

Comparative Linguistic Analysis of English Borrowings in Spanish and German Media and Social Network Texts

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Abstract

The article is devoted to a very relevant topic – borrowings from English into German and Spanish. This way of language enrichment is one of the most important one nowadays. Borrowing helps to name objects that are new for the recipient culture or that do not have its own name in the language. This process leads to the changes of the shape of the language, to its development. In this article English language as a source of borrowings and two languages recipients – German and Spanish – are studied. English language is a language that acts as a donor for many languages, especially for the Europeans ones due to close geographical and cultural connections. In the article all the examples of borrowed vocabulary were taken from media and social network texts, since these spheres are the rapidly developing and tend to reflect all the current processes happening inside the society. The history of these borrowings is studied and described. The conclusion about the influence of English language on Spanish and German languages is made at the end of the research.

Keywords: Linguistics; Language; Borrowing; English; Spanish; German.



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1. Introduction

Language always responds to the changes of the society. Borrowings are a result of growing connections between countries, cultures and people. They play an important role in development and enrichment of lexical system of a language. The main reason of their appearance is the absence of the word in the recipient language. English language has become a donor for many languages, including Spanish and German. The process of borrowing foreign vocabulary is rightly considered by scientists as a source of enrichment of the original dictionary and a vivid example of the interaction of languages and cultures, the creation of common values. Active international cooperation, the use of modern Internet technologies, radio advertising, television and the press are the main sources of borrowing in the German as well as in Spanish languages.

Recently there appeared some works devoted to borrowings as a phenomenon and to borrowings in different languages. [Voronina and Ismagilova \(2017\)](#) studied word-building of international brands names, the influence of foreign borrowings in business and tourist vocabulary on student's LSP learning and another process, where Spanish language is a donor – Chinese and Spanish borrowings in Russian language. Other linguists studied English borrowings in Spanish. [Balteiro \(2014\)](#) studied the influence of English or Spanish fashion terminology, Yuly Asenciòn investigated English borrowing in computer-related Venezuelan Spanish, [Sánchez \(2017\)](#), decided to devote his work to the anglicization of Cuban Spanish, Muñoz-Basols (2016), explored cross-linguistic lexical influence between English and Spanish. As for German, [Fiedler \(2017\)](#), studied phraseological borrowings from English into German, O'Halloran (2002) wrote about gallicisms and anglicisms in the German trend and informal language in the 20th century, [Furiassi et al., 2012](#) investigated The Anglicization of European lexis. In this article the authors decided to describe English borrowings in Spanish and German media and social network texts, their types, role and features. Media and social network text are of significant importance for linguists, since they contain the most recent borrowings and reflect the cultural, political and economic processes happening between countries ([Sartangi et al., 2018](#); [Villalobos, 2015](#)).

2. Methodology

The target lexical units for this study consisted of English borrowings found in the Spanish and German media and social networking texts. The unit of analysis was the individual word or phrases itself. To compose a list of examples several hundred media and social networking texts were studied. To find examples of English borrowings in Spanish media the authors used the following sources: «El Mundo», «El País». The same work was made with the German sources: «Die Welt», «Die Zeit», and «Der Stern». Social networking sites are now universal for many countries. That is why Spanish and German segment of Twitter, Facebook and Instagram were analyzed to find examples of English borrowings. Each borrowed word was studied with the use of etymological dictionaries to find

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out its exact origin and meaning. Additional sources like relevant books, articles and web sites were used to find the information about the current meaning of the word or phrase (Berdnikova, 2009; Iskakova *et al.*, 2018).

