

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.

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

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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.

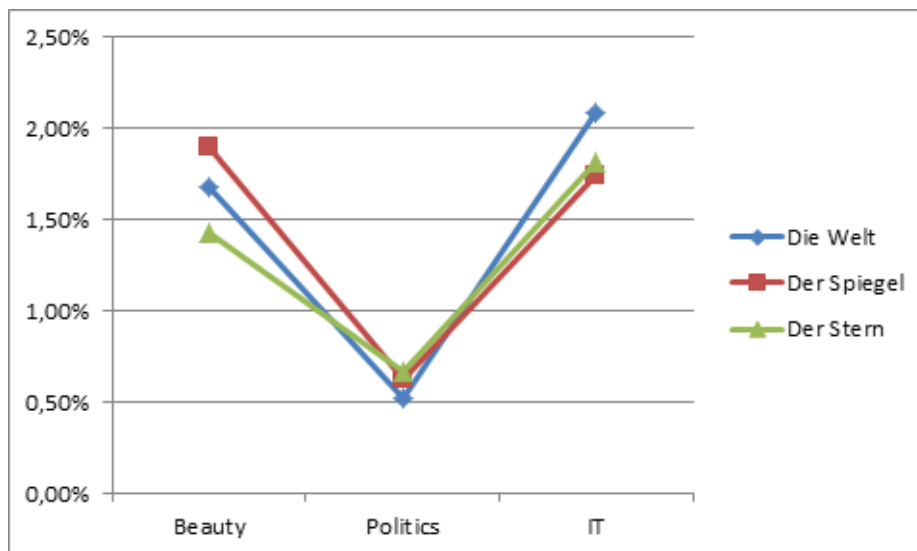
Der Stern, in English 'The Star', is a German newsmagazine published weekly. Founded in 1948, has a circulation of 869,000. Both *Der Stern* and its *online sibling* established in 1995, present an inclination towards sensationalism.

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 lowest 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 percentage 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 andere?'
- 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 Schulterschluss 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
‘ <i>So absurd rechtfertigt Beatrix von Storch ihr Facebook-Posting</i> ’	1.59%
‘ <i>Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen</i> ’	0%
‘ <i>Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an Gelingen der Flüchtlingsintegration</i> ’	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-Storys: 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-Werbepbanner'
- 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-Werbepbanner*' 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 – 'Vrus 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%.

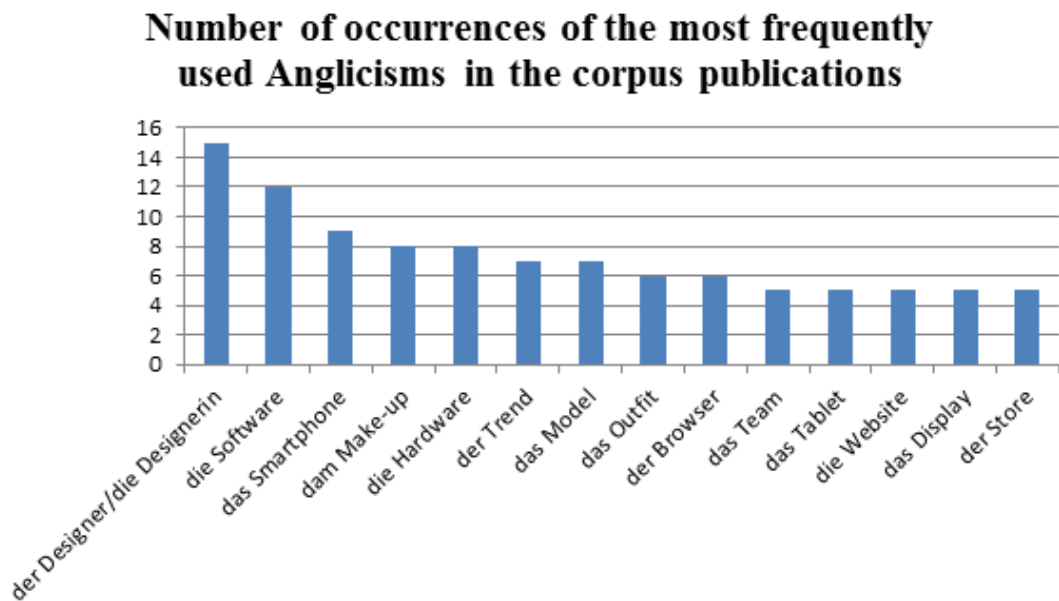
Article name	Newspaper/ magazine	Section	Percentage of Anglicisms
'FashiontechDesignerin. Dein Pulli ist klüger als du'	Der Spiegel	Beauty	6.06%
'Merkel und Erdogan sprechen über Begrenzung der Flüchtlingszahlen'	Der Stern	Politics	0%
'Umfrage zur Flüchtlingspolitik: Mehrheit der Deutschen glaubt an 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 ranking with 15 instances, compared to *der Job* with merely 4 occurrences across the newspapers.

