

The Use of Anglicisms in German, Swedish and Finnish Newspaper Advertising

Sara Hänninen, 40471
Pro gradu-avhandling i engelska språket och litteraturen
Handledare: Brita Wårvik
Fakulteten för humaniora, psykologi och teologi
Åbo Akademi
2021

ÅBO AKADEMI – FACULTY OF ARTS, PSYCHOLOGY AND THEOLOGY

Abstract for Master's Thesis

Subject: English Language and Literature	
Author: Sara Hänninen	
Title: The Use of Anglicisms in German, Swedish and Finnish Newspaper Advertising	
Supervisor: Brita Wårvik	
<p>The English language, today's global lingua franca, is constantly gaining ground worldwide, which also means that the influence of English on other languages is continually expanding. English is the most widely spoken language in human history and the language of international communication.</p> <p>This crosslinguistic study investigates how English elements appear in the advertising discourse of three European languages: German, Swedish and Finnish. The situation with the lexical input of English into European languages is continually changing and this means that each study on anglicisms provides a 'snapshot' of the situation at that particular moment. There is thus a constant need for new studies of this language contact phenomenon. The material of the present study consists of three issues of high circulation broadsheet newspapers: the German newspaper <i>Die Welt</i>, Swedish <i>Dagens Nyheter</i> and Finnish <i>Helsingin Sanomat</i>. The material was collected on June 1, 2019 and thus gives an overview of the anglicism situation in mid-2019.</p> <p>The research questions of the study are the following: 1) <i>How are anglicisms used in German, Swedish and Finnish print newspaper advertisements?</i> 2) <i>What are the differences and similarities in the use of anglicisms in the three languages?</i></p> <p>The data of the study suggest that the use of English in advertising discourse is common in all the three languages as the majority of the advertisements in each newspaper issue contain anglicisms: 60 % of the German, 70 % of the Swedish and 55 % of the Finnish advertisements contain English elements. The findings also suggest that there are commonalities in the use of English lexical elements between German, Swedish and Finnish advertising language. Common uses of anglicisms in the three European languages are, for instance, product and company names, technical terms and slogans. Common motivations for the use of English in the three languages might be the modernity and internationalism that English brings with it. Additionally, there could be a lack of equivalent words in other languages to recently introduced English terms, i.e. lexical gaps. These anglicisms might be, for instance, technical innovations with an international English name that do not have equivalents in other languages. Advertising is thus an important factor in language change as it functions as the mediator of new, often English, terms, and enables them to spread globally.</p>	
Keywords: Language contact, anglicisms, advertising language, newspaper advertising, language change	
Date: 26.5.2021	Number of pages: 103

Table of Contents

Abstract	i
Table of Contents.....	ii
List of Tables and Figures	iii
1. Introduction	1
2. Language Contact.....	4
2.1 English in Europe	4
2.2 Codeswitching and borrowing.....	8
2.3 Anglicisms	10
2.4 German	11
2.5 Swedish.....	12
2.6 Finnish	14
3. Advertising language.....	15
3.1 Advertising	15
3.2 Advertising language.....	16
3.3 Structural categories of an advertisement.....	23
3.4 Multilingual advertising.....	27
3.5 Attitudes toward language mixing in global advertising.....	31
4. Materials and Methods	32
4.1 Materials	33
4.1.1 Die Welt.....	33
4.1.2 Dagens Nyheter (DN)	34
4.1.3 Helsingin Sanomat (HS)	34
4.2 Methods	34
4.2.1 Quantitative methods	37
4.2.2 Qualitative methods	37
5. Results	37
5.1 Frequencies of anglicisms in the newspaper advertisements	37
5.2 The different uses of anglicisms in the newspaper advertisements.....	38
5.2.1 Product name, company name and logo	40
5.2.2 Slogans and phrases only in English.....	47
5.2.3 Technical terms.....	50
5.2.4 Internationalism, modernity and general attractiveness.....	53
5.2.5 Filling word gaps	62
6. Discussion and Conclusion.....	65
Swedish Summary - Svensk sammanfattning.....	75
References.....	81
Appendices	91

List of Tables and Figures

Tables:

Table 1. Advertisement types in <i>Die Welt</i> , <i>Dagens Nyheter</i> , and <i>Helsingin Sanomat</i>	39
Table 2. Anglicisms in product names, company names and logos in <i>Die Welt</i>	41
Table 3. Anglicisms in product names, company names and logos in <i>Dagens Nyheter</i>	43
Table 4. Anglicisms in product names, company names and logos in <i>Helsingin Sanomat</i>	45
Table 5. Anglicisms in slogans and phrases only in English in <i>Die Welt</i>	48
Table 6. Anglicisms in slogans and phrases only in English in <i>Dagens Nyheter</i>	49
Table 7. Anglicisms in slogans and phrases only in English in <i>Helsingin Sanomat</i> ..	50
Table 8. Anglicisms in technical terms in <i>Die Welt</i>	51
Table 9. Anglicisms in technical terms in <i>Dagens Nyheter</i>	52
Table 10. Anglicisms in technical terms in <i>Helsingin Sanomat</i>	52
Table 11. Anglicisms in car advertisements in <i>Dagens Nyheter</i> and <i>Helsingin Sanomat</i>	53
Table 12. Anglicisms: Internationalism, modernity and general attractiveness in <i>Die Welt</i>	55
Table 13. Anglicisms: Internationalism, modernity and general attractiveness in <i>Dagens Nyheter</i>	60
Table 14. Anglicisms: Internationalism, modernity and general attractiveness in <i>Helsingin Sanomat</i>	60
Table 15. Lexical gaps in <i>Die Welt</i> , <i>Dagens Nyheter</i> and <i>Helsingin Sanomat</i>	63

Figures:

Figure 1: English: The structural dependency hierarchy	24
Figure 2: English: Socio-psychological features	30
Figure 3: Advertisements with and without anglicisms in the sample issues of <i>Die Welt</i> , <i>Dagens Nyheter</i> , and <i>Helsingin Sanomat</i>	38

1. Introduction

There is no doubt that English in today's world has an influence on non-English speaking countries, and instead, the question is what the "scale and nature" of this influence is (Hickey 2020: 1). The extent of the English influence varies across different social domains and the influence is especially strong in the areas of advertising, technology and science, in all for different reasons (Hickey 2020: 1). The reason for the use of English in advertising is its supposed indication of "sophistication and urbanity" whereas the use of English in technology and science "derives from source research and innovation which is already embedded in an English-language context" (Hickey 2020: 1).

The world as we know it today is increasingly internationalised and mobile and that makes English more and more visible and present in European countries that have official languages of their own. English is the language of international communication (Rech 2015: 127) and it has the status as the *lingua franca* of the Internet (Ştefan 2019: 137). "English has occupied a unique place in today's interconnected world" (Rahal 2020). Internationalisation implies anglicisation (Josephson 2004: 133). Already in 1997 there were four non-native speakers of English for one native speaker of English in the world (Sánchez & Tuomainen 2014: 103), which is not surprising when taking into consideration the "global trends of mobility and accessibility to information, places and people worldwide" (Sánchez & Tuomainen 2014: 103). English in 2019 had approximately 1,27 billion speakers who spoke English either as a native or a second language (Duffin 2020). Most of the people who are able to speak English have native languages other than English, and the increasing influence of English is currently changing English into a second language instead of a foreign language in many countries. "The real victory for English lies in its importance as a second language" (Gottlieb 2000: 125).

The first large-scale "comparative treatment" of the phenomenon of anglicisms was made by Manfred Görlach in 2001, when his project in the field of lexicography resulted in *The Dictionary of European Anglicisms*, "the first (dictionary) of its kind" (Görlach 2001: xv). Within the same project, the most comprehensive contrastive undertaking of anglicisms in Europe thus far is Görlach's (2002) volume, *English in Europe*, which was compiled within the

same project and which describes anglicisms in sixteen European languages (Onysko 2020: 191). This volume offers for the first time also a “pan-European reference work of English lexical influence” (Onysko 2020: 191) and focuses on those lexical units that are “recognizably English in form (spelling, pronunciation, morphology)” (Görlach 2001: xviii) and leaves out all kinds of loan formations (i.e. calques) (Onysko 2020: 191). In the foreword to Görlach’s *Dictionary*, it is stated that elements of the English language “are being adopted in a spectacular fashion, though with varying frequency, in [...] the European countries” (Burchfield 2001: viii).

The use and integration of anglicisms in different European languages have been studied by Gester (2001), Jabłoński (1990), Nettmann-Multanowska (2003) and Plümer (2000), among others (Onysko 2020: 191). One of the major questions in anglicism research in the German language has been the number of English elements in German, and this influence of English has been observed growing (Onysko 2020: 192).

The frequency of anglicisms is dependent on the genre of language use, with advertisements supposedly showing the highest rate of English loans (see e.g., Kupper 2007). [...] Apart from advertisements, anglicisms tend to occur more frequently in certain semantic domains of discourse, in particular in the terminology of IT communication and new media, fashion and lifestyle, business and sport.

(Onysko 2020: 192-193)

An undeniable reason for the use of English elements is the prestige of English. Another possible reason according to Furiassi and Gottlieb (2015) is an “unconscious xenophilic complex” (2015: 9) which tempts the speakers of languages that are affected by English to use English. “Their use seems to grant speakers the status, the authority and the allure they crave” (Furiassi & Gottlieb 2015: 9). Advertising language is innovative and creative and thus an optimal field for anglicisms to flower. It is generally agreed that the language of advertising does not form a variety of its own but is characterized by its “heavy reliance on everyday language, youth language, technical language, and dialects” (Rech 2015: 71). According to Rech (2015), advertising language strives for innovation and is continuously changing.

Outdoor-Jacket, Top-Leasing Angebote Audi, Steakwochen im Texas-Steak-Room, Topjob für Faule, Alpencharme im Lodenlook, Fitneß und Body-Building, über 100 Denim-Jeans moon-washed oder stone-washed, Made in Japan: Hifi-Stereo, Damen-Sweat-Shirt (Examples of anglicisms found in German newspaper advertisements in 1988, in Görlach 2003: 31)

This is a study of the use of anglicisms in the German, Swedish and Finnish newspaper discourse and the paragraph above shows some examples of what anglicisms might look like in newspaper advertising. The present study includes a quantitative and qualitative analysis of a domain-specific use of English, namely in the advertising language of the three European languages: German, Swedish and Finnish. The quantitative analysis comprises a contrastive analysis of the frequency of English lexical units in the three European languages (Chapter 5.1). The qualitative analysis compares the use of English in the three languages (Chapter 5.2). The research questions for the present study are the following:

How are anglicisms used in German, Swedish and Finnish print newspaper advertisements?

What are the differences and similarities in the use of anglicisms in the three languages?

The inflow of anglicisms into the European languages has interested researchers for several decades (Fischer & Pułaczewska 2008: x). Most of this attention has been directed towards the language of news and advertisements, both of which have been extensively studied for many decades (Fischer 2008: 2). Advertising is a field where plenty of anglicisms are to be found (Görlach 2003: 30). Görlach (2003: 30) suggests that the prestige of English is one reason why the national dictionaries of several European languages are “flooded” by new English words. These imports can also influence the morphology and phonology of the receptor languages (Görlach 2003: 30). The anglicism situation is continually changing, and thus the present study offers, as Darquennes et al. (2019: 5) put it, “a

‘snapshot in action’ of ongoing changes in our field of inquiry” (Darquennes et al. 2019: 5).

2. Language Contact

This chapter presents theoretical background about the language contact between English and the three languages in question and defines the basic contact effects, *codeswitching* and *borrowing*. It also defines the most important concept of the present study, *anglicisms*, as well as the field of the study, namely *advertising language*.

Language contact occurs when speakers of different languages interact, and their languages influence each other (Matras 2009). Today a lot of this interaction happens online. Görlach (2001) suspected in the beginning of the current century that the lexical input of English is going to continually increase in other European languages and that the European languages are likely to “become more similar to each other in due course” (2001: xvii). Many studies (e.g. Pulcini, Furiassi & González 2012) have indeed shown Görlach’s hypothesis to be correct as the impact of English is growing stronger with the “economic forces of globalisation” and the “rise of global media” (Bhatia & Ritchie 2013: 565). The impact of English on other European languages is a topical issue, due to its “pervasiveness and remarkable, but controversial, sociolinguistic and cultural implications” (Pulcini, Furiassi & González 2012: 1).

Worldwide language contact prompted by global advertising, internet communication, and other electronic media forms (e.g., social media forms such as Facebook, Twitter, Youtube, the multilingual internet, DVD, and entertainment technology) is unprecedented in the history of human communication.

(Bhatia & Ritchie 2013: 565)

2.1 English in Europe

A big part of continental Europe is already politically affiliated in the European Union and this is a good motivation for treating Europe as “one unit in a sociolinguistic inquiry into the functions of English” (Mollin 2020: 34). European countries share essential “historical and social commonalities” (Mollin 2020: 34). However, a common ‘Euro-English’ for the whole Europe is not a

foreseeable development “(yet)” in the European countries, as the majority of the respondents of the Standard Eurobarometer (2017) did not see themselves as having a European identity and being part of the European community, which would provide a fertile ground for a common variety of English to develop (Mollin 2020: 34). Thus, rather than treating Europe as one sociolinguistic community, Mollin (2020: 34) suggests that English instead should be studied from the perspective of individual European countries allowing us to recognize the vast differences between the European countries (2020: 34).

Britain’s exit from the European Union was lately suggested by Modiano (2017, cited in Mollin 2020: 34-35) to support the progression towards a Euro-English variety motivated by the “lack of British native speakers on the EU level” (Mollin 2020: 35). However, a majority of the scholars (e.g. Gerritsen 2017, Schneider 2017, cited in Mollin 2020: 35) disagreed with these claims made by Modiano (2017), especially Gerritsen (2017), by referring to the vast differences between the European countries when it comes to the proficiency in English and the use of English (Mollin 2020: 35).

The Nordic countries were suggested by Soler-Carbonell (2016: 56, cited in Mollin 2020: 36) to have “widespread knowledge of English” according to the most recent Eurobarometer data (2012). The Southern and Eastern European countries seemed to have less competence in English (Mollin 2020: 36), Eastern countries commonly complementing with another dominant language instead of English, namely Russian or German (Mollin 2020: 36). The Nordic countries have been successful in the matter of a “widespread high competence in English” (Mollin 2020: 36). The central-western country, Germany, is according to Mollin (2020: 36-37) reported to be placed behind the Nordic countries, as only 56 % of German speakers report they are able to have a conversation in English, this percentage in the Nordic countries being over 70 % (2020: 36-37).

Perhaps the most noticeable outcome of this language contact, which has also attracted most research, are lexical borrowings from English to other languages. Görlach (2003: 30) suggests that especially lexical loans are common in European languages and other components of language, such as syntax, might be less affected by English.

The type of linguistic contact of European languages with English is such that, unsurprisingly, syntax has been little affected (if at all). By contrast, the national lexicons are flooded by new imports which, the prestige of English being what it is, can also affect, indirectly, the phonological and morphological systems of the receptor languages.

(Görlach 2003: 30)

Additionally, Pulcini, Furiassi and González (2012) stress the visibility of English lexical loans in the field of language contact, the one between this international lingua franca and the languages of Europe. Pulcini, Furiassi and González (2012) argue that these English-derived words and phrases in European languages should be explored in order to find out more about the change in European languages as well as how this influx of English into European languages might even affect the English language.

“Lexical borrowing [...] over the past decades, has come to affect not only lexical units [...] but also different types of phraseological units, from phrases [...] to idioms [...] and proverbs. [...] Hence, the languages of Europe have been building a stock of mostly English-derived vocabulary and phraseology, however diversified this phenomenon may be, both quantitatively and qualitatively. From a linguistic perspective, such a storehouse of shared vocabulary is difficult to quantify but worth exploring, analysing and monitoring, in so far as it represents an important factor of language change in both individual European languages and, to some extent, in the English language itself.

(Pulcini, Furiassi & González 2012: 1-2)

All languages that “operate” in the global market in the 21st century have been and are affected by the influx of English vocabulary (Pulcini, Furiassi & González 2012: 2). The reasons behind this widespread impact of English on other languages, as has been noted earlier, are its status as the “lingua franca of international communication” (Pulcini, Furiassi & González 2012: 2) as well as the established use of English in academic and professional environments and the increasing number of non-native speakers (Pulcini, Furiassi & González 2012: 2). Bhatia and Ritchie (2013: 571) likewise remark that English not only affects other languages but is itself affected by this phenomenon of lexical borrowing.

English in itself is changing due to its contact with other languages and its use in advertising and other forms of communication. Not only this,

English cooperates and coexists with other languages from which it derives its mixed character.

(Bhatia & Ritchie 2013: 571)

The lexical influence of English on the different European languages is, as one might expect, uneven, and this is due to different “historical and linguistic factors” (Pulcini, Furiassi & González 2012: 3). Several western countries, such as France, Germany and Italy, have since 18th century been in intense commercial contact with England and thus these countries have long-established linguistic and cultural contacts with English. For the eastern European countries, on the contrary, such as Poland and Serbia, the contact started first after the eastern regimes fell in the late 20th century (Pulcini, Furiassi & González 2012: 3). Furthermore, in the 19th century western Europe, the French and German languages played a special role in first borrowing and thereafter transmitting English vocabulary to their neighbouring countries, German for northern and eastern Europe, and French to western Europe, mainly in the “fields of sport, fashion and technology” (Pulcini, Furiassi & González 2012: 3). “However, since the mid 20th century – at the end of the Second World War – contacts and borrowing have increasingly taken place directly from English” (Pulcini, Furiassi & González 2012: 3).

Moreover, genetic similarity is another significantly affecting factor when it comes to English influence (Pulcini, Furiassi & González 2012: 3). Germanic languages, for example, such as English, German and Norwegian, share a lot of their vocabulary and syntax, which means that an anglicism might be identical or very similar to a “cognate native word in the recipient language” (Pulcini, Furiassi & González 2012: 3). In this case it is many times only a semantic borrowing that takes place, whereas the influx of English vocabulary in non-Germanic languages might more often lead to “non-adapted” borrowings (Pulcini, Furiassi & González 2012: 3).

English is a popular foreign language in Germany, Sweden and Finland. According to the Eurobarometer data (2012), 82 % of Germans, 93 % of Swedes and 88 % of Finns think that English is the most useful foreign language for their personal development (European Commission 2012: 69-70). Additionally, Europeans were asked which language they consider most useful for children to learn for their future. In this category the percentages of the

Europeans who prefer English were even higher: Germany with 94 %, Sweden with 95 % and Finland with 89 % of the respondents choosing English (European Commission 2012: 75, 78).

Two key concepts of language contact, codeswitching and borrowing are discussed next.

2.2 Codeswitching and borrowing

The term *codeswitching* is often applied to the alternation of languages within the same discourse (Matras 2009: 101). Earlier on, codeswitching used to be seen as ‘language corruption’ by proponents of normative grammar but it has later on become a field of investigation in its own name. Codeswitching is functional as there are often several factors that motivate speakers to alternate between different languages within a conversation. Language mixing is indeed a multilayered phenomenon and switches between languages within the same discourse can serve many different purposes (Matras 2009: 107).

A common distinction that is often made is between ‘alternational’ codeswitching and ‘insertional’ codeswitching. *Alternational codeswitching* refers to alternating between different languages within utterances or sentences, whereas *insertional codeswitching* means that a word or phrase is inserted into an utterance in a different language system. Both alternational and insertional switches might often be prompted by difficulties of “retrievability of adequate means of expression in one of the languages”, and the term used for the motivation for the switch is often referred to as the ‘trigger’ (Matras 2009: 105). The term codeswitching often refers to spontaneous mixing in the conversations of bilinguals (Matras 2009: 106).

The term *borrowing* in the broader context of general linguistics normally refers to the diachronic process, i.e. the process over the course of time, by which languages complement their vocabulary, or other “domains of structure” (Matras 2009: 106). As one of the outcomes of language contact, Matras (2009) defines borrowing as a change in the “structural inventory” of at least one of the languages involved. This can be seen as importing a structure or a form from one language to another (Matras 2009: 146). This is best known as *borrowing* and the items influenced by this phenomenon are called *borrowings*,

loans or *transfers*. The languages are often defined according to their roles as *donor* and *recipient* language (Matras 2009: 146).

