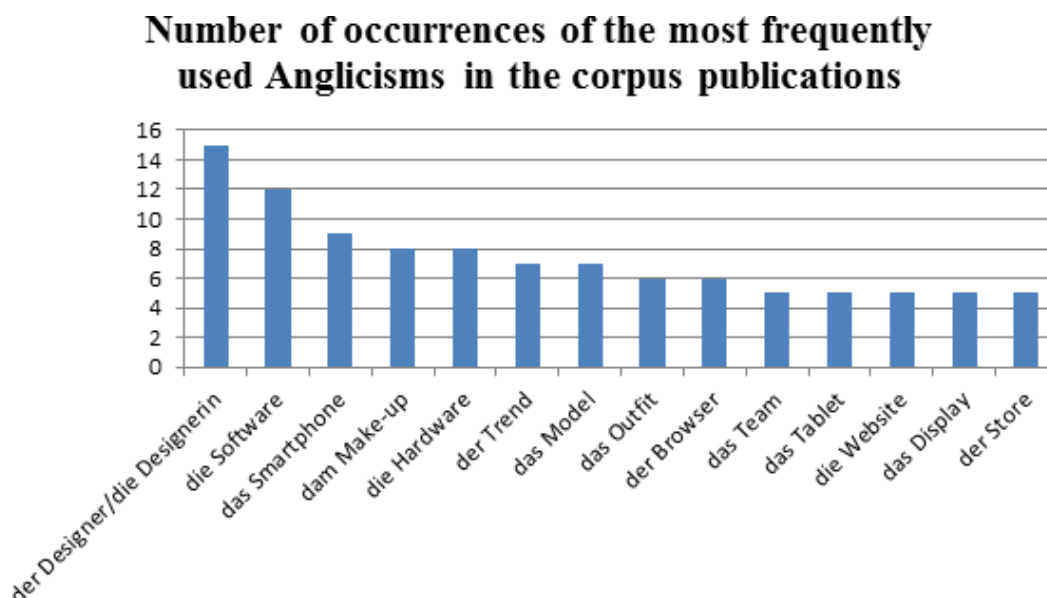
| Article name                                                                                           | Newspaper/<br>magazine | Section  | Percentage of<br>Anglicisms |
|--------------------------------------------------------------------------------------------------------|------------------------|----------|-----------------------------|
| ‘FashiontechDesignerin. Dein Pulli ist klüger als du’                                                  | Der Spiegel            | Beauty   | 6.06%                       |
| ‘Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen’                                    | Der Stern              | Politics | 0%                          |
| ‘Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration’ | Der Spiegel            | Politics | 0%                          |

**Table 20.: Comparison of articles with the highest and the lowest ratio of Anglicisms across the sections**

The table presents a conspicuously sizable difference between the articles that covered the highest and the lowest ratio of Anglicisms in the entire corpus of publications, which equates to 6.06%.

#### 4. Qualitative analysis of Anglicisms in the newspapers and magazines

##### 4.1. Most frequently used Anglicisms



**Graph 2.: Number of occurrences of the most frequently used Anglicisms in the corpus publications**

The subsection furnishes information on the number of occurrences of the most frequently used Anglicisms in the corpus publications.

The objective of this section is to establish which Anglicisms occurred most often in the corpus publications of *Die Welt*, *Der Spiegel*, and *Der Stern* both as a general summary and with reference to every of the three sections, be it *Beauty*, *Politics*, and *IT*.

| Anglicism                                                 | Section | Number |
|-----------------------------------------------------------|---------|--------|
| der Designer/die Designerin                               | Beauty  | 15     |
| die Software                                              | IT      | 12     |
| das Smartphone                                            | IT      | 9      |
| das Make-up                                               | Beauty  | 8      |
| die Hardware                                              | IT      | 8      |
| der Trend                                                 | Beauty  | 7      |
| das Model                                                 | Beauty  | 7      |
| das Outfit                                                | Beauty  | 6      |
| der Browser                                               | IT      | 6      |
| das Team, das Tablet, die Website, das Display, der Store | IT      | 5      |

**Table 21.: Number of occurrences of ten frequently used Anglicisms in the corpus publications**

*Der Designer/Die Designerin* stand out with 15 occurrences which presents a pronounced difference compared to *das Team*, *das Tablet*, *die Website*, *das Display*, and *der Store* with the same count of 5 instances across the entire corpus. Moreover, what ensues from the table is that it is the section of *Beauty* that covers slightly more than half of the most frequently employed English borrowings, viz. 43, and *IT* occupies the second highest position with 40 occurrences. *Politics*, due to the lowest percentage of Anglicisms in the entire corpus is not included in the table.