3. Results

The vocabulary of each language is a complex, dynamic system, constantly undergoing various changes, since any language is not limited to its own resources to replenish the vocabulary. It is peculiar that the use of foreign elements is the result of contact of two or more cultures. In most cases, the completion of the vocabulary of the language is due to foreign words, which, in turn, take a significant place in the lexical system of any language. Contacts between languages are a phenomenon that existed and exists throughout human history. In the context of globalization and the modern integration of different languages and cultures into one another, borrowing of lexicon from another language is inevitable. English is the main language of international communication, widely used in all spheres of life. Economic and cultural ties of Spain with many countries of the world lead to the development and expansion of the linguistic contacts of the Spanish language with other languages and, in particular, with the English language. In recent years more English words began to penetrate into the Spanish language. The most popular areas where the words are borrowed from English into Spanish are mass media and social networks. Borrowed words become an essential part of the Spanish language and name new object or substitute the origin Spanish words: Internet, Data Broker, Software, Tabloides, Videoclip, Emails, Spam, Apps, Online, Smartphone, Chats, Messenger and etc. There are different ways of the borrowings:

1. Direct borrowings. These words are borrowed from English and used instead of the original Spanish words: Interface – Interfaz, Social Media-redes sociales, Link-Enlace, Software - Conjunto de programas and etc.
2. Grapho-hybridization. The English words are borrowed into Spanish and transformed by Spanish forms of word formation. It saves the meaning of the word, but changes its form and sounds more identical to Spanish: blog – *bloqear* (to lead the blog), click – *cliquear* (to click).
3. Contamination. This form of word formation is very rare between English and Spanish in the area of mass media and social networks, at least it happens: click – *hacer un click*.
4. Tracing words. This borrowing process is significant by literal translation of English words into Spanish: high memory – *memoria alta*, laser printer – *impresora láser*

The same processes can be observed in German. In recent years, the linguistic study of media communication has become one of the most promising areas for the development of humanitarian knowledge, which is directly related to the increasing role of the media at the present stage of civilization development. The term media linguistics (Medienlinguistik) became widespread in the German-speaking linguistics. The influence of English on the language situation in Germany continues for several centuries. Linguistics justifies the introduction of foreign words into German by the fact that for certain objects, things, concepts coming from abroad, there are no special names in the German language – for example, *das Smartphone*, *der Laptop*. It should be noted that at the beginning of the introduction of the computer industry in the German reality, programmers and translators conscientiously tried to use German terms. Why *Rechner* turned into *Computer*, *Speicher* into *Memory*, and *Bildlaufleiste* in the *Scrollbar*? The answer is obvious: because of its verbosity, many concepts in the German computer language are too difficult to remember and use. Unlike German, most English words are written shorter and more convenient in pronunciation. When writing telephone messages or sending e-mails, it is more convenient to use English synonyms of German lexical units. For example, let us compare words such as *das Management* (-e) - *die Unternehmensleitungen*, *der Chip* (-s) - *die Mikroschaltung*. There are the some ways of English borrowings of computer vocabulary:

1. Direct borrowing (without changing the meaning of the word)

In the computer vocabulary a large number of direct borrowings can be found: *die Edition*, *die Software*, *die Hardware*, *der Event*, *der Chip*, *das Icon*, *die E-Mail*, *die E-commerce*, *das Internet*. As seen, these are versions of lexical units of English. Borrowed words with direct meaning usually receive German grammatical forms: nouns are used with the article and are written with a capital letter. Borrowed verbs can be transformed according to the rules of German grammar: they are always joined by an infinitive ending - (e) n. This makes it possible to easily conjugate verbs and form from them the communion Partizip II: to trade – *traden*; to swap – *swappen*; to manage – *managen*; to scan – *scannen*. In addition, some English verbs are formed by analogy with German verbs with prefixes: *outsourcen*, *downloaden*, *updaten*. With direct borrowing, words and expressions retain the English spelling: *digital*, *die Software*, *die Hardware*, *die E-Mail*, *das Data-Mining*, *der Account*, *der CD-Player*, *der Computer*.

2. Terminological synonyms

They are synonyms of already existing lexical units of language. The parallel existence of English terminological synonyms and German names of computer vocabulary leads to competition between them. For example, *User* – *der Nutzer*; *Computer* – *der Rechner*; *Administration* – *die Verwaltung*; *Hacker* – *der Angreifer*; *Compliance* – *die Übereinstimmung*; *der Einklang*, *Community* – *die Gemeinschaft*; *Software-Engineering* – *die Softwaretechnik*; *Instant Messaging* – *sofortige Nachrichtenübermittlung*, *der Nach richtensofortversand*; *Social Networking* – *soziale Netzwerke*; *Reporting* – *das Berichtswesen*; *Personalmanagement* – *die Personalverwaltung*; *Interface* – *die Schnittstelle*.