Although it is a well-established term, the term borrowing is at times criticized because it as a metaphor is lacking accuracy (Matras 2009: 146). Borrowing usually leads to “long-term incorporation of an item” (Matras 2009: 146) into the recipient language’s inventory. This means that a word is not just borrowed from the donor language, because the borrowed word is most often not intended to be returned to its “rightful owner” (Matras 2009: 146). This matter of the donor language and recipient language of course leads to the question of ownership. The term borrowing can according to Matras (2009) be seen as too much emphasising the aspect of ownership and the “boundaries between the linguistic systems” (Matras 2009: 146). Another term to use for borrowing, which may describe the phenomenon more precisely, is the term *replication*, which excludes the connotation of ownership that the term borrowing has. In his writing, Matras (2009: 146) wants to point out that by *borrowing* he means a *replication* of a linguistic structure “of any kind, in a new, extended set of contexts, understood to be negotiated in a different language” (Matras 2009: 146).

It is not an easy task to explain how loanwords appear in a recipient language and determine the probability of which words are going to be borrowed and which not (Haspelmath 2009: 35). Haspelmath (2009) distinguishes two main types of factors that are relevant when it comes to borrowing:

- 1) social and attitudinal factors (prestige of the donor language, puristic attitudes)
- 2) grammatical factors (e.g. the claim that verbs are more difficult to borrow than nouns because they need more grammatical adaptation than nouns)

(Haspelmath 2009: 36)

The term borrowing is used when talking about language change, and more specifically, *completed* language change (Haspelmath 2009: 38). This means, as mentioned above, that borrowing is a diachronic process which starts with an “individual innovation” and develops further and expands in a speech community (Haspelmath 2009: 38). Borrowings are without exception lexemes, i.e. words, and not phrases (Haspelmath 2009: 37). There are two different types of borrowings: *material* borrowings and *structural* borrowings (Haspelmath

2009: 39). Material borrowings include loanwords, whereas structural borrowings comprise loan translations, which are also called calques. Haspelmath (2009: 39) defines calques as complex lexical units which are made of a word-for-word translation of the original word. Common examples of calques are compound words such as the German word *herunter-laden* (directly translated from the English word *down-load*) and the English word *loan-word* (created from German *Lehn-wort*) (Haspelmath 2009: 39). Additionally, structural borrowings include *loan meaning extensions*, or merely *loan extensions*. Loan extensions comprehend semantic borrowing in the sense that the meaning of a word in the donor language is transferred to the recipient language. A well-known example of a loan extension is the English word *head*, which also has the meaning of *main*, and thus from English the German equivalent for *head*, ‘Kopf’, has received the meaning of *main* as well (Haspelmath 2009: 39). Another type of borrowing, though less common, is *loan blend*, which Haspelmath (2009: 39) defines as a “hybrid borrowing” with both borrowed as well as native material.

When identifying loanwords, it is important to eliminate the possibility that the donor language word and the recipient language word descend from a common ancestor (Haspelmath 2009: 44). A common ancestor is often the reason for similar words over different languages.

Linguists identify words as loanwords if they have a shape and meaning that is very similar to the shape and meaning of a word from another language from which it could have been taken (because a plausible language contact scenario exists), and if the similarities have no plausible alternative explanation.

(Haspelmath 2009: 43-44)

2.3 Anglicisms

The *Oxford English Dictionary* (OED) defines the word *anglicism* as “a characteristically English word, phrase, or idiom, *esp.* one introduced into a sentence in another language” (OED, s.v. *anglicism*). According to Onysko (2007: 10), the term anglicism is used as a generic name to describe the occurrence of “English language elements” in other languages (Onysko 2007: 10). However, the actual meaning of an anglicism may be harder than that to define as Onysko (2007) states in the following.

A closer analysis of the concept of anglicism unveils the existence of the fuzzy boundaries between linguistic and cultural influences and between changes imposed from the outside of the RL [recipient language] and changes happening within the RL. (Onysko 2007: 10)

In this study the term anglicism is used for the English language elements, more specifically English lexical elements, that appear in the material irrespective of whether they are borrowings or instances of codeswitching. We will return to the definition in Chapter 4 on methods and materials.

There are multiple reasons for the use of anglicisms in other languages. In the 1980s, the use of anglicisms was claimed to be a social factor as it “reflects the sender’s mastering both of foreign language and of social norm” (Söderberg 1983: 11, cited in Ştefan 2019: 137). Another notable reason behind the dominant status of English in today’s world is the technological era we are living in where new technical products develop constantly, names of which often are in English. As has been noted earlier, we are provided with global access in an unprecedented manner for example in academic publishing and the platforms of social media. The use of anglicisms in the domain of advertising discourse is discussed further in Chapter 3. We will now turn briefly to the languages that constitute the materials for this study of anglicisms.

2.4 German

The German language is an official language in Germany, Austria and Switzerland and a minority language in Belgium, France, Denmark, the Netherlands, Italy and in eastern Europe (Russ 2005: 5). German is the mother tongue of approximately 105 million people and additionally 80 million people speak it as a second language outside the German speaking countries (Lingoda 2019). The present position and structure of German is stable, and its independence is not being called into question (Pörksen 2008). However, German is undergoing a change in the era of globalization and the “unparalleled popularity of English” had already in the 1990s a big influence on it (Clyne 1995: 6). This development can be seen for instance in the publications of German academics, of whom the vast majority nowadays publish in English instead of

German (Pörksen 2008). Additionally, industry and commerce are areas where the English language is dominating today (Pörksen 2008). An integral part of the “universal age” (Pörksen 2008) is technology, especially communication technology, which is receptive to international vocabulary.

2.5 Swedish

Swedish is the official language of Sweden and one of the two official languages in Finland (Reuter 1992: 101). The majority of Sweden’s population of 10 million inhabitants speak Swedish as their mother tongue. In Finland, Swedish is spoken by a minority of the population, with 290,000 native speakers (Norlin & Olsson 2019). Today Swedish and English are the two languages with the highest status in Sweden (Josephson 2018: 131-132, 135). The Swedish language still dominates the everyday ‘linguistic practices’ of the majority of Swedish population. However, these practices are nowadays often multilingual (Josephson 2018: 125). This means that the majority of Swedish population encounter English on a daily basis, e.g. via advertisements, technological instructions and films in English. English is becoming more and more important in Sweden and is proposed by Josephson (2018: 125) to be in due course considered as a second language instead of foreign language (Josephson 2018: 125).

Swedish is a Germanic language that has a long history of linguistic borrowings, as it has in the course of history been affected by German in the Middle Ages and by French in the 18th century. The English language has affected Swedish from the early 19th century and the strongest inflow of English loanwords into the Swedish language has been since World War II (Stålhammar 2017). Since World War II, English of all languages has had the most notable and dominant influence on Swedish. This influence shows up in three different ways: as English lexical loans that are imported into Swedish, as codeswitching in spoken and written context, and in switching completely from Swedish to English in certain domains, such as science and working life domains. English is the natural scientific language favoured in university studies (Josephson 2004: 69, 133-136). Most of the big Swedish companies use English as the common language of their corporate group (Swe. *koncernspråk*) (Josephson 2004: 136). This does not necessarily mean that English is spoken in the workplace, rather,

that the central documents, for instance, are all found in English (Josephson 2004: 136). The use of English is also a hierarchical question. The higher position you have the more English is used (Josephson 2004: 136).

In recent decades, a large number of anglicisms has been introduced to Swedish. Reasons for the high degree of adoption of English loans in Swedish are that the Swedish population meet English often in their daily lives and that they also respond well towards English. Some semantic categories, such as fashion and beauty, include more lexical level borrowing from English than others (Ştefan 2019: 137).

Anglicisms carry social prestige associated with the superiority of the Anglo-American culture in the Swedish society, as reflected in the high number of Anglicisms that have been adopted in the last decades.

(Ştefan 2019: 137)

Lindblom et al. (2013: 9-10) suggest that Sweden has after joining the European Union in 1995 become increasingly culturally monogamous¹ partly due to the dominating Anglo-American film and entertainment industry in Sweden. Another reason for the continuous influx of English in Sweden is the world of advertising: English or pseudo-English is wrapped into advertisements irrespective of the country where the advertisements appear.

English loans in Swedish seem nowadays to be more often borrowed in their original form instead of adapting them to Swedish with modification of the spelling of a word, as for instance the verbs *mejla* and *pusha* (Bijvoet 2020: 20-21). An ongoing study on English lexical loans and their flexion by Aktürk Drakes (2019, cited in Bijvoet 2020: 21) showed a clear tendency for English loanwords in Swedish to retain their original forms. Thus, it seems nowadays more common to use e.g. the noun *approach* in its clear totally English form instead of modifying English verbs into Swedish, such as the verb *renewa*, in Bijvoet's example sentence “*Jag behöver renewa mitt körkort*” (Swe. ‘I need to renew my driving license’) (Bijvoet 2020: 22).

¹ ”Våra kunskaper i språket i vårt största exportland, Tyskland, har blivit sämre och franskan upprätthålls av allt färre. I stället har vi blivit allt mera kulturmonogama: Film-och nöjesindustrin är nästan undantagsvis angloamerikansk, reklamvärlden förpackar, oavsett hemland, sitt budskap i engelska eller låtsasengelska” (Lindblom et al. 2013: 9).

Abrahamson (2013: 14) describes the status of English in Sweden as a journey of no return.² Abrahamson expresses his concern over the future of the Swedish language as English gradually takes more and more space in Sweden and suggests that the future of the Swedish language is in the hands of its users, the ‘consumers’, when speaking the language of consumerism (Abrahamson 2013: 14-15). The dominance of English in Sweden can be noticed also in the choice of Swedish daily newspapers, as in *Svenska Dagbladet*, for instance, Russian names as well as other Slavic languages with Cyrillic alphabet, are no longer transcribed into Swedish but instead, merely the English transcription is used. This Abrahamson calls a domain loss (‘domänförlust’), i.e. Swedish is losing ground to English (Abrahamson 2013: 15-16).

2.6 Finnish

Finnish is one of the two official languages in Finland with approximately 5,275,00 native speakers (Branch 2017: 22). Finnish is a Finno-Ugric language (Branch 2017: 22) and is a typologically different language to English, German and Swedish. English is not an official language in Finland, but it is the most spoken foreign language in Finland (OSF 2018). According to the self-reported study by Official Statistics of Finland, English is spoken by 90 % of Finns aged 18 to 64 (OSF 2018). English has been widely used and available in Finland already for a few decades due to the different “informal channels” such as non-dubbed TV and other formats of media (Vaattovaara & Peterson 2019: 2). “The constant exposure to English through mass and social media, as well as the educational situation, offers [sic] fertile ground for English loans to become adopted” (Vaattovaara & Peterson 2019: 2).

The linguistic situation in Finland allows a three-way distinction: Finnish and Swedish are official languages, spoken by 90.04% and 5.39% of the population respectively (see OSF’s *Population structure: Language*), whereas English is the expanding lingua franca with a 78% of the population having a communicatively efficient competence in that L2 (see data from *National survey on*

² ”Engelskan [sic] ställning i Sverige tycks vara en sputnikresa med hunden Lajka, det vill säga en färd utan återvändo. [...] Det finns tyvärr ingen naturlag som säger att vi får behålla det rika svenska språket hur länge som helst. Allt hänger på hur vi användare, vi konsumenter, för att tala konsumismens språk, är medvetna om vårt arv. Och hur politikerna styr. Språk kan göras tyngdlösa” (Abrahamson 2013: 14-15).

the English language in Finland: Uses, meanings and attitudes, 2011).

(Sánchez & Tuomainen 2014: 103)

In Finland, World War II was a significant turning point when the influence of English started to grow. Even though Finland rejected the Marshall Plan assistance after World War II, Finnish culture was influenced by American culture through American films, TV series, magazines and advertisements. Hiltunen (2015: 378) calls this “ajatusten Marshall apu” (Fin. ‘the Marshall aid of thoughts’), which strengthened the position of English in Finland as well as increased its visibility in the Finnish culture (Hiltunen 2015: 378). Its influence can be seen in the following decades after World War II in the increasing number of English loanwords in Finnish (Hiltunen 2015: 378).

3. Advertising language

Language has a significant role in the fields of marketing and advertising. A crucial point of advertising is the choice of language to convey specific messages with the intention of influencing people (Evans 2000). This chapter defines advertising as well as advertising language.

3.1 Advertising

Advertising can be very generally defined as “the promotion of goods or services for sale through impersonal media” (*Collins Concise Dictionary*, cited by Cook 2001: 9). “The crucial feature which distinguishes advertisements from related genres is their function, which is always to persuade people to buy their product” (Cook 2001: 10). Although the function of the majority of advertisements is to persuade the addressees to buy the product advertised, advertisements have other functions as well. Other aims, such as to amuse, inform, misinform, worry or warn, are all “in service” of the main function, which is to sell (Cook 2001: 10).

We are all exposed to advertising. Advertising takes many forms, but in most of them language is of “crucial importance” (Trudgill 1985: vii). “The wording of advertisements is, in most cases, carefully crafted to meet particular ends” (Trudgill, 1985: vii). Frequently the intention is to inform, but more often, above all, to persuade and influence.

The most important thing is that the advertisement sticks out and catches the attention of the reader. “[The advertiser’s] ultimate success will depend in the first place on his message catching the reader’s eye” (Gill 2013: 55). This instance and opportunity of catching the reader’s attention is extremely brief, it is “gone almost as soon as it appears” (Gill 2013: 55). The advertisers use various means to accomplish this objective, and these are called attention getting devices, or attention getters for short (Gill 2013: 55-56).

Advertisements that are mostly based on text are a “special type of visual stimulation” (Harasimczuk et al. 2018: 431). These advertisements often contain a lot of information about the advertised product, but they may as well display the slogan as the main part. A big ‘advantage’ of advertisements based on text are that they attract the recipients’ attention because the process of word recognition and reading words in us humans is automatic. “Due to its automated character the process of word recognition require [sic] little cognitive capacity for literate recipients” (Harasimczuk et al. 2018: 431).

Words are magic. They are magic in the sense that when they are presented with a word or wordlike letter string, a literate subject cannot help but read. The processes involved in word perception are evoked without volition even when it is disadvantageous to do so. [...] There is evidence [...] that word identification can take place even when exposure conditions are such that subjects do not believe that they have seen any stimulus at all.

(Prinzmetal et al. 1991: 902)

Words in general attract attention automatically and involuntarily in the recipients of advertisements. What is the role of English words and phrases then, in the field of advertising in other languages than English? English words might, for instance, act as attention getters, and this is discussed further in the following chapter, which digs deeper into advertising language.

3.2 Advertising language

Marketing and advertising are undergoing dramatic changes mainly because of globalisation. Multilingualism has at the same time started to become a “major phenomenon” (Piller 2003: 170-171) in advertising language and it was estimated at the beginning of 2000s by Piller (2003) to continue to expand in the future. According to Piller (2003: 170), more attention than before is being paid

to advertising language as a site of language contact, which has earlier been a relatively under-examined topic (Piller 2003: 170). English has the role of the “major international contact language in the advertising of non-English-speaking countries” (Piller 2003: 171). The main reason to use foreign languages in advertising seems to be their quality of attracting the attention of the reader. The use of a foreign language in advertisements is something that can be seen deviating from the norm and thus surprising the reader. This makes an advertisement to stand out and these foreign language elements in advertisements are as a matter of fact called *attention getting devices* (Nederstigt & Hilberink-Schulpen 2018: 3). Readers will also spend more time reading and processing an advertisement to make sense of it if it includes foreign elements, which might consequently lead the reader to remember the advertisement better. English is the most common foreign language used in advertisements in non-English speaking countries as can be presumed that English is, if not spoken, at the minimum understood widely throughout the world. The fact that English is known in large parts of the world, however, might diminish the efficacy of English as an attention getter if it is a familiar language to the reader (Nederstigt & Hilberink-Schulpen 2018: 3).

Foreign words, in particular ones derived from English, were suggested to ‘invade’ German advertising language already in the 1960s³, as Römer (1968) called the advertising language an “Einfallsort”, ‘a place of invasion’ [SH translation] of foreign words (Römer 1968: 124). The reason for the rise of particularly English in German advertising language was suggested to be that English, especially American English, was advancing in West Europe and other parts of the world. The influx of English loanwords into Germany was greater after 1945 than ever before in history (Römer 1968: 124). Additionally, Römer (1968) wants to point out that German advertising language is certainly not the only language affected by English, but instead, other European

³ ”Die Werbesprache ist ein Einfallsort für Fremdwörter, besonders englische, wenn auch nicht einzige. [...] Daß gerade das Englische, besonders das amerikanische Englisch, auf die deutsche Werbesprache einwirkt, hängt auch damit zusammen, daß es in ganz Westeuropa und in anderen Teilen der Welt vordringt. Seit 1945 ist ein größerer Schub Fremdwörter englischer Herkunft nach Deutschland gekommen als jemals zuvor in der Geschichte” (Römer 1968: 124).

languages, such as Danish and French, have also been proven to include English loans in their advertising language (Römer 1968: 124-125).

In Germany, foreign words were already in the 1960s suggested to have been a marker of a “finer lifestyle, furnishing, fashion and meals since time immemorial” [SH translation]⁴ (Römer 1968: 125). In *Die Welt* newspaper issue from September 24th, 1960, it was even argued that the German language was not suitable for e.g. perfume advertisements, and that German perfume names seemed “ridiculous, limited and even ill-sounding”⁵ [SH translation] (Römer 1968: 125).

Another prominent scholar of advertising language in the 1960s, Geoffrey N. Leech, presented in 1966 some ideas on advertising that still are relevant today. In 1966, Leech suggested that the study of advertising language could be approached from a view that the advertising copywriter has “at his disposal a huge repertoire of linguistic choices” (Leech 1966: 3). However, Leech also points out this view being “misleadingly simple” (1966: 4), as the advertising copywriter in reality is not that free to make linguistic choices. Factors such as the medium through which the advertisement is spread, the audience and “the very fact that he is writing an advertisement and not a political speech or some other kind of composition” naturally affect the choices of the copywriter (Leech 1966: 4). Additionally, Leech (1966: 4) suggests that advertising language in general is rather colloquial than formal. This might, actually, still be very true today with the increasing amount of conversation-like codeswitching finding its way to advertisements.

Advertising language has been studied from various perspectives which can mainly be assorted into the following three categories:

- 1) linguistic approaches
- 2) literary approaches
- 3) semiotic approaches

(Bhatia & Ritchie 2013: 568)

The linguistic approaches to advertising language can be further divided into the following four categories: “a) linguistic / structural approaches; b) semantic

⁴ “In Deutschland wurden seit alters die Gegenstände der feineren Lebensführung, Wohnungseinrichtung, Mode, Speisen gern mit fremden Wörtern benannt” (Römer 1968: 125).

⁵ “Über Parfümnamen wurde in der „Welt“ vom 24. September 1960 geschrieben, die deutsche Sprache eigne sich nicht für Parfümnamen, deutsche Parfümnamen wirkten lächerlich, beschränkt, sogar unschön im Klang“ (Römer 1960: 125).

approaches; c) pragmatic approaches; and d) psycholinguistic and information-processing approaches” (Bhatia & Ritchie 2013: 568). What these approaches have in common is that they mainly view advertisements from the monolingual perspective. Central topics in these analyses are “deception, media literacy, the Gricean notion of conversational maxims and preferred structural choices” (Bhatia & Ritchie 2013: 568). In their study, Bhatia and Ritchie (2013) attempt to fill this gap by proposing a “plurilingual approach to advertising discourse” which is based on research on bilingual verbal behaviour (Bhatia & Ritchie 2013: 568). Three prominent features of this plurilingual approach are the following:

- 1) Advertising is essentially a mixed system- a system of verbal and nonverbal components (pictures, music, etc.) [...]
- 2) The verbal component of an ad mirrors the two critical complementary aspects of bilingual / multilingual verbal behaviour – i) ability to keep two (or more than two) linguistic systems separate; and ii) ability to integrate and mix the two (or more than two) systems.
- 3) Although language-mixing is an integral part of multilingual verbal behaviour, society often views it negatively and regards it as a sign of linguistic deficiency.