## 4.1.1. Beauty

| Anglicism                   | Number |
|-----------------------------|--------|
| der Designer/die Designerin | 15     |
| das Make-up                 | 8      |
| der Trend                   | 7      |
| das Model                   | 7      |
| das Outfit                  | 6      |
| das Shooting                | 4      |
| der Look                    | 4      |
| das Internet                | 4      |
| der Shop                    | 4      |
| der Job                     | 4      |

**Table 22.: Number of occurrences of the most frequently used Anglicisms in the *Beauty* section**

The table furnishes overall information about ten most frequently used Anglicisms in the section of *Beauty*.

Again, the it is *Der Designer/Die Designerin* that perceptibly stand out in the rank- ing with 15 instances, compared to *der Job* with merely 4 occurrences across the news- papers.

## 4.1.2. Politics

| Anglicism             | Number |
|-----------------------|--------|
| die Chance            | 4      |
| die Route             | 4      |
| der Computer          | 3      |
| der Job               | 3      |
| PR (Public Relations) | 2      |
| die TV-Debatte        | 2      |
| Facebook              | 2      |
| die Favoritin         | 2      |
| das Team              | 2      |
| die Offensive         | 2      |

**Table 23.: Number of occurrences of the most frequently used Anglicisms in the *Politics* section**

The table presents an overview of the most frequently used words originating in English in the section of *Politics*.

*Die Chance* was applied 4 times in the branch of *Politics*, therefore the difference as compared to *PR*, *die TV-Debatte*, *Facebook*, *die Favoritin*, *das Team*, and *die Offen- sive* with two occurrences, may well be deemed negligible.

## 4.1.3. IT

| Anglicism      | Number |
|----------------|--------|
| die Software   | 12     |
| das Smartphone | 9      |
| die Hardware   | 8      |
| der Browser    | 6      |

|                          |   |
|--------------------------|---|
| das Team                 | 5 |
| das Tablet               | 5 |
| die Website/die Webseite | 5 |
| das Display              | 5 |
| der Store                | 5 |
| der Laptop               | 4 |

**Table 24.: Number of occurrences of the most frequently used Anglicisms in the IT section**

The table illustrates a general count of the most frequently used English words in the section of *IT*.

*Die Software* occupies the first position with reference to the most frequently used Anglicisms in the category of *IT*, which compared to *der Laptop* with 4 instances provides a clear contrast.

Interestingly enough, the second highest position is occupied by 5 words be it *das Team*, *das Tablet*, *die Website/die Webseite*, *das Display*, and *der Store* – all of them with 5 instances.

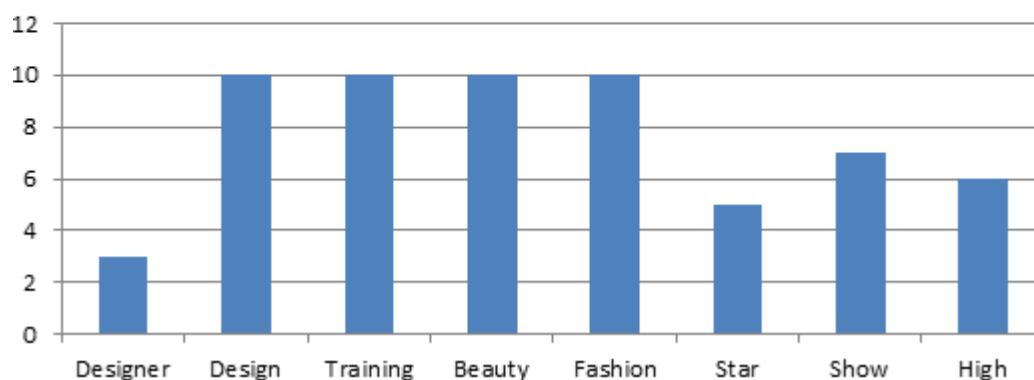
Moreover, the lowest result in this field, i.e. four simultaneously constitutes the highest result in the area of *Politics*.

#### 4.2. Anglicisms used most frequently in compound nouns

##### 4.2.1. Beauty

Most explicitly, authors of the articles, while using words with their origin in English, had a predilection towards compound nouns, as they frequently mingled single Anglicisms with other words either English or German.

### Number of occurrences of Anglicisms used most frequently in compound nouns in the *Beauty* section



**Graph 2.: Anglicisms used most frequently in compound nouns in the *Beauty* section**

The graph provides information about the most frequently applied compound nouns in the section of *Beauty*.