3. Mixed borrowings

This group contains borrowings included in complex words (composites) which produce hybrid formations: *die Drill-Down-Funktion*, *der Informationsmanager*, etc. There are three types of formation of a complex word components:

- With a hyphen – e.g. *Marketing-Mitarbeiter*, *Flash-Plattform*, *Web-Fachmann*, *Mail-Adresse*;

- Using interfix – e.g. Forumsteilnehmer;
- Without the help of an interfix and a hyphen – Hackersoft, Datenbackup, Spamgefahr.

Further examples of the Anglo-German hybrid borrowings might be:

Cyber + ...: die Cybergesellschaft, der Cyberkrieg

Die ... + community: Netzcommunity, Online-Community, Internet-Community

Online / – + ...: die Onlinewerbung, das Online-Netzwerk

4. Discussion

One of the reasons for the spread of English words in modern German and Spanish media is the desire for brevity. Many English words are shorter and easier to pronounce than German and Spanish. For example, compare words such as Trucker (2 syllables and 7 letters) and Lastwagenfahrer (5 syllables and 15 letters). More examples: Jointventure – Gemeinschaftsunternehmen; Management-Unternehmensleitungen, laptop – ordenador portátil, freelancer – persona de libre dedicación. In addition, new terms based on new technologies, mainly from the United States, are emerging in many professional areas. Many terms today come in everyday speech: Probleme manager, Vorbestellungen canceln, Praise scanner. Speaking about the causes of the English borrowings into German and Spanish, there are researchers who doubt and question the reason of brevity. For example, (Schneider, 2007), a professional journalist, who previously held the post of Deputy chief editor of the magazine Stern and editor-in-chief of the newspaper «Die Welt», the leading talk-show on radio NDR, laureate of the prize for culture of the language. He disputes the claim that the popularity of borrowings from the English language is explained by their brevity compared to German words, which is clearly demonstrated in the following.

alles (German) – everything (English)

Geld – money

Dom – cathedral

Glück – happiness

vorgestern – the day after tomorrow

Taking into consideration the rate of English borrowings penetration into German and Spanish mass media and the internet, many scientists are worried about the future of the languages of their country. The question of preserving the German language as a national language today is very acute. Under the strong influence of English over the past decades a new linguistic hybrid has been formed – Denglisch (a combination of the words Deutsch and English). Many linguists are seriously afraid that this dominance of English words in the German language can lead not only to the enrichment of the German language, but also to the loss of the characteristic German sound, erasing the linguistic and cultural identity of Germany. Scientists in Spain also point out that active borrowing of English words can lead to the loss of Spanish language identity. It becomes clear for ordinary Spanish people too and they try to use English words, but in the same time to save origin Spanish words. For example they actively use the abbreviation sms in written communication, but pronounce it only as mensaje in Spanish (Voronina and Ismagilova, 2016a;2016b).

5. Summary

The most recent English borrowings should be sought in the sphere of modern forms of communication, interactive communications and the Internet. Many household items came into use under foreign names, most often Anglo-American. Thus, the anglicism «das Cover» was regularly used to refer to the illustration on the cover of a magazine or an envelope, a disc case, it can be found in the dictionaries of the modern German language. The following verbs are often used in the German language: chatten (meaning to chat in the Internet), simsens (send text messages), lonchear (to have lunch), taipear (to type), chatear (to chat), enjoyar (to enjoy), printear (to print). It is known that the vocabulary of the language reacts particularly sensitively to all changes occurring in society – new lexical units constantly appear, something becomes fashionable and popular, and some language phenomena become obsolete and disappear. Computer language is rapidly developing, many lexical units move from English to German and Spanish, assimilate and easily take root there.

6. Conclusions

Most often the direct conductors of the new Anglicisms are the media as the most sensitive indicator of linguistic changes. This is especially true of online publications, as a very important role in the dissemination of English vocabulary is played by the global computer network. The English language borrowings in this area only strengthened its positions in the German and Spanish languages, which cannot be overlooked when analyzing the media discourse.

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