(2013: 568)

The field of advertising language is well-established and has interested linguists for a long time, e.g. Cook (2001), Goddard (1998) and Hermerén (1999) (cited by Piller 2003: 170). As has been noted earlier, language contact phenomena in advertising had until the beginning of 21st century been relatively unnoticed by researchers of advertising language (Piller 2003: 171). However, borrowings and loanwords, which are relevant in the present study as well, were actually among the first aspects of advertising language to receive any linguistic attention at all (Piller 2003: 171). “These were appropriated as a purist concern early on” (Piller 2003: 171). An example of this is the collection of “Allerhand Sprachdummheiten” ‘All Manner of Linguistic Stupidities’ by the German philologist and historian Gustav Wustmann (1903), in which Wustmann makes a list of non-German words in German advertising (Piller 2003: 171). Nowadays, of course, there can be seen a change in the attitudes towards loanwords and borrowings in advertising and anglicisms are not anymore considered only as *Sprachdummheiten* ‘linguistic stupidities’, but they form an integral part of

advertising language. The attitudes towards language mixing in advertising will be further discussed in Chapter 3.5.

Studies on Swedish advertising language had not been made to the same extent as studies on English and German advertising language when Petterson (1974) made her study on Swedish advertising language (Sw. *reklamsvenska*). Petterson (1974) states that the literature on Swedish advertising (in the 1970s) was not broad (Petterson 1974: 2). English advertising language instead had been studied already in the 1960s e.g. by Penttilä (1962) and Leech (1966) and the German advertising language by Römer (1968).

English is suggested by Smith (2013: 28) to appear in Swedish advertising to a growing extent. Smith calls this influx of English in Swedish advertisements not only accelerating, but also an explosion ⁶ (Smith 2013: 28). Göransson (2013: 51) chooses to describe this phenomenon as the “invasion” of English and furthermore, the Swedish advertising language being ‘infected’ ⁷ [SH translation] by English (Göransson 2013: 51-52). Erixell (2013: 38) likewise proposes that Swedish decision makers and advertisers fancy English when it comes to place names, for instance. A good example of this is the traditional Swedish province of *Östergötland*, the name of which was recently changed to an English one and thus the province is nowadays advertised also to the Swedes by the name *East Sweden*. English can be found in Swedish advertisements in slogans and phrases and also as separate words. Smith proposes that English in slogans like *Make yourself heard* (in an Ericsson ad in 1990s) or *What is everyone else doing?* in a more recent tablet advertisement might signal trust and sound cooler than if these slogans were in Swedish ⁸ (Smith 2013: 29).

English elements seem to also permeate modern Finnish advertising language and the English influence has recently been growing rapidly which can be seen in the growing proportion of English elements in Finnish advertisements (Hiltunen 2015: 377). The trend is particularly strong in

⁶ ”Sedan jag flyttade till Sverige har jag sett allt fler inslag av engelska ord och fraser i svensk reklam. Det ser ut som om ökningen accelererar, som en explosion.” (Smith 2013: 28)

⁷ ”Reklamspråket är infekterat av engelskan [...] engelskans invasion också av reklamspråk” (Göransson 2013: 51-52)

⁸ ” engelskan används på ett sätt som inger förtroende. [...] Och en smula coolare än *Vad gör alla andra just nu?*” (Smith 2013: 29).

advertisements targeted towards young people whose English proficiency might be higher than the older generations. English can be used without a fear of alienating the audience. Additionally, regardless of the age of the target group, certain fields use more English in advertising than others, such as sports, technical products, music, fashion and cosmetics. An example of this is the slogan “Real style, real design. Esprit Shop naiselle ja miehelle.” (Fin. ‘Esprit shop for women and men.’) (Hiltunen 2015: 377). Advertising has a significant role in language change as the functions of this medium are not only to present new products, but also to introduce new terms related to the product. Hiltunen (2015) argues that English is the dominating source of new terms, which reflects its superior status as the lingua franca of technology and economy.

It is challenging to come up with suitable Finnish equivalents to established English words used in advertising, especially when it comes to terms of innovations in the fields of information technology and consumer electronics. This leads to the use of the original vocabulary. Hiltunen (2015) proposes that another reason for the use of English is the globality of advertising and English being this international advertising language of our modern information society. English is the fundamental meeting place of languages and cultures (Hiltunen 2015: 378).

There are several reasons why advertising is a relevant aspect to delve into when investigating the current phenomenon of the spread of plurilingualism around the globe. Bhatia and Ritchie (2013: 565) list the following three reasons as the main justifications for the relevance of advertising in the fields of study of language contact and plurilingualism:

- i) in many areas of the world, advertisers consciously or unconsciously favour plurilingualism;
- ii) advertising is an integral part of modern-day communication;
- and
- iii) language use in advertising has profound implications for communication generally.

(2013: 565)

A common concern for international advertisers is how to sidestep the paradox of globalisation and localisation, that is whether to give more weight to the global or the national and regional “interests, appeals, affiliations etc. in terms

of formal and functional linguistic manifestations” (Bhatia & Ritchie 2013: 566). “This concern has manifested itself in the form of the ‘standardization’ vs. ‘adaptation’ debate in international advertising, media and marketing” (Bhatia & Ritchie 2013: 566). A dilemmatic question for the marketing world is whether to customize advertising to meet the different preferences of individuals or not in “the era of multinational companies” (Bhatia & Ritchie 2013: 566). However, what there is no doubt about is the choice of language of the global advertisers, the language naturally being English (Bhatia & Ritchie 2013: 566).

English is the choice of global advertisers and marketers. English has effectively dethroned its competitor languages, such as French and Russian, in this arena and continues to do so with more vigor and dynamics; thus becoming the single most important language of globalization. [...] The language choice is settled.

(Bhatia & Ritchie 2013: 566)

As previously discussed, the language choice of international advertisers is often English. According to Bhatia and Ritchie (2013: 567), international advertisers follow an innovational approach that is based on plurilingualism and are thereby able to optimally resolve the paradox of globalisation and localisation referred to above. This approach brings about communicative accommodation, which is a central ingredient for “gaining maximum appeal for the product in terms of creating favorable affective consequences” (Bhatia & Ritchie 2013: 567).

From the spectacular growth of the use of English in global advertising one should not conclude that English is a super language that has conquered all the discourse and structural domains of advertising. The globalization of English does not mean that other languages in the world have been dethroned and English can invade global advertising at will.

(Bhatia & Ritchie 2013: 593-594)

Along similar lines, Görlach (2003: 32) states that English is used playfully in advertisements, often to reach a specific stylistic effect or to “designate elements of foreign (anglophone) cultures” as well as in product names (Görlach 2003: 32).

3.3 Structural categories of an advertisement

Bhatia and Ritchie (2013) view advertisements as discourse units (2013: 577) and identify different “domains of an advertisement” (2013: 579). They outline the following structural categories for advertisements.

- 1) Product name
- 2) Company name or logo
- 3) Labeling and packaging
- 4) Pricing
- 5) Slogans
- 6) Main body
- 7) Headers and subheaders

(Bhatia & Ritchie 2013: 579-581)

Some structural domains of advertisements are more open to English influence, or in the words of Bhatia and Ritchie “within easy reach” for English to conquer (2013: 579). English is used in these domains of an advertisement “neither randomly nor symmetrically” (Bhatia & Ritchie 2013: 579).

English is [...] capitalizing on those domains which are within its easy reach such as product names and lexicon associated with product types such as computers, technological and fashion products. [...] New technologies such as the internet and multimedia have provided a special boost to English usage. The discussion of futuristic themes and developments is often carried out by means of keywords which are drawn from English. Numbers, graphs, and figures are presented in English.
(Bhatia & Ritchie 2013: 580)

Bhatia and Ritchie (2013) want to concretise the pattern of the use of English in advertisements and thus propose a structural hierarchy that they present in “a staircase fashion” (2013: 581). That means that the staircase consists of steps, each of which English has to pass in order to get to the next one. Before reaching the highest step of the staircase, which is the main body of the advertisement, English must according to their view reach all the other steps of the staircase. After reaching the first step of product naming, Bhatia and Ritchie (2013: 580) suggest that the doors open for English to conquer other, more difficult steps, i.e. other structural domains such as company name. The domains that include English form in their view an implicational hierarchy, which could mean that if

English is found in the slogan, for instance, English is also to be found in all the other domains below the domain of slogan (Bhatia & Ritchie 2013: 589).

If the use of English is restricted to product naming, the probability of its being used in the body of the advertisement is not high. If one finds the incident of English in the main body of an ad, one can predict that all the domains of advertisement for that product are within the reach of English.

(Bhatia & Ritchie 2013: 580)

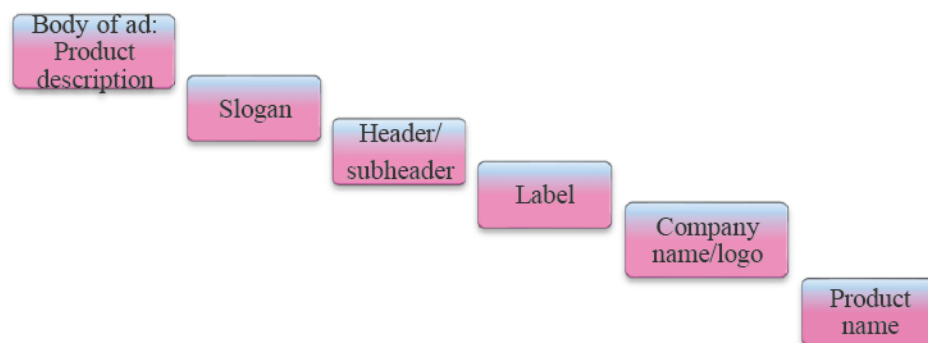


Figure 1: English: The structural dependency hierarchy

(adapted from Bhatia & Ritchie 2013: 582)

The different structural domains of advertisements shown in Figure 1 above are discussed next from the bottom up.

According to Bhatia and Ritchie (2013: 579), the domains of an advertisement that are the easiest for English to access are product and company naming. This trend of English dominating in product and company names was attested e.g. in Indian, Japanese, Pakistani, and Russian advertising as well as in European countries. English has access even to culturally established products when it comes to product name (2013: 579). In the 1987 study by Bhatia (cited in Bhatia & Ritchie 2013: 579), English was found to occur e.g. in the product names of indigenous Indian companies that direct their advertising towards an indigenous audience, e.g. *Mohan's Gold Coin Apple Juice*. Other examples of the use of English in a cultural context are the Indian product names *Morarjii Fabrics* and *Ambiprincess* that contain the Indian names *Morarjii* and *Ambi* (Bhatia & Ritchie 2013: 579).

Product names are most often nominal or one-word structures (Rech 2015: 67). An important quality of product names is that they are not limited merely to a “referential, indicative function” (Rech 2015: 66) as proper names are. If product names compare to real lexemes, such as in the examples “*Kleenex, TruValu*” (Rech 2015: 66), they carry denotative and connotative meaning and hence give information about the product (Rech 2015: 66). In order to increase “the consumer’s preferences for a brand” (2015: 66), it is particularly important that the product names are easy to pronounce, applicable to the product and also ones that evoke positive connotations (Rech 2015: 66). Additionally, Piller (2003: 172) tells us that Haarmann (1984a, 1984b, 1986a, 1986b, 1989) found that the product name is the element of an advertisement where a switch into a foreign language occurs most frequently. However, slogans and other elements of the advertisement may be in English as well in non-English speaking countries (Piller 2003: 172).

The domain of company names is next to product names the area that shows “most preference for English among parts of ads” (Bhatia & Ritchie 2013: 579). One reason that has encouraged the use of English in this domain is the globalisation of business (Bhatia & Ritchie 2013: 579). English is also strongly favoured in abbreviations and acronyms which employ English “on a near-universal basis” (Bhatia & Ritchie 2013: 580).

Thirdly, English is “overwhelmingly” preferred in the labels of products found in advertisements (Bhatia & Ritchie 2013: 580). Additionally, English is found in numerical information of advertisements, such as in graphs or phone numbers as well as in packaging information (Bhatia & Ritchie 2013: 580). When it comes to the language of pricing, a trend towards increased use of English is clearly visible. This is shown, for instance, in the use of English or U.S. currency in Spanish advertising in Latin America. Another example of English used in the language of pricing is its constant use in discount information, e.g. “40% off”, in Japanese ads otherwise completely in Japanese (Bhatia & Ritchie 2013: 580).

The fourth domain includes headers and subheaders, which prefer the native languages over English and are more difficult for English to access (Bhatia & Ritchie 2013: 580). However, Bhatia and Ritchie have observed English elements also in this structural domain (2013: 581). Headers and

subheaders that are totally in English are often nominal or phrasal in structure, such as “‘a feast of elegance’ (phrasal) and ‘Golden Moments. McDowell Moments’ (nominal)” (Bhatia & Ritchie 2013: 580-581). The use of English in headers is “discouraged” if the headers go past the phrasal level and form a sentence or conjunct sentence. Nonetheless, as previously mentioned, English is becoming more and more present in the different domains of advertisements and this is the case with headers and subheaders as well (Bhatia & Ritchie 2013: 581).

According to Rech (2015: 65), headers are the most important part of a print advertisement. Headers are of all parts of print advertisements the part that is most probable to be read, i.e. as much as five times more probable to be read than other parts of text in an advertisement (Rech 2015: 65). Headers function as catching the readers’ attention, and they therefore must be the most salient feature of an advertisement. The salience is accomplished e.g. by placing the header apart from other text parts of the advertisements and by using larger font size compared to the other text parts of the advertisement. The function of a subheader is to connect the headline with the other structures of the advertisement (Rech 2015: 65).

English appears less often in slogans than in the domains of product and company names (Bhatia & Ritchie 2013: 580). How English is used in slogans in advertisements differs from its use in product and company names, as English appears in sentence-like structures in slogans instead of the nominal or one-word structure which is, as previously mentioned, favoured in product and company names (Bhatia & Ritchie 2013: 580).

The main body of the advertisement is the part of the advertisement which includes the product descriptions and instructions on how the product is used, i.e. “explanations about the utility of the product” (Bhatia & Ritchie 2013: 580). This structural domain differs from other domains with regard to its “preference for a sentence-like structure” (Bhatia & Ritchie 2013: 580). The main body of an advertisement is a domain in which native languages often “override English” (Bhatia & Ritchie 2013: 580) and is in fact the hardest “barrier” for English to overcome according to Bhatia & Ritchie (2013: 580). However, English is continuously creeping into this domain as well by means of

other more accessible domains such as product and company names (Bhatia & Ritchie 2013: 580).

3.4 Multilingual advertising

The language of advertising can hardly be considered a variety of its own, but it is characterized, as has been noted earlier, by its “heavy reliance on everyday language, youth language, technical language, and dialects” (Rech 2015: 71). According to Rech (2015), advertising language strives for innovation and is continuously changing. From the early 2000s onwards, researchers (e.g. Kupper 2007 cited in Rech 2015: 78) have noticed an increase in English expressions and multi-word elements in German advertising. For instance, Janich (2013) observed that English elements in German advertising increased principally in certain product groups, such as fashion, technical products, travel, cosmetics and in salient textual elements, such as slogans and headers (Janich 2013, 161 cited by Rech 2015: 78).

The language of advertising works like a magnifying glass for language innovations, because it takes up trends of everyday language and uses them in a concentrated fashion and introduces them to the masses. [...] Not only are current trends of everyday language employed in advertising, the creative use of language in this medium sometimes makes its way into colloquial usage (Janich 2013, 46). Despite being tightly intertwined with the language of everyday life, the language of advertising is special, because it is carefully designed to fulfil a specific function and thus constitutes an artificial use of language.

(Rech 2015: 71)

Advertising language “strives for innovation” (Rech 2015: 73) and that has led to an “increasing complexity of English elements” used in German advertisements since this kind of contact phenomena in advertising began to occur (Rech 2015:73).

As advertising seeks to influence consumers to the advantage of advertisers, many consumers meet advertising with scepticism and adapt to new advertising techniques with increasing resistance. This results in a constant need for innovation and change and thus, advertising continuously strives for linguistic originality.

(Rech 2015: 73)

According to Onysko (2007), anglicisms are often used as “emotional tools to create an atmosphere of modernity”, especially in the language of advertisements (Onysko 2007: 69).

According to Piller (2001), English slogans in advertisements that otherwise are in the native language might suggest quality. By the use of English, the advertisement shows the reader its assumption that the reader is bilingual. The reader of an advertisement is “constructed” as a bilingual with the choice of both English and German elements.

The intertextual allusion to the common phrase “Made in Germany” suggests high quality, usually of technical and craft products, reinforces the connotations of “quality,” and, crucially, constructs the implied reader as someone who knows English. Given the facts that the rest of the advertisement is in German and that it appears in the context of a German newspaper, the implication of this linguistic choice is that the implied reader is constructed as bilingual in German and English. Bilingualism is an element of the narratee’s sophistication as a superior business executive who holds values of tradition and quality.

(Piller 2001: 154)

English is the language of global advertising (Bhatia & Ritchie 2013: 595). According to Bhatia and Ritchie (2013: 594), it seems that advertisers around the world either knowingly or unknowingly prefer bilingualism or even multilingualism over monolingualism, and this applies both to the promotion of local and global products. This suggests that advertisers expect that their readers have “some degree of bilingual competence” (Bhatia & Ritchie 2013: 594) and even in cases where the customers complained about the unintelligibility (which has happened for example in Japan), the advertisers are not willing to abandon using English. The advertisers of the travelling field, such as hotel companies, for instance, often use English to approach the reader. “Taking advantage of the internationalisation of English, hotel companies search for words that are recognizable for the client” (Giménez Folqués 2015: 150). Tourism vocabulary is one field where anglicisms have been noticed to increase (Giménez Folqués 2015: 153).

English possesses an “attention-getting function” (Bhatia & Ritchie 2013: 594). This was observed for instance in Japan, where what was not understood drew people’s attention. It was noted in Japan that there is a trend of

English being used for ‘cosmetic’ reasons, that is, as an attention-getting device. “This adds yet another dimension to the pattern of global bilingualism and English is often considered as a ‘cool’ language to attract attention” (Bhatia & Ritchie 2013: 594).

Through globalisation, which according to Barnet & Cavanagh (1995: 13) was the trendiest word of the 1990s, English has become the “leading vehicle for the homogenisation of global advertising discourse” (Bhatia & Ritchie 2013: 582). Globalisation grants us access to different parts of the world in a way that was not there before. “[In] our day [...] writers of advertising copy offer themselves as poet laureates of the global village” (Barnet & Cavanagh 1995: 14). English is the number one transmitter of global cultural discourse which can be seen, for instance, from the American films, television and music that have spread worldwide. This means that English lexicon unifies the advertising throughout the globe (Bhatia & Ritchie 2013: 583).

English has acquired a unique place in global advertising. Bhatia and Ritchie (2013: 588) call the new ‘invisible’ dimension that English has acquired in advertising worldwide ‘the mystique factor’ (Bhatia & Ritchie 2013: 588). Advertisers often choose English even though they could use an “existing translational equivalent of English” or come up with a new corresponding term in the native language. English sells (Bhatia & Ritchie 2013: 588), but what are the reasons behind it? We find some suggestions to this question when we turn to the threshold figures of the socio-psychological effects, which Bhatia and Ritchie (2013) claim merely English being able to transmit.

Our analysis of the invisible social-psychological features which English has acquired in the process of being used in global advertising shows that English is often called into service to achieve certain positive and exclusive effects.

(2013: 588)

These core socio-psychological features proposed by Bhatia and Ritchie (2013) are shown in Figure 2. The socio-psychological features are classified into thresholds by Bhatia and Ritchie (2013: 589). They argue that the threshold features (on the left), once acquired, open the access to the proximity zones (on the right). In their view, the proximity zones can be characterized as “subsets of

threshold features” (Bhatia & Ritchie 2013: 589). The threshold categories are like doors in a house, providing access to different rooms, that is, to the different proximity zones, “which in turn can lead the way to other related zones” (Bhatia & Ritchie 2013: 589). Bhatia and Ritchie propose that once these threshold features are acquired, “like an entry to a house, the access to proximity zones (different rooms) becomes opened, which leads to domino effect” (Bhatia & Ritchie 2013: 589).