Four out of eight English words viz. *Design*, *Training*, *Beauty* and *Fashion* were most frequently included in compound nouns, since all of them appeared in the corpus publications ten times. In contrast, only three compound nouns were based on the word *Designer*.

Below, examples of compound nouns inclusive of the said foreign words are pre- sented.

|          |                                                      |
|----------|------------------------------------------------------|
| Designer | e.g. die Designerkollektion, der Modedesigner        |
| Design   | e.g. die Designfabrik, der Design-Show               |
| Training | e.g. der Trainingspartner, das Gewichtstraining      |
| Beauty   | e.g. der Beautyshooting, die Beautyprodukte          |
| Fashion  | e.g. die Fashion-Week-Termine, die Fashiontech-Leute |
| Star     | e.g. der Shootingstar, der Social-Media-Star,        |
| Show     | e.g. die Mystery-Show, die Castingshow               |
| High     | e.g. die High-Fashion-Szene,                         |

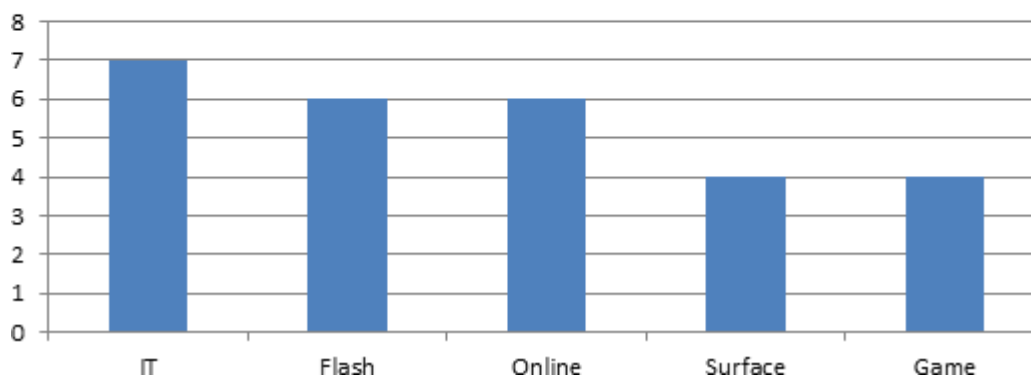
**Table 25.: Anglicisms used most frequently in compound nouns in the *Beauty* section**

#### 4.2.2. Politics

With reference to the branch of *Politics*, merely single instances of compound nouns were detected. Most probably, it results directly from the fact that this category is composed of the lowest percentage of Anglicisms, as compared to other branches.

#### 4.2.3. IT

### Number of occurrences of Anglicisms used most frequently in compound nouns in the *IT* section



**Graph 3.: Anglicisms used most frequently in compound nouns in the *IT* section**

The graph provides information about the most frequently applied compound nouns in the *IT* section.

The ratio of instances of Anglicisms used most frequently in compound nouns in *Politics* does not differ sizably, as the instances of the most and the least frequently occurring words that compounds are composed of, equate to 7 and 4 respectively. The Anglicism constituting part of a compound noun that is most often repeated is *IT*, which is short for *Information Technology*. The last position is occupied by both *Surface* and *Game*.

Below, examples of compound nouns inclusive of the said foreign words are pre- sented.

|         |                         |
|---------|-------------------------|
| IT      | e.g. die IT-Welt        |
| Flash   | e.g. der Flash-Banner   |
| Online  | e.g. das Online-Portal  |
| Surface | e.g. das Surface Book   |
| Game    | e.g. der Game-Klassiker |

**Table 26.: Anglicisms used most frequently in compound nouns in the IT section**

## 5. Concluding remarks

The objective of this study was to conduct a quantitative analysis and determine the overall ratio of Anglicisms in the online versions of German newspapers, be it *Die Welt*, *Der Spiegel* and *Der Stern*. In further elaboration it was also attempted to establish whether there is an appreciable disproportion of Anglicisms occurring across the corpus publications, section and articles. The corpus encompassed 90 articles from the online versions of the said German newspapers. In order to arrive at an overall summary of the ratio of English loanwords used in *Die Welt*, *Der Spiegel* and *Der Stern*, Anglicisms were grouped into three sections viz. *Beauty*, *Politics*, and *IT*.

To start with, an overall count of words deriving from English in every of the ninety articles was calculated and the average proportion of Anglicisms per article was established. It constituted the basis for further statistical calculations.