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 Offensive* 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.

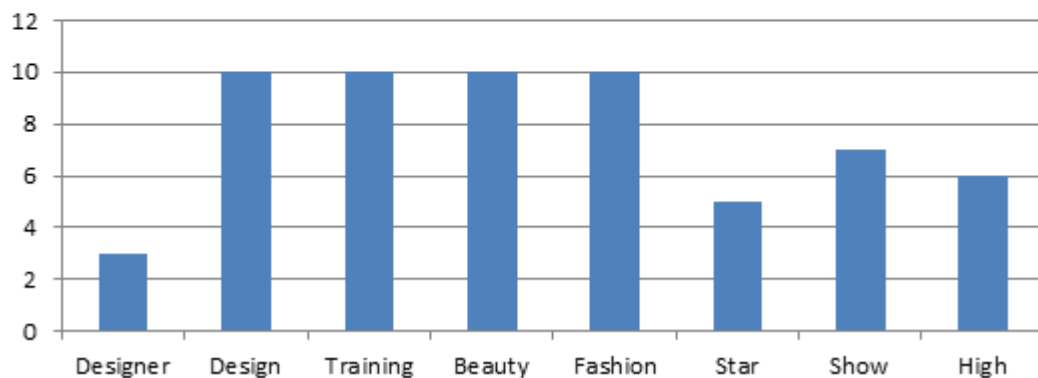
Moreover, the lowest result in this field, i.e. four simultaneously constitutes the highest result in the area of *Politics*.

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 presented.

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,

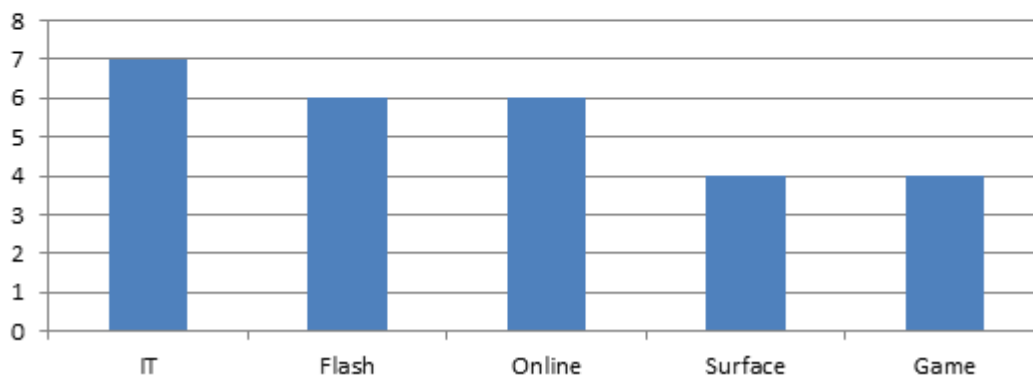
Table 25.: Anglicisms used most frequently in compound nouns in the *Beauty* section

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 presented.

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 Disigner	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 Alptraumszenarien	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 Tradeshows	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 Fachsimpen	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 Computermaus
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	