<u>Threshold trigger</u>	<u>Proximity zones</u>
Future and innovation	Vision, foresightedness, advancement, betterment
American or English culture	Limited Westernization, Christianity, values such as independence, freedom, modernization
Internationalism and standardization	Certification, standards of measure, authenticity
Rationality and objectivity	Scientific appeal, problem solving
Competence	Efficiency, organization, quality, safety, protection, functionality, pragmatism
Sophistication	Elegance, style, rarity
Physical fitness	Self-improvement

Figure 2: English: Socio-psychological features

(adapted from Bhatia & Ritchie 2013: 589)

These features presented above are proposed by Bhatia and Ritchie (2013) to multiple “like a splicing and copying gene”, resulting in the previously mentioned domino effect (2013: 591). “Threshold features such as American culture are opening the way to a proximate zone of other relates features” (Bhatia & Ritchie 2013: 591). The repertoire of the socio-psychological features is large already, but new features are also turning up (Bhatia & Ritchie 2013: 591). The Figure 2 above is returned to in Chapter 6.

Besides the socio-psychological effects discussed above, English, as other languages as well, comprises other “literary and psycholinguistic functions” such as rhyming, reduplication, puns and slogans (Bhatia & Ritchie 2013: 591). Advertisers aim at these kinds of “special effects and creative meanings” (Bhatia & Ritchie 2013: 591) that English can provide. The creativity brought by English allows advertisers to “conquer” the possible negative evaluations towards language mixing (Bhatia & Ritchie 2013: 591). Chapter 3.5 will dig deeper into the three common attitudes toward language mixing.

3.5 Attitudes toward language mixing in global advertising

Bhatia and Ritchie (2004/2006, cited in Bhatia & Ritchie 2013: 569) introduce three attitudes taken toward language mixing in global advertising, namely the negative, the positive or systematic and the neutral view (Bhatia & Ritchie 2013: 569). This chapter introduces and briefly discusses these three attitudes towards language mixing in global advertising.

Firstly, the negative attitude is a universally popular attitude towards language mixing amongst the population in general, which has its roots in the view that mixing between languages is an “unsystematic form of behaviour” and thus considered as some kind of ‘language deficiency’ (Bhatia & Ritchie 2013: 569). Purism and linguistic prescriptivism throughout the world have a long history. It is both monolinguals and even bilinguals who have seen mixing between languages as an indication of poor linguistic behaviour. If bilinguals are made conscious about their language mixing, what often happens is that they apologize for the “‘bad’ verbal behaviour” (Bhatia & Ritchie 2013: 569-570). Viewing multilingual advertising from the negative view on language mixing means that language mixing would be seen in advertisements to be unprofitable for the advertisers. However, the governing attitude on language mixing cannot be negative if we have a look at advertisements where the use of different languages is evidently frequent. Bhatia and Ritchie (2013: 570) suggest that advertisers not only consider language mixing in advertisements natural but also are willing to include language mixing in their advertisements (Bhatia & Ritchie 2013: 570).

Secondly, according to the neutral view, language mixing is regarded as achieving subordinate cosmetic effects, e.g. “ad hoc attention

getting” (Bhatia & Ritchie 2013: 570). Language mixing according to this view has a short-term effect and advertisers are thought to use language mixing only to catch the attention of the reader. This, nevertheless, is not accepted by Bhatia and Ritchie (2013), as they claim that the reasons for language mixing in advertisements go far beyond the “one-time charm”, which language mixing in advertisements merely has according to the neutral view (Bhatia & Ritchie 2013: 570).

Thirdly, the positive, or systematic view sees language mixing in global advertising in the following manner:

It views language-mixing as a systematic and rule-governed phenomenon which satisfies the creative needs of bilinguals, especially those needs that can be met neither effectively nor efficiently by means of the single, separate linguistic systems which are at the disposal of bilinguals.

(Bhatia & Ritchie 2013: 570)

The positive view regards language mixing as capable of fulfilling the more profound “innovative and creative” needs of advertisers to build up the wanted persuasion effects as well as effects of naturalness in the advertisements, along with other socio-psychological effects (Bhatia & Ritchie 2013: 570). The positive view agrees with the contemporary position of language mixing adopted by the majority of sociolinguists. Language mixing with English in global advertising is an expanding field and English is presumed to be “the single most important linguistic source for the promotion of global bilingualism and for linguistic creativity” (Bhatia & Ritchie 2013: 570-571).

4. Materials and Methods

Manfred Görlach pointed out in 2001 that the situation with the lexical input of English into European languages is changing fast and therefore he deliberately aimed to produce a “‘snapshot’ view of a particular point in time” (Görlach 2001: xvi) when he composed his dictionary of European anglicisms. This is naturally the case with the present study as well. The material for this study was collected on the 1st of June 2019 and thus it is a portrayal of the anglicism situation in mid-2019. In the present study, the main aim is to find out how and where anglicisms

are used in the German, Swedish and Finnish advertisements and to compare these uses of anglicisms.

4.1 Materials

The present study examines the use of anglicisms in the German, Swedish and Finnish context. More specifically, the present study examines the use of anglicisms in the genre of advertising language, and in order to do this, one big quality daily newspaper from each country was chosen. The material for the present study comes from the three national daily newspapers: German *Die Welt*, Swedish *Dagens Nyheter (DN)* and Finnish *Helsingin Sanomat (HS)*. These three quality dailies rank among the top three in terms of circulation in each representative country (Ojala et.al. 2017: 478): Germany, Sweden and Finland. The newspapers have online versions, and the digital readers form a big part of the audience. The present study examines the printed versions of these newspapers. The material for the present study consists of 201 advertisements, which all contain anglicisms in the headline, slogan, product name or another text part of the advertisement. In order to enable a closer analysis of the different uses of English in the three languages, a limitation into one issue per newspaper had to be done. The present study has its focus on the qualitative analysis of the anglicisms, i.e. the different uses of anglicisms in the advertisements and this closer analysis could only be done by limiting the number of newspaper issues to three in total.

4.1.1 *Die Welt*

Die Welt is a nationwide German quality daily newspaper. It is published since 1946 and it is one of the three most high-circulation newspapers in Germany (Bernreuther 2012: 66). In the third quarter of 2019 *Die Welt* had the circulation of 117,800 copies (Koptyug 2019). It has a strong focus on the most recent news (Rogoyska & Zboch 2016: 27). *Die Welt* has received the European Newspaper Award several times and counts as one of the leading newspapers in Europe (Welt Online 2019). The newspaper publishes a special newspaper issue on Sundays, namely *Welt am Sonntag*, which is the “market leader” as it is the

newspaper with the highest reach in Germany of all the quality Sunday newspapers (Media Impact 2018).

4.1.2 *Dagens Nyheter (DN)*

Dagens Nyheter, published in Stockholm, is the biggest circulating quality newspaper of Sweden (Adler 2018). Its daily print circulation in 2018 was 265,000 (Orvesto Konsument 2018 in Adler 2018). The readers of the printed *DN* newspaper live mainly in Metropolitan Stockholm, also known as Greater Stockholm (Sw. *Storstockholm*) (Orvesto Konsument 2018). Digital readers of *DN* are as likely to be from other parts of Sweden as from Greater Stockholm (Orvesto Konsument 2018). *DN* readers are interested in being up to date with what happens in the Swedish society and in the world, and they are active in cultural events, as well as in the restaurant and entertainment branches. They spend more on travel, fashion and furnishing than an average Swede (Orvesto Konsument 2018).

4.1.3 *Helsingin Sanomat (HS)*

Helsingin Sanomat is Finland's leading national newspaper, and it can be characterized as a prestige newspaper (Blanco & Kheradmand 2011: 442). Both *DN* and *Helsingin Sanomat* have been published for over 100 years and are owned by big media houses and they reach similar sizes of audience (Tervahauta 2019: 36). In spring 2016 the printed newspapers were still the most popular way to read newspapers in Finland, revealed the Finnish national readership survey (Jyrkiäinen 2019). In the spring 2016, printed newspapers were read by 80 percent of the population aged over nine years every week. Reading on a computer was the second most popular way, used by 51 percent of the population (Jyrkiäinen 2019). In 2019, the total daily circulation of the printed and the digital *HS* was 339 437 (Media Audit Finland 2020).

4.2 Methods

The ever-evolving contact situation between English and other languages of the world poses challenges for researchers of anglicisms. As Görlach (2001: xviii-xix) points out in his *Dictionary of European Anglicisms*, it is not always easy (or even possible) to know whether an English word already is integrated in the

lexicon of another language (Görlach 2001: xviii-xix). Additionally, there will be ambiguity whether an English word e.g. in a German advertisement really is meant as a German word or if English words rather are merely used in advertisements to catch the attention of bilingual readers (Görlach 2003: 30). These questions might often remain beyond the capabilities of a linguist to find out.

In societies largely competent in English as an additional language there is an increasing amount [sic] of uses of English words which are not meant as borrowings but are addressed to bilinguals, often in a specialist or a playful, highly colloquial fashion. [...] The playful uses [...], characteristically from journalese and advertising (in a wider sense), are, then, not meant to introduce permanent loanwords into German (most are of course not even properly English, but facetious coinages using English items).

(Görlach 2003: 64-65)

The present study includes all recognizably English elements in the advertisements, some of which already are loanwords, while others are not established loanwords in the lexicon of the language of investigation. The inclusion criterion in the present study is that the words appear fully English *in form*. This means that English words with morphological endings, i.e. suffixes, in languages other than English, have not been included. An example of such a case is the slogan *Bästa Dealen*, found in the studied issue of *DN*, where the English word *deal* is given the Swedish definite article (suffix) *-en*. Additionally, the word *appen*, found in *DN* advertisements and derived from the English *app*, was excluded as it is conjugated. These are recognizably English elements as well. However, a clear distinction had to be made, and in this study this distinction means that only English words that are completely English in form have been counted as anglicisms. This was also Görlach's (2001) approach in his dictionary of European anglicisms. When viewing the results of the present study, it is important to note that words such as the ones presented above may in other studies be counted as anglicisms.

To find out to what degree the English elements are integrated, three big and modern digital dictionaries of each language were used. These are the German dictionary *Duden*, Swedish *Svenska Akademiens ordlista (SAOL)* and Finnish *Kielitoimiston sanakirja*. Thus, the results of the present study include a discussion on how many, and which, English elements were found, but

also, to what degree these English elements already are integrated into the languages of investigation. Even more established loans are counted as English elements when they appear in English phrases or compounds. In the Swedish advertisements, for example, the pronoun *all* is counted as an English element in the compound *all inclusive* even if the pronoun has the same form in Swedish. Additionally, the words *modern* and *design*, which are more established loans in Swedish, are counted as English elements as they appear in totally English phrases in the material. The lists of the anglicisms in the tables with both the already integrated loanwords and new elements are found in Appendices D (*Die Welt*), E (*DN*) and F (*HS*).

When it comes to the functions of anglicisms, it is important to bear in mind that the functions do often overlap and thus it might often be impossible to separate the functions from each other (Rech 2015: 120): one anglicism might fit into many categories and not only one. “As a rule, several functions are at work at the same time and can hardly be separated from each other” (Rech 2015: 120). In the present study, an attempt has been made to categorize and present the anglicisms found in the material in a systematic manner according to their possible functions. This, however, does not mean that there were no other possible ways of categorizing the functions. Rather, the chosen categorisation is an attempt to choose the most prominent function of each anglicism in order to make sense of the data and present it in an intelligible manner to the reader.

As mentioned above, the advertisements in each newspaper were closely examined and all the advertisements with recognizably English elements in their spelling were collected for further examination. A quantitative contrastive analysis was done in order to find out to what degree anglicisms are used in the advertisements in each of the newspapers. This was followed by a qualitative analysis examining the uses of anglicisms in the context of advertising language and the degree of integration of the anglicisms into the recipient languages’ inventory.

4.2.1 Quantitative methods

In the present study the differences in the German, Swedish and Finnish use of lexical anglicisms are quantitatively analysed and this quantitative contrastive analysis of the material aims to answer the following questions:

How many advertisements in total are found in each newspaper issue and how many of these advertisements contain English elements? What percentage of the advertisements contain English elements?

4.2.2 Qualitative methods

The qualitative analysis includes a contrastive analysis of the use of anglicisms in newspaper advertisements in the three languages, namely German, Swedish and Finnish. The qualitative analysis uses both Bhatia and Ritchie's (2013) model of structural domains of advertisements and Rech's (2015) framework of the functions of anglicisms and this is discussed further in Chapter 5.2. The qualitative part of the present study aims to answer the following questions:

How are anglicisms used in German, Swedish and Finnish print newspaper advertisements? What are the differences and similarities in the use of anglicisms in the three languages?

5. Results

This chapter presents the results of the present study. Chapter 5.1 presents the results of the quantitative analysis and Chapter 5.2 shows the results of the qualitative analysis.

5.1 Frequencies of anglicisms in the newspaper advertisements

Of the total of 198 advertisements in the chosen issue of *Die Welt* newspaper, 119 (60 %) include English elements. There are 79 advertisements (40 %) which do not contain any English elements. The chosen issue of *Dagens Nyheter* includes altogether 85 advertisements, of which 59 (70 %) contain English lexical elements and 26 (30 %) do not contain them. The issue of *Helsingin Sanomat* contains altogether 42 advertisements of which 23 (55 %) contain English elements and 19 (45 %) do not contain them. Figure 3 below shows the

percentages. The number of advertisements in each newspaper is included in brackets after the percentage.

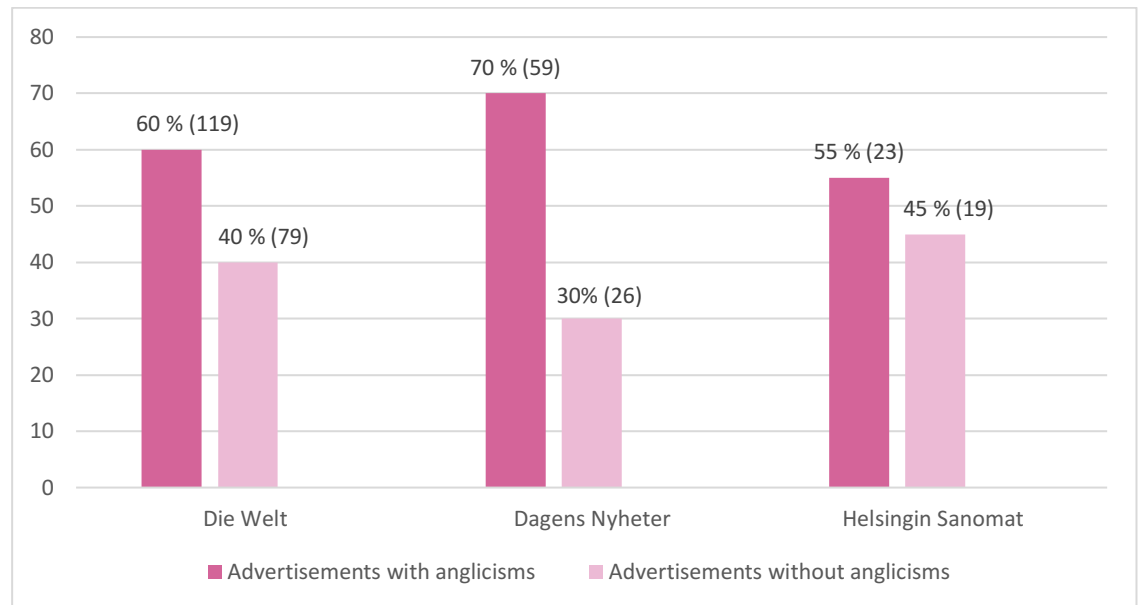


Figure 3: Advertisements with and without anglicisms in the sample issues of *Die Welt*, *Dagens Nyheter*, and *Helsingin Sanomat*

Figure 3 shows a similar trend in all three newspaper issues. The fact that the majority of the advertisements in each newspaper issue include English elements suggests that the use of English elements in the advertising language of all three newspapers is common. As these three newspapers have high circulations, we can perhaps suggest that advertising is a likely context in which newspaper readers in Germany, Sweden and Finland encounter English. However, more newspaper issues would be needed to see the trends in anglicisms more widely and precisely. The newspaper issue with the highest percentage of advertisements with anglicisms is *Dagens Nyheter*, henceforth *DN*, with 70 % of the advertisements containing anglicisms. The second highest percentage is found in *Die Welt* with 60 % and *Helsingin Sanomat*, henceforth *HS*, takes the third place with 55 % of its advertisements containing English elements.

5.2 The different uses of anglicisms in the newspaper advertisements

This chapter presents the results of the qualitative analysis. The examples of English elements from each newspaper (and thus language) are presented in the order of German (*Die Welt*), Swedish (*DN*) and Finnish (*HS*). Anglicisms are

marked in bold and the advertisement number is included in brackets after the anglicism. The lists of the advertisements with anglicisms are found in Appendices A (*Die Welt*), B (*DN*) and C (*HS*). The anglicisms are presented in alphabetical order.

Table 1 below presents an overview of the popular advertisement types, i.e. popular topics in the advertisements that contain anglicisms. All three newspaper issues use English when they advertise travel and transportation, technical devices, cultural events and entertainment such as cinema. Other popular advertisement types that use anglicisms in one or more of the studied newspaper issues are holiday resorts, luxury products and different stores such as florist's shops and furniture shops. Car advertisements, which include English technical terms, are found in *DN* and *HS* and are presented in a table of their own (Table 11).

Table 1. Advertisement types in *Die Welt*, *Dagens Nyheter*, and *Helsingin Sanomat*

Advertised product or service	<i>Die Welt</i>	<i>DN</i>	<i>HS</i>
Cars		X	X
Holiday resorts & hotel accommodation	X	X	
Technical devices or products (phones, cameras, tablets etc.)	X	X	X
Cultural events (art galleries, music and food festivals etc.)	X	X	X
Digital products (digital books, podcasts etc.)	X	X	X
Entertainment (TV, cinema etc.)	X	X	X
Luxury products (e.g. watches, jewelry)	X	X	X
Travel and transportation (airlines, cruise ships etc.)	X	X	X
Stores (e.g. florist's shops and furniture stores)	X	X	X
Newspapers' own products	X	X	X

The following sections present examples of the English elements in the advertisements that constitute the material of the present study. The material is categorised into five categories, which are based on the frameworks by Bhatia and Ritchie (2013) and Rech (2015). As mentioned in Chapter 3.3, Bhatia and Ritchie (2013) view the different structural parts of an advertisement as different “domains of an advertisement” (2013: 579), which include, among others,

product and company names, logos, slogans and the main body of an advertisement. Rech (2015) classifies anglicisms in advertising according to their functions. The present study includes two different kinds of categories:

1. Categories 1, 2 and 3 are based on the *content* of the English elements as follows:

- 1) Product name, company name and logo
- 2) Slogans and phrases only in English
- 3) Technical terms

2. Categories 4 and 5 concern the *motivation* for the use of English elements:

- 4) Internationalism, modernity and general attractiveness
- 5) Filling word gaps

This means that this study first presents the cases where anglicisms are used based on the *content* and then further discusses the *motivation* for the use of anglicisms. Each of these categories is given a subchapter of its own. The first three categories, types of anglicisms based on the content, are naturally related to the motivation of using English in advertising, and this is discussed further in the following chapters.

5.2.1 Product name, company name and logo

English elements are found in advertisements that use the English in the name of the company, the product or in the logo. Examples of these are presented in Tables 2 (*Die Welt*), 3 (*DN*) and 4 (*HS*) below. Some product names also fall into the category of technical terms. *Die Welt* contains altogether 119 advertisements with anglicisms, of which 30, i.e. 25%, contain anglicisms falling into the category of product names, company names and logos. Table 2 below presents examples of anglicisms in this category found in the issue of *Die Welt*.

Table 2. Anglicisms in product names, company names and logos in *Die Welt*

Achsensee – Tirols Sport & Vital Park (91) ⁹	Hotel Royal Hinterhuber (38)
Allianz – Global Investors (4) ¹⁰	Hotel Schneeberg Family Resort & Spa (74)
Berlin Art Week (108, 118)	Kaiserhof superior (90)
Fritz Black Forest Design Hotel (33)	Lazy River (74)
The Coca-Cola Girls (15)	Living De Luxe Real Estate (47)
Drepper Consult (64)	Mons Silva Private Luxury Chalets (71)
Deutsche Industriebau Group (65)	Nagel Auction.de (14)
Schloss Derneburg – Hall Art Foundation (113)	Poliform – Mondrian Sofa Collection (105)
E-Mountainbikes (68)	Rolex – Oyster Perpetual Sky-Dweller (119)
Engel & Völkers Commercial (61, 63)	Royal Opera House (119)
Excelsior – Dolomites Life Resort (76)	Chasa Montana Hotel & Spa (68)
First Mallorca (54)	Zamangsspitze Berg- Spa & Hotel (80)
First Mallorca Leading Real Estate (52)	Transocean Kreuzfahrten (35)
Flemming & Co. (23)	TUI Cruises (29)
Hotel Aviva ****s Make Friends (97)	Wilde Gallery (111)
	Ökoworld (4)

⁹ The numbers in parentheses refer to Appendix A

¹⁰ Similar investment company names including anglicisms are listed in Appendix A (Advertisement 4)

In Table 2 we find anglicisms in the names of international events, such as *Berlin Art Week* (108, 118), holiday resorts, such as *Hotel Aviva ****s Make Friends* (97) and *Excelsior – Dolomites Life Resort* (76), as well as in travel and transportation advertisements: *Transocean Kreuzfahrten* (35) and *TUI Cruises* (29). Additionally, luxury products, such as watches and design sofas, are included: *Rolex – Oyster Perpetual Sky-Dweller* (119) and *Mondrian Sofa Collection* (105) as well as investment company names such as *Ökoworld* (4) and *Allianz - Global Investors* (4).