The first conclusion following the research is that English loanwords occur in every of the three online newspapers, yet the extent to which the corpus publications are composed of them, does not vary sizably since *Der Spiegel*, *Die Welt*, and *Der Stern* incorporated 1.49%, 1.35%, 1.26% respectively. Therefore, the difference between the highest and the lowest ratio of Anglicisms added up to 0.23%. To achieve this outcome, *Der Spiegel* and *Der Stern* were juxtaposed.

In order to arrive at an in-depth analysis, Anglicisms were grouped with regard to article's subject matter, be it *Beauty*, *Politics*, and *IT* and achieved results of 1.68%, 0.6%, and 1.88% respectively. Conspicuously enough, the branch of *Politics* with 0.6% was identified as the section with the lowest percentage of Anglicisms, compared to the areas of *IT* and *Beauty* which incorporated 1.28% and 1.08% more English words than the field in question. This explicitly indicates that it is the field of *Politics*, in which Anglicisms are the least commonly used.

With reference to the section of *Beauty*, thirty articles from *Die Welt*, *Der Spiegel*, and *Der Stern* that cover parallel topics were selected with 1.68%, 1.9%, and 1.43% respectively. The difference between the highest and the lowest proportion of English words was visible yet not marked as it added up to 0.47%. To obtain this result, *Der Spiegel's* and *Der Stern's* ratios were collated.

The application of Anglicisms across the articles in this section was the most considerable, as the article with the highest proportion amounted to 6.06%, and with the lowest to 0.33%.

With regard to *Politics*, once again thirty articles from *Die Welt*, *Der Spiegel*, and *Der Stern* that encompass akin topics were amassed with 0.52%, 0.63%, and 0.67% respectively. The difference between the highest and the lowest proportion of English words was negligible as it equated to 0.15%. To obtain this result, *Die Welt's* and *Der Stern's* ratios were juxtaposed.

Similarly, the ratio of Anglicisms across the publications was modest, as the publication with the highest distribution amounted to 1.59%, and with the lowest to 0%.

In terms of *IT*, again, thirty articles from *Die Welt*, *Der Spiegel*, and *Der Stern* that present similar topics were gathered with 2.09%, 1.74%, and 1.82% respectively. The

difference between the highest and the lowest proportion of English words was discernible as it equated to 0.35%. To obtain this result, *Die Welt's* and *Der Spiegel's* ratios were juxtaposed.

The proportion in the application of words deriving from English, occupies the second highest position compared to other sections, since the article with the highest proportion amounted to 5.35%, and with the lowest to 0.39%.

Having recapitulated the data in a quantitative way, it is instructive now to summarize the outcomes in a qualitative way. It was endeavoured to establish which Anglicisms occurred most frequently in the corpus publications of *Die Welt*, *Der Spiegel*, and *Der Stern* both as a general summary and with reference to every of the three sections, be it Beauty, Politics, and IT.

Furthermore, the authors endeavoured to classify words deriving from English in terms of compound nouns, as a predilection towards such use of Anglicisms was observed. The said compounds were either entirely or partly composed of English words.

Most conspicuously, a great majority of Anglicisms occurring in all three online newspapers subsume under the category of a noun. In the entire corpus, there were merely a few instances of verbs or adjectives.

Having established that, it is indubitable that the paper may well be deemed a basis for further analysis pertinent to the use of Anglicisms in German newspapers.

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## Appendix I

The table presents all Anglicisms used across the three newspapers and magazines. Anglicisms used more than once were not repeated in the table.

### Beauty

| www.welt.de                | www.spiegel.de              | www.stern.de             |
|----------------------------|-----------------------------|--------------------------|
| die Foren                  | die Flipflops               | im Trend sein            |
| das Internet               | das Gegenwartsdesign        | die Veggie-Variante      |
| die Tipps                  | das Design                  | die Imitate              |
| die Transplantation        | der Designkritiker          | der Martcheck            |
| das Glow                   | der Designer/die Designerin | die Chips                |
| das Mini-Treatment         | deformieren                 | der Veggie-Burger        |
| das Treatment              | das Handy                   | das Gehirntraining       |
| die Dinnerparty            | die Kreation                | das Gehirnjogging        |
| der Teint                  | die Skate-Schule            | das Intervalltraining    |
| das Kosmetik-Concept Store | der Recycler                | der Hippocampus          |
| das Grenpeel               | die Fashiontech-Designerin  | das Gewichtstraining     |
| die Bestsellerautorin      | das Smartphone              | aerobes Ausdauertraining |
| der Look                   | das T-Shirt                 | das Fitness-Model        |
| perfekt gestylt            | die Software                | die Transformation       |
| die Echthaar-Extensions    | die Designerin              | das Interview            |
| die Recherche              | die Fitnesstracker          | der Instant-Messenger    |
| die Extensions             | das Modeldesign             | das College              |
| die High Heels             | das Interaction Design      | der Personal Trainer     |
| der Blogeintrag            | die Design-Preise           | das Cardiotraining       |

|                            |                            |                       |
|----------------------------|----------------------------|-----------------------|
| die Designer               | das Handy                  | das Kickboxen         |
| das Cover                  | die Mails                  | der Fitness-Kurs      |
| die High-Heel-Spezialisten | die Sensoren               | das Online-Angebot    |
| die Trends                 | der Design-Prototyp        | der Social-Media-Star |
| der Schuh-Hype             | die Designs                | der Instagram-Star    |
| die Two-Tone Slingbacks    | das Interaktionsdesign     | der Shootingstar      |
| der Designer               | die Tech-Firmen            | der Account           |
| der Schock                 | der Design-Prozess         | die Follower          |
| der Modedesigner           | das Equipment              | die Mission           |
| die Beautyprodukte         | die Rech-Branche           | die Managerin         |
| der Beautyshooting         | die Fashiontech-Leute      | das Mobbing           |
| die Mail                   | integrieren                | der Body-Schamer      |
| die Highend-Friseure       | der Support                | posieren              |
| die Models                 | smart (smarte Kleidung)    | der Instagram-Account |
| neu gestylt (stylen)       | die Horrortrips            | die E-Mail            |
| das Fototeam               | das Schlaf-Quiz            | der Manager           |
| die Image-Kampagnen        | diagnostizieren            | der Screenshot        |
| die Looks                  | die Alptrauumszenarien     | der Job               |
| der Visagist               | die Desensibilisierung     | okay                  |
| das Make-up                | Imagery Rehearsal Therapy  | attackieren           |
| der Teint                  | das Training               | diskriminieren        |
| der Haar-Supervisor        | das Broken-Heart-Syndrome  | attackieren           |
| das einzige No-go          | die Stress-Kardiomyopathie | die Säure-Attacken    |
| das Shooting               | das Mobbing                | der Job               |
| die Cremes                 | das Syndrom                | der Trend/ die Trends |
| der Filmset                | die Diagnose               | furry nails           |
| das Peelen                 | das Immunsystem            | die Hipster-Queen     |
| das Make-up                | die Experimente            | das Outfit            |
| die Make-up-Kunst          | die Depression             | fake fur              |
| die Make-up-Artists        | das Handy                  | Fashion Week          |
| das Photoshop              | das Shooting               | der Coat              |
| das Halloween-Kostüm       | das Studio                 | das Modegimmick       |
| die Beauty-Bloggerin       | die Reaktion               | der Moselcheck        |
| die TV-Show                | die Homepage               | das Shooting          |
| die Fashion-Week-Termine   | die Misere                 | das Topmodel          |
| die Fashion-Week           | der Body-Mass-Index (BMI)  | die Castingshow       |
| die Fashion-Week-Zeit      | die Variante               | die Favoritin         |
| die Tradeshow              | die Genversion             | navigieren            |

|                                |                              |                                   |
|--------------------------------|------------------------------|-----------------------------------|
| der Designer/die Designer      | differenzieren               | die Cities                        |
| die Labels                     | die Therapien                | das Modelappartement              |
| die Pre-Opening-Gala           | plumpsen                     | der Job/die Jobs                  |
| die Red Carpet Shooting        | effizient                    | das Casting/die Castings          |
| die Pop-up Stores              | transplantieren              | die Teams                         |
| das Fashion Network            | die Diättrends               | die Outfits                       |
| die Close Ups                  | profitieren                  | die High Heels                    |
| das Catering                   | das Ressort                  | die Jungmodels                    |
| die Snow Party                 | das Schwimmcamp              | die Allspeaker Medaille           |
| die Tickets                    | das Trainingslager           | das Walk                          |
| der Shop                       | das Martyrium                | der Clip                          |
| der Fashionroom                | das Training                 | der Spot                          |
| der Showroom-Opening           | trainieren                   | das Umstyling                     |
| Pre-Sale                       | der Top-Sportler             | die Silikone                      |
| die Ladys                      | das Schwimmtrainingslager    | der Starfotograf                  |
| der Showroom                   | der Trainer                  | das Supermodel/die Supermodels    |
| die Pages                      | die Text-Tattoos             | das Bordmagazin                   |
| die Green Fashions Tours       | die Walkinggruppe            | die Shootings                     |
| die Designer-Ateliers          | die Jazzdance-Damen          | die Bloggerin                     |
| die Concept-Stores             | die Bowlingbahnder Hamburger | die Softdrinks                    |
| die Guides                     | die Trainingseffekte         | die Beauty-und Lifestylebloggerin |
| die Upcycling-Designerin       | die Walker                   | Goodbye                           |
| die Ethical Fashion Show       | der Cycling-Kurs             | das Popcorn                       |
| die Grün Showrooms             | im Trend sein                | die Sauce                         |
| die Jungdesignerinnen          | trainieren                   | die Tomatensauce                  |
| die Fashionplattform           | die Euphorie                 | die Fertigsauce                   |
| offline                        | der Trainingspartner         | die Partys                        |
| Pop-up Styling Salon           | das Sportoutfit              | die Cheating-Phase                |
| die Stylisten                  | fair sein                    |                                   |
| die Fusion Photo Exhibition    | offline sein                 |                                   |
| die Show/die Shows             | das Posten                   |                                   |
| das Event                      | posten                       |                                   |
| 1st Floor des Departmentstores | durchgestylte Typen          |                                   |
| der Onlineshop                 | joggen                       |                                   |
| die Highlights                 | der Grammy-Look              |                                   |
| die Beautyprodukte             | das Knallfarbenoutfit        |                                   |
| der Primer                     | das Make-up                  |                                   |
| der Douglas-Link               | das Outfit/ die Outfits      |                                   |