To find out to what degree the anglicisms in Table 2 already are integrated loanwords in German, each of the English elements in the table was searched in *Duden* online dictionary separately, also the English words that make a part of a phrase. Of the English elements in Table 2 above, 23 are integrated into the German lexicon, i.e. English lexical loans in German. The integrated words include the adjectives *superior, global, royal* and *real* as well as the nouns *Girl, Resort, River, Spa, Family* and *Investor*. There are 31 English elements that have not (at least yet) made it to the German lexicon. The adjectives *private, first, black, perpetual* and *lazy* are not considered as German words. English nouns that are not integrated loanwords in German include *Oyster, World, Group, Foundation, Auction, Consult, Life, Friend, Gallery, E-Mountainbike, Luxury* and *Cruise*.

Of the 59 advertisements with English elements in *DN*, 51 fall into the category of product names, company names and logos. This accounts for 86 % of all the advertisements with English elements in this newspaper issue. Table 3 below presents examples of *DN* anglicisms in this specific category.

Table 3. Anglicisms in product names, company names and logos in *Dagens Nyheter*

Apple Pay , Samsung Pay , Google Pay (1)	Let's Dance (8)
Avra Beach Resort (5)	Mitsubishi Motors (10)
Baltic Pipe Project (15)	MOOD Stockholm (4)
BMW Financial Services (41)	Noble Entertainment (23, 20)
Calorie Mascara (14)	Royal Greenland (29)
Santander Consumer Bank (3)	Albatros – Rovos Rail (39)
Dany's home (7)	Sjö Sandström – Royal Steel Classic (31)
V6 - Dental Gum (30)	Royal Stockholm Cruise Line (17)
Fidelity International ¹¹ (59)	SIOOX Wood protection, Broil King, Aircondition Holly 1000BTU (11)
5 Senses Moschofilero Moscato (36)	Stockholm Jazz Festival (15)
Foodtech Village (33)	Telescopic mascaror (14)
Grand (18)	The Global Philatelic Network (2)
Honest Organic (37)	The Modern Sound of Engelbrekt (16)
Honey Lacquer Lipstick (14)	True Match produkter (14)
Korea Agro-Fisheries & Food Trade Corporation (34)	
Korean Pavilion (34)	

As *Die Welt*, also *DN* includes anglicisms in company names in the field of travel and transportation: *Avra **Beach Resort*** (5) and ***Royal Stockholm Cruise Line*** (17). Luxury products, such as expensive watches, are as well commonalities between *Die Welt* and *DN*: *Sjö Sandström- **Royal Steel Classic*** (31). Additionally, cultural events are found in *DN* advertisements: ***Stockholm Jazz Festival*** (15) and ***Foodtech Village*** (33). ***MOOD Stockholm*** is a shopping centre

¹¹ Similar investment company names including anglicisms are listed in Appendix B (Advertisement 60)

opened in 2012 that strives for an international feeling not only by the English name **MOOD** but also in signs and shop windows inside the shopping centre (Lindblom et al. 2013: 10). Words such as *grand*, *noble* and *royal* appear among the English company names in the examples of **Grand** (a movie theatre in Stockholm), **Noble Entertainment** and **Royal Greenland**. Advertisers might aim for an attractive and modern image for their enterprise through English in the company names. This is further discussed in Chapter 5.2.4.

There are 13 English words in Table 3 that can be classed as Swedish words according to the Swedish online dictionary *SAOL*. Words such as *beach*, *resort*, *mascara*, *jazz*, *festival* and *sound* are integrated loanwords with English origin. The product names in Table 3 include altogether 42 English words, some of which are a part of a phrase, that have not been integrated into Swedish. These include nouns, such as *village*, *lipstick*, *mood*, *house*, *sense*, *project*, *honey*, *network* and *air condition*, and the adjectives *royal*, *noble*, *grand*, *classic*, *honest*, *organic*, *financial*, *telescopic* and *true*.

There are altogether 18 advertisements in *HS* with anglicisms in the category of product name, company name or logo. These 18 advertisements make up 78 % of all the *HS* advertisements that include anglicisms. Table 4 below presents examples of anglicisms in this particular category.

Table 4. Anglicisms in product names, company names and logos in *Helsingin Sanomat*

Android One (1)	Rockfest: Ritchie Blackmore's
Arts Promotion Centre Finland (15)	Rainbow Rock Memories 2019 (14)
BookBeat (23)	Krups Dolce Gusto Mini Me PF-Kapselikeitin (22)
Brothers Von Herzen (14)	Researchfish -palvelu (10)
Casalight (11)	Smart House Collection (5)
Kreativ Dental (21)	Smartstore Dry -säilytyslaatikko (22)
Divano Lounge (5)	SolarXon -Aurinkopaneeli (22)
AutoGlym Extra Gloss Protection 325 ml (22)	Kaasugrilli Weber Spirit II E-310 GBS (2)
Finnair Holidays -matkat (8)	Kulmasohva Sunfun Malmö Vaalea (2)
HMD Global (1)	AutoGlym Super Relish Polish 325 ml (22)
i Grill 3 (2)	Toyota Finance Finland Oy (3)
Operart (12)	Tempur Base -vuodepaketti, Tempur Original -tyynyt (5)
Oral-B (22)	Ultimate market (9)
Cila - Premium Garden (5)	Ultimate Luxus Tynnyrisauna (9)
Rajala Pro Shop (7)	Kingston Wall (14)
Rockfest – KISS End of the Road - World Tour (16)	

As *Die Welt* and *DN* advertisements, also *HS* advertisements in this category include anglicisms in product names in the field of travel and transportation: *Finnair Holidays-matkat* (8). Additionally, big international companies are found among the anglicisms in this category: e.g. Android **One** (1) and HMD **Global** (1). English is also found in several product names, such as *iGrill 3* (2), *SolarXon-Aurinkopaneeli* (22) and *Ultimate Luxus Tynnyrisauna* (9), as well as

in names of cultural events, such as music performances: *Rockfest - KISS End of the Road - World Tour* (16) and *Ritchie Blackmore's Rainbow Rock Memories 2019* (14).

The anglicisms presented in Table 4 above include four words that are integrated loanwords in Finnish: *rock*, *mini*, *super* and *market*. There are 50 anglicisms that are foreign words and not Finnish words in Table 4. *Holidays*, *Pro*, *Premium*, *Ultimate*, *House* and *Finance* are examples of the words that are not integrated in Finnish.

There is a clear difference between the German newspaper issue and the Swedish and Finnish newspaper issues in the number of occurrences in the category of product names, company names and logos. In the issue of the Swedish newspaper *DN*, this particular category is found in 85 % of the advertisements that include English elements. *HS* as well includes anglicisms in this category in 78 % of its advertisements with English elements. Anglicisms in this particular category only comprise 25 % in the German *Die Welt* newspaper issue. Thus, the percentages of *DN* (86 %) and *HS* (78 %) are relatively similar whereas *Die Welt* differs a lot with only 25 % of its advertisements including anglicisms in this category. These similarities and differences are further analysed in Chapter 6.

As discussed above, travel and transportation are common fields in all the three newspaper issues to use English elements in their product and company names. Anglicisms commonly appear in in the context of travel advertising because of the status of English as a universal language (Giménez Folqués 2015: 149). *TUI Cruises* (*Die Welt* 29), *Royal Stockholm Cruise Line* (*DN* 17) and *Finnair Holidays-matkat* (*HS* 8) are examples of travel company and product names that use English in their advertising. Other common products with anglicisms include 'luxury' products, such as watches, e.g. *Rolex – Oyster Perpetual Sky-Dweller* (*Die Welt* 119) and *Sjö Sandström- Royal Steel Classic* (*DN* 31) as well as fine saunas: *Ultimate Luxus Tynnyrisauna* (*HS* 19). Additionally, English is used in advertising of cultural events, such as music performances and art festivals. We can see this in all three newspaper issues: *Berlin Art Week* (*Die Welt* 108, 118), *Stockholm Jazz Festival* (*DN* 15) and *Rockfest: Ritchie Blackmore's Rainbow Rock Memories 2019* (*HS* 14).

5.2.2 Slogans and phrases only in English

The material of the present study includes several slogans and phrases only in English. This is a phenomenon found in all the three newspaper issues. Through the use of English elements companies can position themselves as international in their advertising (Rech 2015: 127). According to Rech, when internationally operating brands advertise in Germany, they can accustom advertisements to the German market or advertise in the world language English (Rech 2015: 127).

Even though most advertisements are designed for the German market, many use English elements through product names and slogans, which often remain in English to communicate that the company is engaged in global commerce.

(cf. Kelly-Holmes 2005, 77, cited in Rech 2015: 127)

There are 35 advertisements in the category of English slogans or phrases in the studied issue of *Die Welt*. This means that 29 % of all the 119 *Die Welt* advertisements with anglicisms include English slogans or phrases. The slogans are often inserted after the name of the brand, e.g. *Schaffrath - Unique since 1923* (1) or *NCL – Feel Free* (18), as shown in Table 5, which presents the English slogans and phrases found in the issue of *Die Welt*.

Table 5. Anglicisms in slogans and phrases only in English in *Die Welt*

Best for + Family (74) / Wellness (73, 76) / Best of + a city name ¹² (69, 77, 81, 71, 78, 79, 80, 82, 83, 84, 86, 91, 87, 88, 89, 94, 95, 96, 92, 99)	Hotel Village Kampen - meet nice people... (21)
Best for + Singles (97) / Romantic (98) / Health (101) / Gourmets (102)	Made in Italy (106)
Bike & Relax (92)	Powered by Schenkenfelder (66)
First Mallorca – Leading Real Estate (52, 54)	Art Basel -Participating Galleries (115)
Chopard - Happy Sport Collection (2)	Koelnmesse- Fair for Modern and Contemporary Art , 12-15 September 2019 (118)
Schaffrath - Unique since 1923 (1)	Koller - International Auctions, Swiss made (112)
NCL - Feel Free (18)	What’s Next? (116)

Of the anglicisms in Table 5, 12 are integrated loanwords into German. A *Gourmet*, which is in Merriam-Webster dictionary defined as a “connoisseur of food and drink” (M-W 2021), is one of the already integrated English loanwords in German. Additionally, the nouns *Bike* and *Family* as well as the phrase *made in* are considered as integrated loanwords in German, even when all of them have German equivalents: *das Fahrrad* (Ger. ‘bike’), *die Familie* (Ger. ‘family’) and *hergestellt in* (Ger. ‘made in’). There are 37 instances of anglicisms that have not been integrated into German in Table 5. Such adjectives include *unique, free, contemporary, first, next, leading, Swiss* and *romantic*. *Health, Gallery, Fair, Art, Estate, Auction* and *Collection* are examples of the nouns in Table 5 that are foreign elements in German.

Out of the 59 advertisements including anglicisms in *DN*, 16 advertisements include slogans and phrases only in English, which makes for 27 %. As in the German advertisements, also in *DN* the English slogans and phrases often appear after the product name, e.g. *Subaru – Confidence in Motion* (46)

¹² City names listed in Appendix A.

and *Sensum* – **Outdoor Living** (11). Table 6 below presents the English slogans and phrases found in the *DN* issue.

Table 6. Anglicisms in slogans and phrases only in English in *Dagens Nyheter*

Bilia Toyota – Always a better way (49)	Mitsubishi Motors – Drive Your Ambition (9, 45, 47)
Business by Audi (51)	New Horizons (48)
Corona- Cap off. Lime in. (32)	Royal Steel Classic – Silent Elegance (31)
Subaru – Confidence in Motion (46)	Nordea – Open Thinking (1)
Lexus – Experience Amazing (48)	Škoda – Simply Clever (52)
Greece – All Time Classic (5)	Gense – Scandinavian Design Since 1856 (13)
Sensum – Outdoor Living (11)	Nissan – Innovation That Excites (47)
Euro NCAP – For Safer Cars (54)	You + Nissan (47)
Lindex – Hello beauty. This is for you. (14)	

There are six anglicisms in Table 6 above that count as Swedish words: *business*, *lime*, *motion*, *ambition*, *design* and *innovation*. All these six anglicisms appear in clearly English phrases and thus can in this context be considered English elements. Some of them, however, are already more established loanwords in Swedish, such as *design*, *innovation*, *motion* and *lime*. The rest, altogether 44 anglicisms, which were searched individually in *SAOL* dictionary, are foreign elements. Examples of foreign English words in Swedish include the adjectives *silent*, *royal*, *classic*, *amazing*, *open* and *clever*.

The Finnish newspaper issue *HS* includes English slogans and phrases in four of its advertisements, presented in Table 7 below. That is 17 % of all the advertisements in *HS* with anglicisms. Only the anglicism *just* is an integrated Finnish word, the rest are foreign words. The word *just*, however, might also appear in Finnish through the Swedish influence on Finnish.

Table 7. Anglicisms in slogans and phrases only in English in *Helsingin Sanomat*

Škoda – Simply Clever (20)	DivanoLounge – When Outdoor Meets Indoor (5)
Toyota – Always a better way (3)	
Jensen – It’s Not Just a Bed. It’s a Jensen. (5)	Canon – Live for the Story (7)

The percentages in the category of *Slogans and phrases only in English* are similar in the newspaper issues of *Die Welt* (29 %) and *DN* (27 %). The percentage in the Finnish newspaper issue, *HS*, is lower, namely 17 %. Possible reasons for this are further discussed in Chapter 6.

Both *DN* and *HS* include two same slogans in their car advertisements, namely Toyota’s slogan *Always a better way* (*DN* 49, *HS* 3) as well as Škoda’s **Simply Clever** (*DN* 52, *HS* 20). Both *Die Welt* and *DN* show instances of English slogans in travel companies’ advertisements, such as *Greece- All Time Classic* (*DN* 5) and *Hotel Village Kampen - meet nice people...* (*Die Welt* 21). Additionally, commonalities between the three newspapers in the category of English slogans and phrases include ‘luxury’ products, such as watches, e.g. *Chopard - Happy Sport Collection* (*Die Welt* 2), *Royal Steel Classic - Silent Elegance* (*DN* 31) and fine furniture: *DivanoLounge - When Outdoor Meets Indoor* (*HS* 5).

5.2.3 Technical terms

It is hardly surprising that the advertisements in the newspapers include English elements used as technical terms. The technical terms are presented in the following Tables 8, 9, and 10. Of the 119 advertisements with anglicisms in *Die Welt*, 22 include technical terms, i.e. 18%. The occurrences of anglicisms in *Die Welt* in this category are presented in Table 8 below.

Table 8. Anglicisms in technical terms in *Die Welt*

App (25)	online buchen (26)
Bluetooth (30)	Online-Kataloge (16)
Achsensee Erlebniscard (91)	Online-Shopping (9)
mit dem Code (40)	Phone (8)
2019er- Edition (30)	Der Wirtschaftspodcast,
Frontkamera (30)	Podcasts (3)
32 GB (30)	Service-Center (11)
im Internet (41)	Softwarefirma (51)
Leasing (65)	Smart-TV (27)
Multitouch Display (30)	TV (5)
Newsletter (17, 104)	WLAN (27, 30, 43, 51)
online buchbar (20)	3D-Sound (30)
Online-Wetter (13)	Hotline (58)

The majority of the technical terms in Table 8 above are integrated loanwords as there are 24 integrated and only three words foreign to German in Table 8. *App*, *Internet*, and *online* are clearly integrated anglicisms. *App* is according to *Duden* (2021) the short form of the English word *application*, which is *Applikation* in German. English is also the origin of the German word *Internet* according to this dictionary. Other integrated anglicisms into German include *Edition*, *Code*, *Newsletter*, *Podcast*, *Service-Center*, *Sound*, *Display*, *Leasing*, *Hotline* and *Software*. The anglicisms *Card*, *Multitouch* and *Phone* are not integrated loanwords in German.

Technical terms are found in 18 of the total of 59 advertisements with anglicisms in *DN*. That makes for 31 %. Some of them appear in car advertisements and they are presented separately in Table 11. Out of the anglicisms in Table 9, *Story* is an integrated loanword in Swedish. However, it

seems not to be established yet in the sense of a story in social media platforms, visible for 24 hours (SAOL 2021). *Bluetooth* is not an integrated loanword in Swedish. Table 9 below presents the technical terms found in *DN*.

Table 9. Anglicisms in technical terms in *Dagens Nyheter*

Bluetooth (46, 55)

DN-Story (58)

There are six advertisements including technical terms in the studied issue of *HS*, i.e. 26 % of all the *HS* advertisements with anglicisms. Some of them appear in the car advertisements collected in Table 11. All the technical terms found in *HS* are foreign words and not integrated loanwords.

Table 10. Anglicisms in technical terms in *Helsingin Sanomat*

App Store (19) **JBL Pure Bass** (23)

Google Play (19) **Trust GXT707G Restom- Pelituoli** (23)

The percentages in the category of technical terms in the issues of *DN* and *HS* are 31 % (*DN*) and 26% (*HS*). *Die Welt* includes English technical terms in 18 % of the advertisements. The percentages in this category are quite similar between *DN* and *HS* newspaper issues, with *Die Welt* differing from the rest with a clearly smaller percentage. Chapter 6 discusses further possible reasons for these similarities and differences between the newspaper issues.

Many anglicisms, which belong to the categories of product and company names and logos (category 1) and technical terms (category 3), are found in car advertisements in the issues of *DN* and *HS*. In addition to these two categories, the car advertisements include altogether 12 English slogans and phrases, which were presented in Chapter 5.2.2. The issue of *Die Welt* does not include any car advertisements at all. Table 11 below presents examples of the anglicisms in car advertisements in *DN* and *HS*.

Table 11. Anglicisms in car advertisements in *Dagens Nyheter* and *Helsingin Sanomat*

<i>Dagens Nyheter</i>	<i>Helsingin Sanomat</i>
<u>Product and company names:</u>	<u>Product and company names:</u>
Audi A1/ A3 Sportback (42)	Uusi Škoda Octavia Businessline (20)
Citroën C3 Feel (47)	Corolla Hybrid Touring Sports (3)
Volvo XC40 T3 FWD Edition (40)	Corolla Touring Sports 1.8 Hybrid Active (3)
Bilia Group – Nya Mini Cooper Essential Edition (55), Nya Corolla Active 1,2 Turbo (49)	Insignia Executive Dynamic 200 (6)
Tiguan TSI 190 DSG 4Motion Executive Edition (50)	Opel Insignia Grand Sport Executive Dynamic 200 (6)
<u>Technical terms:</u>	<u>Technical terms:</u>
Audi Smartphone Interface , Apple Carplay , Audi Sound System (10 högtalare inkl. subwoofer) (42)	Lane Assistant -kaista-avustin, Adaptive Cruise , Assistant-mukautuva vakionopeuden säädin , Infotainment Online -liikennetiedot, Winter-paketti (20)
Sensus Connect 9 , Volvo on Call med Car Sharing, Collision Warning, Driver Alert Control, City Safety, Large Animal Detection , Volvo Cars egendesignade takbox (40)	LED Matrix- ajovalot, Opel FlexCare-jatkoturva (6)
Park Distance Control , Musikstreaming, metallic (55)	
Toyota Safety Sense , Toyota Touch 2multimediasystem (49)	

5.2.4 Internationalism, modernity and general attractiveness

English is the language of international communication (Rech 2015: 127) and it has the status as the lingua franca of the Internet (Ştefan 2019: 137). As has been noted before, internationalisation implies anglicisation (Josephson 2004: 133) and thus the more international the globe gets, the bigger the global spread of

English can be expected to be. Anglicisms might be associated with “language specific values”, as for instance internationalism, modernity and youthfulness, by the readers of the advertisement and thus appeal to the readers (Rech 2015: 109). Additionally, anglicisms might bring associations with values such as “education, modernity [...] invention, cosmopolitanism, wealth and power” (Onysko 2007: 321, cited in Rech 2015: 109-110).