|                        |                           |  |
|------------------------|---------------------------|--|
| klicken                | das Fotomotiv             |  |
| der Online-Shop        | die Swift                 |  |
| die CC-Creme           | die Cut-outs              |  |
| der Highlighter-Pen    | die Trends                |  |
| die Glitzcreme         | die Models                |  |
| das Fachsimplen        | die Worst-Dressed-Liste   |  |
| das Internet           | klicken                   |  |
| die High-Fashion-Szene | der Sieger-Look           |  |
| die Beautybranche      | der Designer/die Designer |  |
| die Make-up-Artists    | smarte Details            |  |
| das Beauty             | die Moderatorin           |  |
| die Youtube-Stars      | die Mystery-Show          |  |
| die Schmink-Tutorials  | die Designerin            |  |
| der Beautywahn         | die Hipsterlage           |  |
| der Primer             | die Designfabrik          |  |
| der Highlighter        | die iPhone-Hüllen         |  |
| das Tages-Make-up      | die Pixiehaarschnitt      |  |
| die Reviews            | das Statement             |  |
| der Gloss              | stimulieren               |  |
| der Internet-Hype      | der Trend                 |  |
| der Game-Changer       | der Nachwuchsdesigner     |  |
| das Testimonial        | der Showroom              |  |
| die Soap-Darstellerin  | der Mode-Onlinehändler    |  |
| die Youtuberin         | die Modebloggerin         |  |
| das Image              | die Bikerboots            |  |
| der Drogerie-Haul      | die Designerkollektion    |  |
| das Make-up            | die Chance                |  |
| das Youtube-Video      | das Designerkleid         |  |
| der Internethit        | die Expansion             |  |
| die Bestsellerliste    | die T-Shirts              |  |
| die Beautyfirmen       | der Design-Show           |  |
| der Concealer          |                           |  |
| der Verkaufshit        |                           |  |
| der Bestseller         |                           |  |
| die Beautyindustrie    |                           |  |

## Politics

| www.welt.de        | www.spiegel.de     | www.stern.de      |
|--------------------|--------------------|-------------------|
| das Ranking        | die Annexion       | das Waterboarding |
| rangieren          | die Sanktionen     | die TV-Debatte    |
| pur                | intensiv           | der Job           |
| die Karnevalpartys | die Normalisierung | die US-Parteien   |
| die Federboas      | die Rebelle        | ARD-Recherchen    |