Presumably the most interesting examples of the present study are the advertisements that use both English and German, Swedish or Finnish elements mixed together, which Görlach (2003: 30) calls *hybrid phrases*. Some of them might be described, as Görlach (2003) puts it: “playful uses [...] used for a certain stylistic effect” (Görlach 2003: 32). While some of these English words might be intended as loanwords, others might merely be used for a desired effect they may create in the reader. As has been noted earlier in Chapter 4.2, it is not always possible to know the grade of integration of a word of English origin nor whether it is one that has come to stay (Görlach 2003: 30).

Although adaptation is the rule, or a long-term expectation, and most words of foreign etymology are in their fully integrated forms recognizable only for the expert, the high prestige of the donor language can slow down accommodation, block it entirely – or even reverse it.

(Görlach 2003: 33)

Hybrid phrases may be used when there is an intention to create a feeling of internationalism, modernity and attractiveness to the advertisement. Table 12 below presents examples of anglicisms that are found in phrases containing both English and German elements in the studied issue of *Die Welt*. Instances of hybrid phrases in the respective languages of *DN* and *HS* are presented in the following Tables 13 and 14, after *Die Welt*. Multiple examples from each newspaper will be discussed further after each table. Unlike some of the previous tables, the following three tables do not always include the anglicism separated from its context but instead the whole hybrid phrase. The anglicisms are presented in alphabetical order. When the phrase includes more anglicisms than one, the first anglicism in the phrase will determine its place in the table. Anglicisms with the same core word, e.g. *Infinity*, *Relax* or *Wellness* are presented together.

The studied issue of *Die Welt* includes 77 advertisements with

anglicisms that are in the present study counted in the category of *Internationalism, modernity and general attractiveness*. This makes up to 65 % of all the advertisements with anglicisms in the issue of *Die Welt*. Table 12 below presents examples of the anglicisms in this category.

Table 12. Anglicisms: Internationalism, modernity and general attractiveness in *Die Welt*

Actionsportler (67)	6 beheizten in & outdoor Pools (69)
Apartmentvermieter (26), Apartments (60, 62)	Insider (19)
Blumenarrangements (75)	5-Sterne Lifestylekonzept (46)
Beautyfarm (39, 90)	Panorama-Speise-saal mit Live Cooking (76)
big sunset Infinity-Pool (42)	Großzügige Masterbedrooms mit Meerblick (48)
Wander- und Bikewege (72), Bike- & Wanderparadies (68)	Mountainbike-strecken (74)
Bungalow (44)	frei schwebende outdoor Sky Pool mit 25 m Länge (69)
Charm (7)	Penthouse (47)
Destination (74)	auf Premium-Niveau (67), Premium-Betriebe (67)
Elite Mountainbike Resort (76)	Prestige Bürocontainer (65)
Panorama-Eventsauna (74), Events (7, 12)	Kombi- Power-Paketen (35)
Sommer feeling (53), Südtiroler Ferien feeling in neuen Dimensionen (69)	Die Spa-Experten widmen sich dort hochwertigen Treatments (85)
Fitness (39)	Eröffnung special (71)
Wander- & Aktivguides zu unvergesslichen Highlighttouren und Ausflügen (69)	Relax-Angebote (92), Relax-Bereich (100), Relaxgeschenk (73), Relax-Adressen (75)
Fitness-, Beauty- & Massagecenter (68)	Resort-Konzept (60) den Royal Spa (38)
Ein lukullisches Hideaway für die schönsten Seiten des Paar-Seins! (98)	Skypool (69, 75)
ein Highlight für alle (35), kulinarische Highlights (67)	SPA (33, 34, 68, 70), SPA Bereich , SPA Mitarbeiter (75), Sky SPA (7)
HolidayCheck 2019 Award (80)	Sport & SPA-Resort (39) Swiss De Luxe (68)

Sommerhit (72)	eigene Talk-Show (5)
Hotline (24)	Thermal-Wellnesslandschaft (32)
Hot Tub (71)	Top -Marken (68), ein Top Niveau (67), Top -Regionen (67)
ein abwechslungsreiches Indoor - und Outdoor programm (74)	Wellness (35, 40, 75, 76, 80, 90, 91, 92, 95), Wellness + a term in German e.g. bereich (22, 28, 32, 75, 67, 69, 71, 73, 74, 76,)
Indoor - und Outdoor -Spielplatz bis hin zum Miniclub (74)	
Mega-Tunnelrutsche mit Infinity Jump (74), Panorama Infinity - und Solepool (74), Infinity-Pool (47)	Winter Wellness (33) (Ferien)-Wohnung über 2 Ebenen mit WOW -Effekt (49)

Rech (2015: 131) lists several properties associated with English elements, such as “air of expensiveness”, selectiveness, high prestige, distinctiveness as well as giving the target groups the appeal of “elitism, sophistication and success” (Rech 2015:131).

Since cosmopolitan appeal and international orientation serve as indicators of quality, products can be up-valued by using English elements. [...] Nevertheless, this comes at the price of authenticity as brands become more and more exchangeable.

(Rech 2015: 128)

As well as giving an international feeling to the product, English elements in advertisements can be seen as creating a modern image, and these two properties of anglicisms, internationalism and modernity, are often tightly connected. According to Onysko (2007), anglicisms are often used as “emotional tools to create an atmosphere of modernity”, especially in the language of advertisements (Onysko 2007: 69). Moreover, such elements in advertisements may be considered as generally more attractive, interesting and “evoking positive emotions” and thus anglicisms can be seen as giving the product additional value (Rech 2015:131).

A general attractiveness of foreign languages ascribes them the connotations of being elegant, having lifestyle, showing taste, radiating fascination [...] and seeming promising [...]

Effectiveness, which describes a ‘more’ of some positive attribute (i.e. taste, sound, etc.) is the most common value that is attributed to products through English.

(Rech 2015: 131)

The anglicism *Wellness* appears in the *Die Welt* advertisements several times as can be seen in Table 12 and in the following examples. *Wellness* is the most repeatedly occurring anglicism in the studied issue of *Die Welt* with 28 occurrences altogether.

Exklusive Wellnessbereiche und kulinarische Highlights (67), *Natur & Wellness zum Träumen* (68), *Wellness vom Feinsten* (68), *Winter Wellness* (32), *Thermal-Wellnesslandschaft* (32), *Wellness & SPA* (73), *Wellness- und Beautyangebote* (74) (*Die Welt* 1.6.2019)

Interestingly, the advertisement by the company *First Mallorca* (54) uses the German equivalent of the word *Wellness*, which is *Wohlfühl*. Likewise, advertisement (94) uses this German equivalent instead of the anglicism *Wellness* in the wording *Spa- & Wohlfühl-landschaft* (92) (Ger. ‘Spa- and Wellnesslandscape’). Advertisement (101) also chooses to speak about *Wohlfühl-behandlung* instead of *Wellness treatment*. This means that there is a German equivalent to the English word *Wellness*, however, the anglicism seems to be popular among the German advertisers as it occurs 28 times in the studied newspaper issue of *Die Welt*.

Relax is another popular anglicism in the advertisements of *Die Welt*. *Relax* is found in many wordings and forms: *Relax-Angebote* (Ger. ‘offers’), *Relax-Bereich* (Ger. ‘area’), *Relax Guide*, *Relax-Adressen* (Ger. ‘addresses’), *Bike & Relax* and *Relaxgeschenk* (Ger. ‘gift’). The German equivalent for *relax* is *entspannen*.

Another possible example of the attractivity of English in German advertising is the phrase found in Advertisement (100): “Ein lukullisches *Hideaway* für die schönsten Seiten des Paar-Seins!” (98) (Ger. ‘A luxurious hideaway to enjoy the nicest sides of couple life’). *Hideaway* is clearly an English word put into a German phrase. It is not found in *Duden* online dictionary. German equivalents for *Hideaway* could be *Refugium*, *Versteck* or

Zufluchtsort. However, the advertiser might aim at a possible desired effect of modernity or internationalism through the use of this anglicism instead of the German equivalent.

Many of the anglicisms in *Die Welt* occur in hotel and other holiday resort advertisements. Such anglicisms include the following:

Mega-Tunnelrutsche mit Infinity Jump, Elite Mountainbike Resort, Resort-Konzept, Sky SPA, Panorama-Infinity-Pool, Treatments, Beauty Farm, Panorama-Eventsauna, Eröffnungsspecial, Hot tub, Highlighttouren, Fitness-, Beauty- & Massagecenter (*Die Welt* 1.6.2019)

Sentences such as “Die **Spa**-Experten widmen sich dort hochwertigen **Treatments**” (85) (Ger. ‘The spa experts commit themselves to high-quality treatments’) might wake positive reactions in the reader. Furthermore, anglicisms such as *Treatments, Beauty Farm* and *Fitness-, Beauty- & Massagecenter* might be used for their possible appeal and modernity. Words for different kinds of pools are also popular anglicisms in the advertisements in *Die Welt*. The advertisements include *Outdoor Sky pools, Indoor-pools, Panorama-Infinity-Pools*, and a *big sunset Infinity-Pool*.

Feeling is used multiple times instead of the German equivalent *Gefühl*. The advertisements (69) and (55), for instance, replace the German equivalent *Gefühl* with an anglicism: *Südtiroler Ferienfeeling in neuen Dimensionen –25m Sky Pool* (Ger. ‘South Tyrolean holiday feeling in new dimensions’) and *Über Pfingsten ist Mallorca ein beliebtes Ziel der Kurzurlauber, die sich ein paar Tage Sommerfeeling gönnen möchten* (53) (Ger. ‘At Pentecost Mallorca is a popular destination for short vacationers who want to treat themselves to a few days of summer feeling’). In both cases the anglicism *Feeling* is combined with a German noun (*Sommer, Ferien*) to make a compound word with both German and English elements. Additionally, the English word *Events* (7, 12) instead of the German equivalent *Veranstaltung* is an example of an anglicism that might be used for its possible international tone.

In the previous examples, some English elements might function as attention-getters. This is a term introduced by Bhatia and Ritchie (2013: 591) who suggest that attention-getters can mark sophistication. They also argue that

the feel of quality in advertisements was better conveyed through English than through German (Bhatia & Ritchie 2013: 591).

In the category of internationalism, modernity and general attractiveness, German shows many integrated words. There are 96 terms in Table 12 that are integrated and 21 that are not. The integrated loanwords include *Beautyfarm, Treatments, Wellness, Infinity-Pool, Apartment, Action, Destination, Elite, Event, Feeling, Highlight, Lifestyle, Premium, Prestige, Indoor* and *Outdoor*. The English words *Charm, Hideaway, Holiday, Masterbedrooms, Cooking, hot Tub and Sky Pool* instead, are examples of anglicisms that are not (at least yet) considered part of German lexicon.

The Swedish newspaper issue includes 11 advertisements that have anglicisms falling into the category of *Internationalism, modernity and general attractiveness*. These 11 advertisements in *DN* make up 19 % of all the 59 advertisements with English elements in *DN*. The anglicisms are presented in Table 13 below.

Table 13. Anglicisms: Internationalism, modernity and general attractiveness in *Dagens Nyheter*

All Inclusive! (5)	Lägg till Shine -paket (47)
Koreansk BBQ hemma hos dig i sommar? (34)	Vårt Transaction Banking-team (1)
Epiphany (5)	The International Celebration of the 150th Anniversary of the Royal Philatelic Society London (2)
Just nu – köp till Executivepaket (44)	Fitness (57)
Foodtech Village -paviljong (33)	A Wonderfull [sic] Cidre, with red flesh apples (35)
En Future Food City (33)	Minge loch workshop (33)
Garden Route (39)	Zero Waste (33)
Matkoncept ReTaste (33)	5 Senses (36)

In Table 13 above, six anglicisms are integrated ones, such as the nouns *workshop*, *city*, *fitness*, *team* and *route*. The majority, 29 anglicisms do not count as loanwords in Swedish. These include *village*, *garden*, *food*, *celebration* and *wonder*, for instance.

The Finnish advertisements include five advertisements in this particular category, which is 22 % of all the advertisements with anglicisms in *HS*. Table 14 below presents the anglicisms.

Table 14. Anglicisms: Internationalism, modernity and general attractiveness in *Helsingin Sanomat*

EISA Award: Best Product 2018 2019, Best Buy Camera, TIPA World Awards 2019 (7)
Miele-laatua nyt outlet -hinnoin, Tervetuloa Miele Outlet -tapahtumaan (4)
Supreme Cooltouch -patjan (Original-Cloud tai Hybrid -tunteella) (5)
Ultimate Luxus Tynnyrisauna (9)

The choice of English in the award name *Best Product 2018 2019, Best Buy Camera* (7) may give the reader a feeling of an internationally popular product. The anglicisms *ultimate* and *supreme* in the examples *Supreme Cooltouch-*

patjan (5) and *Ultimate Luxus Tynnyrisauna* (9) could also presumably be considered as examples of the possible attractivity of English. Additionally, the anglicisms *Original* and *Hybrid* might be used for their image-building qualities, the latter of which seems to be an especially popular anglicism in many languages in today's world (cf. Chapter 5.2.5). All the anglicisms in Table 14 are foreign elements in Finnish and not integrated loanwords apart from the adjective *cool* in the product name *Cooltouch-patjan* (Fin.'mattress'). This means that there are 10 not integrated words and one integrated loanword in *HS* in this category.

To conclude, anglicisms in this particular category account for 65 % of all the advertisements with anglicisms in the studied issue of *Die Welt*. The respective percentages for *DN* and *HS* are notably smaller: 19 % (*DN*) and 22 % (*HS*). Possible reasons behind these differences are discussed further in Chapter 6.

According to the study by Androutsopoulos et al. (2004: 22) on German advertisement slogans, anglicisms in the word class of nouns include both "product descriptions"¹³ [SH translation] and expressions that build an image, and these image-building anglicisms are central for the brand when it wants to communicate "innovation, modernity and internationalism" [SH translation] to the potential customer. Common anglicisms in the function of product descriptions include words such as *internet*, *music* and *sound*, and as image-building anglicisms could be counted, for instance, the English words *world* and *future* (Androutsopoulos et al. 2004: 22). The material of the present study includes both what Androutsopoulos et al. (2004) classify as product descriptions and image-building anglicisms. As the study by Androutsopoulos et al. (2004), also the sample of the present study includes anglicisms that describe products such as *Internet* (*Die Welt* 41) and *Audi Sound System* (*DN* 42). Androutsopoulos et al. (2004: 22) suggest that particularly good examples of image-building anglicisms to create a modern, innovative and international

¹³ "Bei den Substantiven kommen sowohl Produktbezeichnungen (*shoes, internet, music, sound*) als auch Image bildende Anglizismen vor (*life, world, future, power*). Gerade *world* und *future* sind zentrale Schlagworte in der Kommunikation von Innovation, Modernität und Internationalität. Damit bestätigt sich, dass der Stellenwert von Anglizismen zur Image-Bildung in den letzten Jahren wichtiger geworden ist" (Androutsopoulos et al. 2004: 22).

image are the anglicisms *world* and *future*, which are also found in the issues of *Die Welt* and *DN: Ökoworld (Die Welt 4)* and *En Future Food City (DN 33)*.

As has previously been seen from the results presented earlier in this chapter, travelling is a popular field for anglicisms to occur and tourism vocabulary has been shown to be a field that presents an increase in anglicisms (Giménez Folqués 2015: 153). As discussed in Chapter 3.4, hotel companies have been shown to take advantage of the “internationalization of English” (Giménez Folqués 2015: 150). The chosen issue of *Die Welt* includes, as previously mentioned, several travel-related anglicisms that occur in the advertisements of both travel companies and hotels. Examples of anglicisms occurring more than once in the material include *Resort* and *Spa* as well as different combinations of the anglicisms *Relax* and *Wellness* with German words, such as *Relax-* and *Wellnessbereich (Ger.area)*. Additionally, travel-related anglicisms are found in the *DN* advertisements by travel companies: *All Inclusive!* (5), *Epiphany* (5), *Garden Route* (39). Another commonality between the issues of *Die Welt* and *DN* is the anglicism *Fitness (Die Welt 39, DN 57)*.

5.2.5 Filling word gaps

The world is ever-changing, and as new technical innovations emerge, new words are constantly introduced in other languages that do not (yet) have native equivalents to these words. Particularly often this means technical terms that function as filling lexical gaps (Rech 2015: 119). In the slogans that are for the most part in German but include anglicisms, the function of the English loanword is often to fill “gaping holes in the contemporary German vocabulary” (Leibniz 2008). Table 15 below presents examples of anglicisms that can be seen functioning as filling lexical gaps in the German, Swedish and Finnish vocabulary.

Table 15. Lexical gaps in *Die Welt*, *Dagens Nyheter* and *Helsingin Sanomat*

<i>Die Welt</i>	<i>Dagens Nyheter</i>	<i>Helsingin Sanomat</i>
App (25)	Bluetooth (46, 55)	Android -versio (1)
Leasing (65)	Hybrid (44, 45)	Android -kokemus (1)
Online -Shopping (9)	Privatleasing (40, 41,	Hybrid -tunteella (5)
Online -Wetter (14)	43, 48, 50)	outlet -hinnoin (4)
online buchbar (20)	ReTaste (33)	Miele Outlet -
Der Wirtschaftspodcast (3), Service-Center (11)	Start-up (33)	tapahtuma (4)
Software firma (51)	DN-Story (58)	Outlet (4)
im Internet (41), Hotline (59)	workshop (33)	
Newsletter (17, 104)	Zero Waste (33)	

Die Welt and *DN* share the technical term **Leasing**, which seems to fill a word gap in both the German and Swedish vocabulary. Additionally, **online** is an example of an English technical term, which is widely used in German everyday language (Rech 2015: 128), and this particular anglicism is found in four advertisements of the studied issue of *Die Welt*. Other technical terms occurring in the material of the present study include words such as **App** (*Die Welt* 26), **Podcast** (*Die Welt* 3), **Story** (*DN* 58) (one in social media feed, often lasting for 24 hours), and **Software** (*Die Welt* 51). **Hybrid** is an anglicism found in a Finnish advertisement used in the construction **Hybrid-tunteella** (Fin. ‘with a Hybrid feeling’). This particular English word is not an integrated loanword in Finnish in its fully English form, but instead, in the form of *hybridi* (Kielitoimiston sanakirja 2021). The anglicism **hybrid** is also found in *DN* in a product name of a car advertisement: **Mitsubishi Outlander Plug-In Hybrid** (44, 45). **ReTaste** (33) is an example of a term not established in Swedish and thus filling a word gap as it refers to a new undertaking to improve the recycling of food and reducing food waste. The percentages of advertisements including lexical gaps are relatively similar in *Die Welt* (11 %) and *HS* (13%), whereas *DN* differs from the rest with a higher percentage as it presents lexical items in 20 % of its advertisements with anglicisms.

The question of how anglicisms are understood by the readers of advertisements in countries where English is not an official language is a common one. According to Hietaranta (2008), however, the readers' comprehension of the advertisements' contents might even be eased with the use of anglicisms, in case the anglicisms in advertisements are ICT (Information and Communications Technology) elements that already have established meanings, which readers with "an even modest command of English" can recognize (Hietaranta 2008: 136). An advertisement with the core text in Finnish augmented by a few anglicisms that also are used in other domains than ICT is a secure way of assuring that the advertisement is understood by the readers (Hietaranta 2008: 136).

The comprehension of the ad is obviously not without economic significance: if consumers need to engage in an explicit processing effort to make sense of an advertisement, they will lose their interest in the product due to the unreasonable processing requirements of the text. [...] However, by using a text [...] in which the Finnish core text is supplemented by a few anglicisms, which are again used outside the sphere of ICT texts, one can ensure that the text can be processed in its entirety quite smoothly and that the economic goal in question (i.e. readers' decision to purchase the product) is likely to be achieved.

(Hietaranta 2008: 136)

The items filling lexical gaps in the advertisements in *DN* include ICT elements such as *Bluetooth* (46, 55), which in today's world presumably is understandable to a reader even with basic technological skills. Additionally, *Die Welt* advertisements include widely spread and thus presumably relatively easily understandable technical terms such as *online* (20), *Code* (40) and *Internet* (41).