|                      |                             |                       |
|----------------------|-----------------------------|-----------------------|
| der/das Pfefferspray | die Nachschubroute          | explizit              |
| die Tricks           | die Handelsmetropole        | die SPD-Ressorts      |
| der Teenager         | die Rebellengruppen         | die Ressortabstimmung |
| die Chance           | die Opposition              | die Integration       |
| profitieren          | eskalieren                  | die Offensive         |
| die Hits             | permanent                   | die Routen            |
| die PR-Agentur       | die Kontrolle               | die Videos            |
| die Partys           | illegal                     | Body-Armor            |
| das Damenteam        | bilateral                   | das Offensiv-Konzept  |
| der Code/ die Codes  | der Computer                | die Positionen        |
| das Team             | die Balkanroute             | das Establishment     |
| mobile               | ein Backshop                | die TV-Debatte        |
| die Finger           | listen                      | die Attacken          |
| driften              | der Ressortchef             | die US-Vorwahlen      |
| (politische) PR      | die Defensive               | der Favorit           |
| extrem               | der Deal                    | die Favoritin         |
| die Chance x2        | digitale (Entwicklung)      | Facebook -Posting     |
| die Wintersession    | Businessclass (im Flugzeug) | Facebook-User         |
| das Brainstorming    | das Interview               | stoppen               |
| die Chancen          | die Chancen                 | die Computermouse     |
| die Flüchtlingsjobs  | die Generation              | "Blackout"            |
| das Jobcenter        | die Homepage                | die Liveschaltungen   |
| die Integration      | attackieren                 | der Aktionstag        |
| human                | observieren                 | miserabel             |
| die Differenzen      | der Computer                | Pegida-Demo           |
| inklusiv             | die Tipps                   | die Resolutionen      |
| opportun             | blockieren                  | die Versorgungsrouten |
| das Internet         |                             | inoffiziell           |
| die Edition          |                             | testen                |
| inhuman              |                             | der Start             |
| der Meinungstrend    |                             |                       |
| die Favoritin        |                             |                       |
| der Caucus           |                             |                       |
| im Liveticker        |                             |                       |
| die Revolution       |                             |                       |

## IT

| www.welt.de            | www.spiegel.de       | www.stern.de            |
|------------------------|----------------------|-------------------------|
| die Software           | der Browser          | die Reise-Adapter-Kits  |
| der Webkonzern         | der Game-Klassiker   | die Webseite            |
| die Open-Source-Lizenz | die Browserversionen | die Surface-Pro-Tablets |
| das Feedback           | die Website          | der Netzstecker-Adapter |
| das KI-Team            | die Sounddateien     | der Apple Store         |

|                          |                             |                               |
|--------------------------|-----------------------------|-------------------------------|
| das Web                  | der Multiplayer-Modus       | der Apple Service Provider    |
| die Open-Source-Software | die Browserversion          | der Stecker-Adapter           |
| der Smartphone-Nutzer    | die Games                   | der USB-Netzteil              |
| das No-Name-Kabel        | die Softwarekonzerne        | der Laptop                    |
| der Chromebook-Laptop    | das Team                    | das Notebook                  |
| der Hardwarespezialist   | das Softwareunternehmen     | der Youtube-Beitrag           |
| der USB-Controller-Chip  | die Fans                    | das Touchscreen               |
| die Hardwaredefekte      | der E Werbebanner           | die High-Tech Geräte          |
| der No-Name-Hersteller   | die Virtual Reality         | die Aliens                    |
| listen                   | die Virtual-Reality-Brille  | der Tablet                    |
| das Hardwaredefekt       | das Project Cardboard       | der Microsoft Store           |
| das USB-C-Kabel          | die VR-Apps                 | die PC-Branche                |
| die Hardwaredefekte      | die Smartphones             | die Schadsoftware             |
| der Online-Versender     | die Cardboard-Brillen       | der Software-Methusalem       |
| killen                   | der Sensor                  | der Hacker                    |
| der Youtuber             | die VR-Technologie          | die Online-Ausgabe            |
| die Software             | das Software                | die Webseite                  |
| der Software-Fehler      | die Audio-Storys            | die E-Mail                    |
| der Apple Store          | die Podcasts                | der Support                   |
| die IT-Welt              | die Downloads               | die IT-Abteilung              |
| der Software-Fehler      | der Teenagermord            | der PC                        |
| der Browserverlauf       | die Recherche               | das Desaster                  |
| surfen                   | die Highschool-Schülerin    | die Chance                    |
| die Prepaidpaketen       | die True-Crime-Formate      | das Surface Book              |
| die Megabyteressourcen   | der Digitalexperte          | der Laptop                    |
| der Perpaidkartenkauf    | die Websites                | die PC-Branche                |
| der Roaming              | das Kryptologenteam         | der Microsoft Store           |
| die Discountern          | das Code                    | der Smartphone-Boom           |
| der Prepaidbereich       | das Recherchehappen         | die Google-Vorzeigenmanagerin |
| auflisten                | die iTunes-Charts           | die Online-Wirtschaft         |
| der Mailbox              | die Sponsoren-Werbe-Jingles | der Onliner                   |
| im Check                 | das Comeback                | die Websites                  |
| im Faktencheck           | der Hype                    | der Manager                   |
| die Apps                 | das Revival                 | fokussieren                   |
| der Designer             | der Ex-Freund               | der Analyst                   |
| das Notebook             | die Podcasting-Szene        | die TV-Moderatorin            |
| die Surface-Reihe        | das IT-Unternehmen          | der Gadget-Rezensent          |
| die Hardware-Abteilung   | die Cybersecurity-Branche   | die Analysefirma              |
| der Arbeits-PC           | die IT-Infrastruktur        | die Surface-Tablets           |
| die Tricks               | die IT-Firma                | der IDC-Analyst               |
| der Display-Deckel       | die Behörden-IT             | die Galaxy-Geräte             |
| der Gelegenheits-Gamer   | die Cybersicherheit         | das Event                     |