When it comes to anglicisms that fill word gaps, the use of English is required, as there often are no equivalents for the English terms in other languages, at least not directly when a term is introduced, and maybe not later either if the English word is found suitable in the recipient language. *Leasing*, *Hybrid*, *Podcast* and *online* are words that might presumably not need translations, but instead easily become integrated loanwords in languages other than English as well. In the case of word gaps, the advertiser does not have a choice to make between English and the native language as there are no

equivalents. Advertisers do not have a choice either when it comes to international product and company names, or logos. Where advertisers do have a choice, however, are in the case of slogans mostly in the native language of the country where the advertisement appears, with some English elements. Many anglicisms in such slogans are found in category 4: *Internationalism, modernity and general attractiveness*. The anglicism *Treatments*, for example, which is used instead of the German word *Behandlungen* in the phrase *Die Spa-Experten widmen sich dort hochwertigen **Treatments*** (*Die Welt* 85) (Ger. ‘The spa experts commit themselves to high-quality treatments’) seems like a clear case of the advertiser selecting an English word instead of the corresponding native word. Additionally, an example where the advertisers seem to choose English is in the word choice of *BBQ* instead of the Swedish equivalent *grill fest* in the slogan *Koreansk **BBQ** hemma hos dig i sommar?* (Swe. ‘How about some Korean barbecue at your place this summer?’) (*DN* 34). Finnish advertisements, likewise, show cases of optional, but preferred use of English by the advertisers: *Ultimate Luxus Tynnyrisauna* (9) (Fin. ‘Ultimate luxury barrelsauna’), where the anglicism *ultimate* is used instead of the Finnish equivalent word, *äärimmäinen*.

6. Discussion and Conclusion

We encounter advertising daily and the advertisements that we come across include English elements in many European countries with other national languages. The world is increasingly globalised, and English is the language of global advertising. English is “a ‘cool’ language to attract attention” (Bhatia & Ritchie 2013: 594) but that is most certainly not the only reason to include English in advertisements. Reasons for the use of English can be, for instance, that English words fill word gaps, and this occurs often when it comes to new technical terms that are in English and have no equivalents in other languages.

The aim of this study was to find out how English elements are used in newspaper advertising in Germany, Sweden and Finland, and also to analyse the similarities and differences between these three European languages. To find this out, three national daily print newspapers with high circulations in each country were chosen. The material of the present study comes from three

newspaper issues altogether, one from each country. The findings of the study suggest that common categories in which anglicisms appear in all the three newspaper issues are the following:

- 1) Product name, company name and logo
- 2) Slogans and phrases only in English
- 3) Technical terms
- 4) Internationalism, modernity and general attractiveness
- 5) Filling word gaps

The most prominent category both in the issue of the Swedish newspaper *Dagens Nyheter* and Finnish *Helsingin Sanomat* is category 1: *Product name, company name and logo*. Out of all the advertisements with anglicisms in *DN*, 85 % include product and company names and/or logos. The respective percentage of *HS* is 78 %. In the German *Die Welt* newspaper issue, on the other hand, the advertisements with anglicisms belonging to this particular category make up 25 %. As previously mentioned in Chapter 3.3, the domain of product names was proposed by Bhatia and Ritchie (2013) in their structural hierarchy model to be the easiest structural domain of an advertisement for English to enter, depicted by the scholars as the ‘first step in the staircase’ (see Figure 1). The domain of company name and logo is according to this model the next domain that ‘opens up’ to English when the first step of product names is ‘conquered’. The fact that both the *DN* and *HS* newspaper issues show high percentages in the category of product name, company name and logo suggest that English has conquered in these languages at least the first two steps of the ‘staircase’ proposed by Bhatia and Ritchie (2013). The big percentages in this particular category in *DN* and *HS* might perhaps imply that many of the advertisements in *DN* and *HS* might still be on the second ‘step’ of the ‘staircase’, which could mean that they still are more ‘closed’, i.e. resistant to English in the other structural domains higher in Bhatia and Ritchie’s (2013) proposed structural hierarchy model.

The second category, *Slogans and phrases only in English* also shows differences between the studied newspaper issues, albeit smaller. The percentages in the Swedish and German newspapers are 27 % for *DN* and 29 % for *Die Welt*. They are both higher than the percentage of *HS*, which is 17 %. The domain of slogans holds according to Bhatia and Ritchie’s (2013) structural hierarchy model the second highest of the ‘steps’ of the staircase model on the

different structural domains of advertisements. The fact that *Die Welt* and *DN* display higher percentages than *HS* in this domain could perhaps be an indication of these two newspaper issues including English elements in more of the different structural domains of their advertisements than *HS*, as slogans are positioned high in the hierarchy proposed by Bhatia and Ritchie (2013). As discussed earlier in Chapter 3.3, Bhatia and Ritchie (2013) suggest that if English has conquered the ‘step’ of slogans, the steps underneath it have already become open to English (2013: 581). As almost a third of the advertisements of both *Die Welt* and *DN* include English slogans, one might according to this model possibly suggest that more structural domains of an advertisement are open to English in *Die Welt* and *DN* than in *HS*.

Another category that shows clear differences between the languages is category 4: *Internationalism, modernity and general attractiveness*. In this particular category, both *DN* and *HS* present relatively similar percentages: 19 % (*DN*) and 22% (*HS*). In contrast, this category accounts for the majority of the anglicisms found in the sample of advertisements in *Die Welt*, namely 65 % of the advertisements with anglicisms in this newspaper issue. The reasons for the high percentage in this particular category in *Die Welt* might be historical. German language seems to have a long history of preferring English in advertisements, dating back at least to the 1960s (Römer 1968: 125). As mentioned previously in Chapter 3.2, *Die Welt* newspaper put forward already in 1960 that English words should be preferred over German ones in perfume advertisements, for instance. This *Die Welt* article that dates back 60 years in time reveals us that Germans have had positive attitudes towards English in the field of advertising language for a long time. These positive views on anglicisms in Europe haven’t diminished since, on the contrary, national dictionaries of several European languages were reported ‘flooded’ by English imports in the beginning of the current century (Görlach 2003: 30). How Britain’s exit from the European Union affects the anglicism situation in Europe is a potential topic for future studies.

The two remaining categories, namely category 3: *Technical terms* and 5: *Filling word gaps* don’t show such big differences between the newspapers as the above discussed categories 1 and 4. When it comes to technical terms the percentages in the issues of *DN* and *HS* are 31 % (*DN*) and

26% (HS). *Die Welt* differs from the two former ones as only 18 % of its advertisements include English technical terms. One reason for this difference is that the studied issue of *Die Welt* doesn't include any car advertisements, which commonly include many technical terms in English. The issues of *DN* and *HS*, on the contrary, both include several car advertisements with many technical terms in English (See Table 11).

Bhatia and Ritchie (2013: 591) see anglicisms as bringing special effects and “creative meanings” to advertisements (2013: 591). As Görlach (2003: 30) puts it, English words often simply sound ‘better’ than their German equivalents (Görlach 2003: 30). Through a look at the results, light might be shed on the reasons behind the ‘betterness’ of English suggested by Görlach (2003). The results of the present study will be discussed in terms of the framework of features proposed by Bhatia and Ritchie presented in Figure 2 (repeated here for convenience).

<u>Threshold trigger</u>	<u>Proximity zones</u>
Future and innovation	Vision, foresightedness, advancement, betterment
American or English culture	Limited Westernization, Christianity, values such as independence, freedom, modernization
Internationalism and standardization	Certification, standards of measure, authenticity
Rationality and objectivity	Scientific appeal, problem solving
Competence	Efficiency, organization, quality, safety, protection, functionality, pragmatism
Sophistication	Elegance, style, rarity
Physical fitness	Self-improvement

Figure 4: English: socio-psychological features
(adapted from Bhatia & Ritchie 2013: 589)

Out of the threshold features discussed by Bhatia and Ritchie (2013: 589), the features of *future and innovation* are relevant when it comes to English technical

terms found in the German, Swedish and Finnish advertising language. The English technical terms might signal “advancement and betterment” according to Bhatia and Ritchie’s (2013) categories. Earlier mentioned examples in the newspaper issues include *Multitouch Display* and *Der Wirtschaftspodcast* (*Die Welt* 30, 3), *Apple Car Play* and *DN-Story* (*DN* 51, 58) and *Android-kokemus* (Fin. ‘experience’) or *Hybrid-tunteella* (Fin. ‘feeling’) (*HS* 1, 5).

Anglicisms such as *Grand* (*DN* 18) and *Noble* (*DN* 21, 24) in the Swedish advertisements might for their part signal *sophistication*, another feature in Bhatia and Ritchie’s model, which they see meaning that “elegance, style and rarity” (2013: 589) is what is aimed at with the use of English. *Wellness* (i.a. 34), *Hideaway* (98), *Treatments* (80, 85, 97) and *Resort* (39, 40, 74, 76), all found in *Die Welt* could also be interpreted as examples of this very phenomenon. Anglicisms found in the *HS* advertisements also contribute to this possible feature of sophistication in anglicisms, as, for instance the ones presented in the following: *Ultimate Luxus Tynnyrisauna* (9) and *Supreme Cooltouch-patjan* (Fin. ‘mattress’) (5).

The feature of *internationalism and standardisation*, which Bhatia & Ritchie (2013) suggest including “certification and authenticity” can also be observed in the anglicisms of the material of the study. English is commonly found in the company names and product names in the advertisements of *Die Welt*, *DN* and *HS*. Examples of such international company names include *Global Investors*, *TUI Cruises* (*Die Welt* 4, 29) and *Honest Organic* (*DN* 37). The advertisers might possibly aim at a feeling of authenticity through the use of English in these cases. English is also found in company names in the Finnish advertisements, such as *Finnair Holidays-matkat* and *Rajala Pro Shop* (*HS* 8, 7). The latter, *Rajala Pro Shop* (*HS* 7), however, is not an international company but instead a local one operating only in Finland. Here the use of English might be motivated by the company’s desire to sound as a bigger and more international company. However, the use of English in this specific example cannot be seen suggesting “certification and authenticity”, as the company in truth is a local one and thus their internationalism is not authentic. As discussed earlier, all the languages of investigation also include anglicisms in product names: *Groundpiece Anbausofa* and *Rolex – Oyster Perpetual Sky-Dweller* (*Die*

Welt 106, 119), *True Match* produkter and *Rovos Rail* (DN 14, 39) and *iGrill 3* and *Tempur Original-tyynytt* (HS 2, 5).

Additionally, as discussed in Chapter 3.4, English is the dominant transmitter of global cultural discourse which can be seen, for instance, in the American films, television and music that have spread worldwide. Instances of American and British cultural discourse are found in the advertisements of the present study, for example in many English film names in the *DN* newspaper issue, such as *Child's Play* (DN 23), *Green Book* (DN 18, 26) and *Rocketman* (DN 18, 24, 25, 26, 38). However, as Androtsoupoulos et al. (2004: 23) point out, the reason for anglicisms in advertising is not merely to display the Anglo-American culture but they are used due to the “international code with a multifunctional character”¹⁴ [SH translation] which English possesses.

Whether or not advertisers have a choice to make between English and the native language of the country where the advertisement is presented varies. When it comes to product and company names, there is often no possibility for advertisers to choose whether they use English or the native language. Product names such as *Apple Car Play* (DN 51), *Nya Corolla Active 1,2 Turbo* (DN 50) or *Nya Mini Cooper Essential Edition* (DN 56) are available for the advertisers only in English. Where advertisers do have a choice to make between the native language of the country and English is for example in the anglicism in the car advertisement for *Citroën C3 Feel* (DN 47), where the anglicism *Feel* might have been introduced to create positive feelings in the reader. *Wellness*, which was discussed in more detail above, is another example of an anglicism that may be used for the possible modern and attractive image it might create in the recipient.

The discussion above includes interpretations of the writer of the thesis based on the framework of Bhatia and Ritchie (2013) on threshold features. It is one way of interpreting the material of the present study, i.e. the anglicisms that were found. Moreover, it is worth noting that it may not always

¹⁴ ”Der geringe Anteil deutscher Slogans mit lexikalischen Anglizismen bestätigt die These, dass es bei den Slogans um Sprachwahl und nicht um Sprachmischung geht. Freilich kann durch einen englischen Slogan in einer sonst deutschsprachigen Anzeige Sprachmischung zustande kommen, doch im Slogan selbst spielt Sprachmischung eine geringe Rolle. [...] In diesem Sinne ist English im Werbeslogan kein angloamerikanischer, sondern ein internationaler Code mit Mehrzweckcharakter” (Androtsopoulos et al. 2004: 23).

be evident even to the person producing the text in the advertisement whether the English word is meant as a loan or only used for some desired effect and consequently it is impossible for a researcher to know.

It is to be anticipated that the use of English, or ‘Englishes’ (Anderman & Rogers 2005: vii) continues growing in the future. Görlach (2003: 33) predicted in 2003 how the future of English elements in European languages was likely to look like. He predicted the use of English to be more frequent in all European countries and the English language proficiency of the Europeans to grow (Görlach 2003: 33). This, however, does not necessarily mean that English would be threatening other languages even though many have been concerned about it. Görlach (2003), among others, has described how the French feel threatened with the influx of new English lexicon: “the concern of the French [...] of being anglicized by fashionable lexical imports” (Görlach 2003: 34). A similar concern has been expressed for the Swedish language, that English loanwords would gradually “eat up” [SH translation] the Swedish language (Josephson 2004: 73). However, Josephson (2004: 73) sees the disapproval towards anglicisms unnecessary, as lexical loans, regardless of their origin, give the speakers “new resources” [SH translation] to express themselves (sv. *uttrycksresurser*) and they should thus be welcomed to the language (Josephson 2004: 73). Görlach (2003) likewise takes a critical approach to the “alleged corruption of European languages by English loanwords”, as he calls it (Görlach 2003: 35). He grounds his opinion on two points:

- 1) Latin and French loanwords in German still are four times as common as are English ones and this situation is suggested to be similar in other European languages.
- 2) Many English elements may not be, as what Görlach calls, *permanent guests*, but instead more short-lived words that disappear after a while from the vocabulary of a certain language.
(Görlach 2003: 35)

This means that English words in other languages are not always “permanent guests” and dictionaries will help in determining whether an anglicism is a long-lived loanword or not (Görlach 2003: 35).

Out of the three languages of investigation, German shows most eagerness to integrate English words into its lexicon. The adjective *royal*, for instance, is found in both the issues of *DN* and *Die Welt*. In German, this adjective is already seen as part of the lexicon of the recipient language, whereas for Swedish, this adjective is not considered a Swedish word. Like Swedish, also Finnish seems more resistant towards English when it comes to integrating English words into the Finnish lexicon. A few examples follow that explain this point.

The anglicism *Beauty* is a German word, but not an integrated loanword in Swedish nor Finnish. *Clever* is an adjective that Swedish and Finnish still see as a foreign word, whereas in German it is an integrated loanword. *Outdoor* is an anglicism found in all the three newspaper issues, but it is an integrated loanword only in German. Additionally, according to the dictionaries *Duden* and *SAOL*, *Bluetooth* is considered German, but not Swedish nor Finnish.

Out of the features of English in advertisements proposed by Bhatia and Ritchie (2013), one surely prominent and true reason for using English words is the international flare of English. English is an international language which carries Anglo-American culture which is strongly associated with entertainment and leisure time, which evoke positive emotions in readers. One of the anglicisms of the study found in *DN*, *MOOD Stockholm*, for instance, is a shopping centre in the capital, opened in 2012, which strives for an international feeling not only by the English name *MOOD* but also in signs and shop windows inside the shopping centre (Lindblom et al. 2013: 10). Likewise, the Finnish shopping centre *Mall of Tripla*, which opened in 2019, relies on English not only in the name of the centre, but also in signs inside the centre and in the names of the floors (Rantavaara 2019). What is common for both *MOOD Stockholm* and *Mall of Tripla* is that they both seemingly strive for an international image with the use of English names and these word choices have faced criticism in both countries (Rantavaara 2019).

To conclude, the findings of the present cross-linguistic comparative study suggest that the European reader of big quality newspapers encounters English elements in newspaper advertising in the countries of Germany, Sweden and Finland. However, the material of the present study was

limited to one issue for each language in order to enable a closer qualitative analysis of the different uses of the anglicisms and thus a bigger material would be needed to draw more conclusions on the quantitative aspects of anglicisms, i.e. the numerical anglicism situation in the field of advertising language in 2019. There is more to the use of English in the advertising language in Germany, Sweden and Finland than that an English word simply sounds ‘better’ than the native equivalents, as Görlach (2003: 30) suggests. Surely, many times advertisers have the choice to make between the native language and English and then the ‘better’ sounding of English might often come to question, but this is certainly not always the case. Product and company names of international companies are often in English, as for instance *First Mallorca* (*Die Welt* 52, 54), *Santander Consumer Bank* (*DN* 3) and *Smart House Collection* (*HS* 5), and in these cases the advertisers do not have a choice on whether to use English or the native language, i.e. English dominates. However, there are various instances where advertisers do have the choice to make between the native language and English. This is the case in slogans, for instance, where, in the present study, English was shown to be used as a stylistic device and thus rather optional than obligatory for the advertiser. Additionally, where advertisers have the choice is when the use of English is motivated by the internationalism and modernity that it may bring to the advertisement. The use of the anglicism *Wellness*, in *Die Welt*, is a good example of such an anglicism. Its German equivalent, *Wohlfühl*, was found in *Die Welt* advertisements as well. The motivation for the use of English might be the international and modern image that English has by many scholars suggested to have in advertising. Anglicisms might also function as attention-getters as well as mediate elegance, style, or a scientific appeal (Bhatia & Ritchie 2013: 591, 589).

All in all, the present study is an investigation of the use of anglicisms in three European countries in mid-2019. Our globe is more international than ever, and getting continuously more so, and further studies are certainly needed to examine the development of this ever-evolving phenomenon within the field of language contact. Studies on how anglicisms are comprehended by the European readers as well as what kinds of associations English words awake in readers are certainly potential topics to investigate in the future. Furthermore, English elements in the Swedish language newspapers

in Finland would be interesting to study as well as how the global pandemic, Covid-19, affected the field of advertising and its ever-evolving anglicism-situation.

Swedish Summary - Svensk sammanfattning

Användningen av anglicismer i det tyska, svenska och finska reklamspråket

Inledning och syfte

I dagens samhälle spelar det engelska språket en allt större roll. Engelskan används idag runtom i världen som ett lingua franca och det är det mest spridda språket i mänsklighetens historia. Engelska används flitigt till exempel på webben, i ungdomsspråk och fackspråk över hela världen och språket har en stark ställning inom speciell terminologi för olika vetenskapliga områden såsom ekonomi och medicin. Dessutom har engelskan ett stort inflytande på reklamspråk, och det inflytandet ökar kontinuerligt. Det är intressant att studera annonser i europeiska länder där engelska inte är ett officiellt språk, såsom i Tyskland, Sverige och Finland för att kunna se hur mycket detta globala världsspråk påverkar andra språk. Denna avhandling är en tvärspråklig jämförande undersökning av anglicismer i tryckta tidningsreklamer med följande forskningsfrågor:

- 1) *Hur används anglicismer i tysk-, svensk- och finskspråkiga tryckta tidningsreklamer?*
- 2) *Vilka skillnader och likheter finns det mellan dessa tre språk i användningen av anglicismer i tidningsreklamer?*

Bakgrund

Marknadsföring och reklam spelar en stor roll när det gäller vad kunderna väljer att köpa. Kännetecknande för reklamspråk är att det utnyttjar både vardagligt språk, ungdomsspråk, tekniskt språk, och dialekter (Rech 2015: 71). Världen är alltmer globaliserad och engelskan syns i reklamspråk i andra länder i växande grad. Engelskan ses som ett "coolt" språk som väcker uppmärksamhet (Bhatia & Ritchie 2013: 594) men det är inte den enda orsaken för engelskans användning i reklamspråk i länder där engelska inte är ett officiellt språk. Bhatia och Ritchie (2013) delar reklamer i olika "domäner" (eng. 'domains of an advertisement') som innehåller bl.a. produktnamn, företagsnamn och logo samt

sloganer. Kategorierna för anglicismer som används i denna avhandling skapades baserat på Rechs (2015) och Bhatias och Ritchies (2013) ramverk och presenteras under *Resultat*.