|                          |                             |                                   |
|--------------------------|-----------------------------|-----------------------------------|
| der Allrounder           | die Obama-Administration    | der IT-Marktforscher              |
| Tablet-PC                | die Cyberbedrohungen        | der IDC-Analyst                   |
| der Display-Port         | die Cyberangriffe           | der PC-Ersatz                     |
| der Laptop               | die Onlinekonten            | der Tablet-Markt                  |
| die Hardware             | die Cloud-Dienste           | der Andrid-User                   |
| der Gaming-Einsatz       | die Online-Angriffe         | das Startup                       |
| der High-End-Titel       | das iOS-Update              | die Smartphone-Tastatur           |
| die Surface-Geräte       | der Apple Store             | die Software                      |
| die Office-Anwendungen   | das Back-up                 | das Tastatur-Design               |
| die Hardware-Kombination | die Apple Pay               | die Software-Tastatur             |
| die Gaming-Ambitionen    | das Support-Forum           | das Startup                       |
| multitouch-fähig         | die Support-Seite           | die Tastatur-Apps                 |
| das Display              | der Apple Support           | das Smartphone                    |
| digital                  | die Actionspiele            | das Online-Portal                 |
| der Designer             | die Killerspiele            | das Team                          |
| der Displayrücken        | der Games-Experte           | forcieren                         |
| die Display-Hälfte       | die Game-Kultur             | die Hardware                      |
| die Allround-Aktivitäten | die Killerspieldebatte      | der Controller                    |
| die Gamer                | die Handygames              | die Tipps                         |
| das Business-Gerät       | der Shooter                 | die Controller-Aussetzer          |
| die USB-3.0-Ports        | der Gamer                   | der Clip                          |
| die Details              | die Non-Profit-Organisation | der Spot                          |
| die Version              | die TV-Schnipseln           | das Umstyling                     |
| der Look                 | die Audioeffekte            | die Silikone                      |
| die Allround-Qualitäten  | die Crackergruppe           | der Starfotograf                  |
| der Touch-Bildschirm     | die Auto-attacken           | das Supermodel/die Supermodels    |
| das Team                 | die Flashanzeigen           | das Bordmagazin                   |
| die Tweets               | die Flashwerbebanner        | die Shootings                     |
| der Screenshot           | die Werbeclips              | die Bloggerin                     |
| der Ursprungs-Tweet      | der Posting                 | die Softdrinks                    |
| der Blogger              | die Flashwerbung            | die Beauty-und Lifestylebloggerin |
| zoomen                   | die Support-Seite           | Goodbye                           |
| der Digitalzoom          | der Browser                 | das Popcorn                       |
| der Sensor               | das Sicherheits-Update      | die Sauce                         |
| die Smartphones          | die Flash-Inhalte           | die Tomatensauce                  |
| die ISO-Empfindlichkeit  | der Flash-Player            | die Fertigsauce                   |
| das Smartphone           | die Web-Standards           | die Partys                        |
| das Tablet               | der Flash-Banner            | die Cheating-Phase                |
| der Zoombereich          | die Werbeclips              |                                   |
|                          | der AdWords Editor          |                                   |

|  |                              |  |
|--|------------------------------|--|
|  | das Multimedia-Format        |  |
|  | die Blogpost                 |  |
|  | die Timeline                 |  |
|  | der User                     |  |
|  | die Blogpost                 |  |
|  | die Tweets                   |  |
|  | die Browservariante          |  |
|  | der Support-Account          |  |
|  | das Update                   |  |
|  | die Mobil-Apps               |  |
|  | der Hashtag                  |  |
|  | das Feedback                 |  |
|  | das Forscherteam             |  |
|  | die Smartphones              |  |
|  | die Science-Fiction-Romane   |  |
|  | die Ressourcen               |  |
|  | der Science-Fiction-Autor    |  |
|  | die Artificial Curiosity     |  |
|  | das Datenvolumen             |  |
|  | der Mobilfunkprovider        |  |
|  | die Highspeed-Datenanbindung |  |
|  | das Smartphone               |  |
|  | der Provider                 |  |