Engelska ord är ofta intagna i andra språk i form av anglicismer. Enligt Onysko (2007) är begreppet *anglicism* en övergripande term för att beskriva förekomsten av engelska element i andra språk (Onysko 2007: 10). Anglicismer är vanliga i det vardagliga tyska språket och i dag kan man knappast undvika att konfronteras av engelska i Tyskland (Erkenbrecher 2006: 3). Anglicismer i det svenska och finska språket har också konstaterats förekomma allt oftare under den senaste tiden (Lindblom et al. 2013, Hiltunen 2015). Även om engelska inte har någon officiell status i de flesta europeiska länder, som till exempel i Tyskland, Sverige och Finland, används engelska alltmer som ett språk för kommunikation i många olika sammanhang (Cenoz & Jessner 2000: viii).

Metoder och material

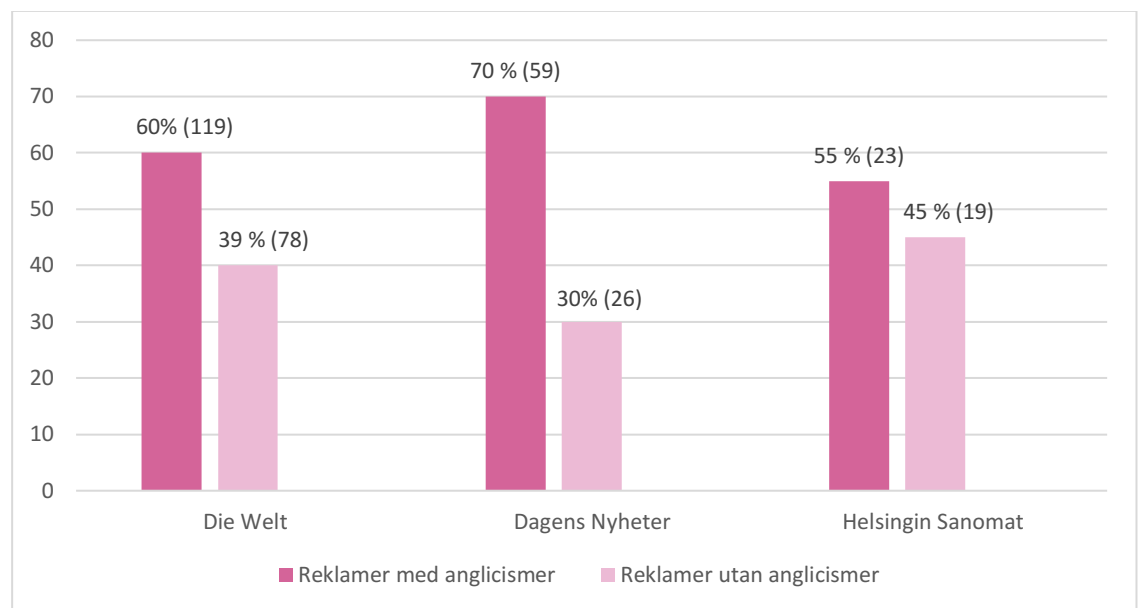
I analysen användes tre tidningsnummer, *Die Welt*, *Dagens Nyheter (DN)* och *Helsingin Sanomat (HS)*, ett nummer per tidning. Alla dessa tre tidningar, *Die Welt*, *DN* och *HS* utkommer dagligen och hör till de tre största kvalitetstidningarna i respektive land när det gäller spridning (Ojala et.al. 2017: 478). Samtliga tidningsnummer publicerades den 1 juni 2019. Tidningsnumren studerades noggrant och alla reklamer som innehåller engelska ord och uttryck valdes ut. Materialet omfattar sammanlagt 201 reklamer. I undersökningen inkluderades endast reklamer med anglicismer och några av reklamerna bidrog med fler anglicismer än de andra. Några av anglicismerna är redan integrerade lånord i språken ifråga och andra är inte det. Huruvida de engelska elementen redan är delar av det tyska, svenska, eller finska språkets vokabulär avgjordes med hjälp av de tre digitala ordböckerna: den tyska ordboken *Duden*, den svenska *Svenska Akademiens ordlista (SAOL)* samt den finska ordboken *Kielitoimiston sanakirja*.

Undersökningen innehåller både en kvantitativ och en kvalitativ analys. Den kvantitativa analysen strävar efter att kartlägga och jämföra i vilken grad element från engelska förekommer i tysk-, svensk och finskspråkiga tidningsreklamer. Den kvalitativa analysen innehåller en diskussion om olika

användningar (eng. 'uses') av engelska element i reklamerna samt en diskussion om i vilken grad dessa element från engelska har redan blivit lånord i de studerade språken.

Resultat

Den kvantitativa undersökningen tyder på att majoriteten av tidningsreklamerna innehåller anglicismer. De lila stolparna i diagrammen föreställer reklamer med anglicismer och de ljusröda stolpar reklamer utan anglicismer.



Figur 1. Reklamer med och utan anglicismer i samspel av tidningsnummer av *Die Welt*, *Dagens Nyheter* och *Helsingin Sanomat*

Figur 1 visar en liknande trend i alla tre tidningar och tyder möjligen på att engelska element är vanliga i tyskt, svenskt och finskt reklamspråk. Man skulle dock behöva ett större samspel av tidningsnummer för att kunna dra mera slutsatser om förekomsten av anglicismer i reklamspråk. Utöver den kvantitativa analysen som ger oss insikten om mängden av anglicismer i reklamerna, innehåller denna undersökning också en kvalitativ analys som tar närmare reda på *hur* anglicismer används i tidningsreklamer i de tre undersökta tidningsnummer. I den kvalitativa analysen används Bhatias och Ritchies (2013) samt Rechs (2015) teoretiska ramverk för att kategorisera och klassificera anglicismerna i reklamerna. Reklamerna kategoriserades enligt anglicismernas

innehåll, (eng. 'content') (kategorierna 1, 2 och 3) samt *motivering* (eng. 'motivation') för användningen av engelska element (kategorierna 4 och 5).

- 1) produktnamn, företagsnamn eller logo
- 2) sloganer helt och hållet på engelska
- 3) tekniska termer
- 4) anglicismer som skapar en modern och internationell image
- 5) anglicismer som fyller ordluckor

I den första kategorin, *produktnamn, företagsnamn eller logo*, var de procentuella andelarna av reklamer med anglicismer i produktnamn, företagsnamn eller logo i *DN* och *HS* liknande: av alla *DN* reklamer med anglicismer, innehåller 85 % anglicismer inom denna kategori och den respektive siffran för *HS* var 75 %. *Die Welt* däremot framvisade anglicismer inom denna kategori endast i 26 % av alla dess reklamer med anglicismer.

I den andra kategorin, *engelska sloganer*, var de procentuella andelarna av reklamer med engelska sloganer relativt liknande i alla tre tidningsnummer, *DN* med 27 %, *HS* med 17 % och *Die Welt* med 29 %. De procentuella andelarna av reklamer som innehåller tekniska termer, i den tredje kategorin, var också lika: hos *DN* 30 %, hos *HS* 25 % och hos *Die Welt* 18 %. Den fjärde kategorin, *anglicismer som skapar en modern och internationell image*, var speciellt starkt representerad i den tyskspråkiga kontexten. Av alla reklamer med anglicismer i *Die Welt*, innehåller till och med 64 % anglicismer som kan räknas höra till denna kategori. De respektive procentuella andelarna av reklamer inom denna kategori hos *DN* och *HS* var markant mindre: 18 % (*DN*) och 25 % (*HS*).

Vi lever i en ständigt föränderlig värld och nya innovationer och teknik dyker upp jämt. Detta betyder att nya termer som ofta är på engelska, är introducerade genom reklamerna i länder där engelska inte är ett officiellt språk. Marknadsföring spelar en stor roll i den globala spridningen av nya engelska termer. Dessa termer har ofta inte hunnit få motsvarigheter i tyska, svenska eller finska och då är det frågan om anglicismer som fyller ordluckor. Exempel på sådana anglicismer är *online*, *Software*, *Leasing* och *Hotline* som alla förekommer i utgåvan av *Die Welt*. I det studerade numret av *DN* hittas det bl.a. *story* (en i sociala medier, som vanligen försvinner efter 24 timmar) och

workshop. I tidningen *HS* hittar vi anglicismen **outlet** som används för att fylla en ordlucka i det finska språket. **Leasing** är en gemensam anglicism för *Die Welt* och *DN*, och **hybrid** är en anglicism som förekommer både i *DN* och *HS*.

Motiveringar för användningen av anglicismer kan vara deras imageskapande egenskaper samt som nämnt ovan, att de fyller ordluckor. Tyska språket förefaller integrera engelska ord mest ivrigt. Ord som **wellness**, **highlight**, **feeling**, **lifestyle**, **outdoor**, **beauty**, **clever** och **royal**, till exempel, är integrerade lånord från engelskan i det tyska språket, men inte än en del av den svenska eller finska vokabulären.

Diskussion och sammanfattning

I denna avhandling undersöktes användningen av anglicismer i tysk-, svensk- och finskspråkiga tryckta reklamer. Utifrån resultaten i den kvantitativa analysen kan man dra slutsatsen att användningen av engelska ord och uttryck i reklamer i de undersökta länderna verkar vara vanligt; majoriteten av reklamerna hos alla tre tidningsnummer innehöll anglicismer. Tidningen med den största procentuella andelen anglicismer i reklamerna är *Dagens Nyheter*, med 70 %, varpå följer *Die Welt* med 60 % och *Helsingin Sanomat* med 55 %.

I den kvalitativa analysen användes Bhatias och Ritchie's ramverk för anglicismer i reklamspråk samt Rechs (2015) ramverk för anglicismer. Resultat i den kvalitativa analysen tyder på att engelska används i tidningsreklamer i produkt- och företagsnamn, sloganer och tekniska termer. Reklamerna räknades enligt anglicismernas innehåll och motivering och procentuella andelar av reklamer med de olika slags anglicismer jämfördes. Några av kategorierna ser lika ut i alla tre tidningar. I den andra kategorin, *sloganer på engelska* samt den tredje kategorin, *tekniska termer* har alla tre tidningar liknande procentuella andelar av reklamer inom dessa kategorier. Däremot i kategorin 4, i den tyskaspråkiga kontexten (*Die Welt*) förekommer reklamer med anglicismer som har motiveringen *internationalism och modernitet* mer frekvent än i de två respektive tidningar *DN* och *HS*. Det är 64 % av alla reklamer med anglicismer som innehåller anglicismer inom denna kategori, medan de respektive procentandelarna i *DN* är 18 % och i *HS* är 25 %. En annan kategori som skiljer tidningarna åt är kategorin *produktnamn, företagsnamn och logo*, där både *DN* och *HS* har liknande siffror: 85 % (*DN*)

och 75 % (HS) medan *Die Welt* visar anglicismer i 26 % av reklamerna.

Engelskan i reklamerna framkallar specialeffekter och kreativa betydelser ('creative meanings') (Bhatia och Ritchie 2013: 591). Engelskan helt enkelt låter bättre (Görlach 2003: 30), och orsaker bakom detta kommer att klargöras i följande med hjälp av Bhatias och Ritchies ramverk (2013: 589). (se tabell 2). Vanliga egenskaper som Bhatia och Ritchie (2013) föreslår att engelska besitter är känslan av *framtid och innovation, internationalism* och *sofistikation*. Många tekniska termer kan tolkas att ingå i kategorin *framtid och innovation*. Ord som **Podcast** (*Die Welt* 3), **DN-Story** (DN 58) och **Hybrid** (HS 1,5) är exempel på tekniska termer som kunde ses signalera avancemang. Egenskapen av *internationalism* kan ses till exempel i produktnamn som marknadsför resor, **TUI Cruises** (*Die Welt* 29) och **Finnair Holidays-matkat** (HS 8) .

Enligt Bhatias och Ritchies (2013) modell, i reklamer där engelska används för att åstadkomma ändamålet *sofistikation*, strävas det med engelska element till *elegans, stil och raritet*. Exempel på sådana anglicismer kunde uppfattas i *Welt*-tidningsnumret, exempelvis anglicismerna **Wellness** (bl.a. 34), **Hideaway** (99), **Treatments** (81, 86, 98) och **Resort** (40, 41, 75, 77). Ord som **ultimate** (9) och **supreme** (5) i *HS* kunde likaledes ses som exempel på detta.

Reklamspråk förändras kontinuerligt och annonsörer strävar efter ett innovativt språkbruk i reklamerna (Rech 2015: 71). Engelskans inflytande på europeiska språk ökar kontinuerligt och bruket av anglicismer syns tydligt i reklamspråk. Detta är ett påtagligt fenomen. En orsak till användningen av anglicismer är att engelskan verkar ge en känsla av aktualitet och framåtanda till andra språk, i synnerhet i tekniska termer i reklamerna. Engelskans dominans är en aktuell fråga och denna undersökning reflekterar (anglicism)situationen i juni 2019. Det skulle vara intressant att utföra en kvantitativ undersökning om hur många anglicismer tysk-, svensk- och finskspråkiga tryckta reklamer innehåller till exempel under en period på 10 eller 20 år. Dessutom skulle det vara intressant att undersöka vilka attityder till anglicismer i reklamspråket det finns samt till vilken grad läsarna förstår de engelska elementen i reklamerna.

References

Primary sources:

Die Welt. 2019. June 1st. Berlin.

Dagens Nyheter. 2019. June 1st. Stockholm.

Helsingin Sanomat. 2019. June 1st. Helsinki.

Secondary sources:

Abrahamson, Kjell Albin. 2013. "Houston, Houston! We got a problem!" In Lindblom, Per-Åke, Frank-Michael Kirsch & Arne Rubernsson (eds.). *Såld på engelska?: om språkval i reklam och marknadsföring*. Stockholm: Språkförsvaret: 12-16.

Adler, Katrin. 2018. "Dagens Nyheter". *International Media Sales*. Available: <https://www.internationalmediasales.net/international/portfolio/detail/dagens-nyheter/> [14 November, 2019]

Anderman, Gunilla & Margaret Rogers. 2005. "English in Europe: For Better, for Worse?". In Anderman, Gunilla & Margaret Rogers (eds.). *In and Out of English: For Better, For Worse?* Clevedon: Multilingual Matters Ltd: 1-26.

Androutsopoulos, Jannis, Nevin Bozkurt, Simone Breninck, Catrin Kreyer, Markus Tornow & Verena Tschann. 2004. "Sprachwahl im Werbeslogan. Zeitliche Entwicklung und branchenspezifische Verteilung englischer Slogans in der Datenbank von slogans.de". *Networks* 41: 4-27. Available: <https://www.mediensprache.net/cms/networx.aspx?id=41&area=&lang=de> [28.2.2021]

"App". Duden.online Dictionary. 2021. Available: <https://www.duden.de/rechtschreibung/App> [3 May, 2021]

Barnet, Richard & John Cavanagh. 1994. *Global Imperial Corporations and the New World Order*. New York: Simon & Schuster.

Bernreuther, David. 2012. *Zwischen Maulkorb und Meinungsfreiheit Kritische Interviews von Fußballprofis und ihr Medienecho- Eine Inhaltsanalyse*. Berlin: LIT Verlag Dr. W.Hopf.

Bhatia, Tej K. 1987. "English in advertising: Multiple mixing and media". *World Englishes* 6: 33-48.

Bhatia, Tej K. & William C. Ritchie. 2004/2006. "Bilingualism in the global media and advertising." *The Handbook of Bilingualism*. Oxford: Blackwell: 513-546.

Bhatia, Tej K. & William C. Ritchie. 2013. "Bilingualism and Multilingualism in the Global Media and Advertising". In Tej. K Bhatia & William C. Ritchie (eds.). *The Handbook of Bilingualism and Multilingualism* (2nd Edition). Oxford: Blackwell Publishing Ltd: 513-546.

Bijvoet, Ellen. 2020. *Attityder till spår av andra språk i svenskan – En forskningsöversikt*. Institutet för språk och folkminnen. Available: https://www.isof.se/download/18.d7dd17917250a7462812a80/1591885869412/Attityder_till_sprak.pdf [8 October, 2020]

Blanco, Juan & Houshang Kheradmand (eds.). 2011. *Climate Change: Socioeconomic Effects*. Rijeka: InTech.

Branch, Michael. 2017. "Finnish". In Bernard Comrie (ed.) *The World's Major Languages*. London: Routledge: 593-618.

Burchfield, R.W. Foreword. In Görlach, Manfred. 2001. *A Dictionary of European Anglicisms*. Oxford: Oxford University Press.

Cenoz, Jasone & Ulrike Jessner (eds.). 2000. *English in Europe: the Acquisition of a Third Language*. Clevedon: Multilingual Matters Ltd.

Clyne, Michael George. 1995. *The German Language in a Changing Europe*. Cambridge: Cambridge University Press.

Cook, Guy. 2001. *The Discourse of Advertising*. London and New York: Routledge.

Darquennes, Jeroen, Joseph C. Salmons & Wim Vandebussche. 2019. "Language contact research: scope, trends, and possible future directions". In Darquennes, Jeroen, Joseph C. Salmons & Wim Vandebussche (eds.). *Language Contact: An International Handbook* 1. Berlin: De Gruyter Mouton: 1-12.

Duffin, Erin. 2020. "The most spoken languages worldwide in 2019". In *Statista 2020*. Available: <https://www.statista.com/statistics/266808/the-most-spoken-languages-worldwide/> [5 October, 2020]

Erixell, Leif V. 2013. "Angliferingen har nått löjets gräns." In Lindblom, Per-Åke, Frank-Michael Kirsch & Arne Rubernsson (eds.). *Såld på engelska?: om språkval i reklam och marknadsföring*. Stockholm: Språkförsvaret: 38-42.

Erkenbrecher, Christian. 2006. "Anglicisms in German". Hauptseminar Intracultural and Intercultural Pragmatics: Language Variation According To Communicative Situation. Bayreth.

European Commission. 2012. "Special Eurobarometer 386: Europeans and their languages". [PDF] Available: https://ec.europa.eu/commfrontoffice/publicopinion/archives/ebs/ebs_386_en.pdf [13 June, 2020]

Evans, Marcus. 2000. "The Language of Advertising". *Linguarama International Alton UK*. Available: <http://www.linguarama.com/ps/marketing-themed-english/the-language-of-advertising.htm> [9 May, 2018]

Fischer, Roswitha. 2008. "Introduction: Studying Anglicisms." In Fischer, Roswitha & Hanna Pułaczewska (eds.). 2008. *Anglicisms in Europe: Linguistic Diversity in a Global Context*. Newcastle upon Tyne: Cambridge Scholars Publishing:

Fischer, Roswitha & Hanna Pułaczewska (eds.). 2008. *Anglicisms in Europe: Linguistic Diversity in a Global Context*. Newcastle upon Tyne: Cambridge Scholars Publishing.

Furiassi, Cristiano & Henrik Gottlieb (eds.). 2015. *Pseudo-English: Studies on False Anglicisms in Europe*. Berlin, Boston & Munich: De Gruyter Mouton.

Gerritsen, Marinel. 2017. "English in the EU: Unity through diversity". *World Englishes* 36 (3): 339-342.

Gester, Silke. 2001. *Anglizismen im Tschechischen und im Deutschen*. Frankfurt am Main: Peter Lang.

Gill, Leslie Ernest. 2013. *Advertising and Psychology*. London & New York: Taylor & Francis Group.

Giménez Folqués, David. 2015. "Anglicisms in Tourism Language Corpora 2.0." In *Procedia - Social and Behavioral Sciences* (198): 149 – 156. Available: <https://www.sciencedirect.com/science/article/pii/S1877042815044328> [18 February 2021]

Goddard, Angela. 1998. *The language of advertising: written texts*. London: Routledge.

“gourmet”. *Merriam-Webster.com Dictionary*. 2021. Available: <https://www.merriam-webster.com/dictionary/gourmet> [3 May 2021]

Gottlieb, Henrik. 2000. “Four Germanic Dictionaries of Anglicisms: When Definitions Speak Louder than Words”. In Gottlieb, Henrik, Jens Erik Mogensen & Arne Zettersten (eds.). *Symposium on Lexicography X: Proceedings of the Tenth International Symposium on Lexicography May 4-6, 2000 at the University of Copenhagen*. Tübingen: Max Niemeyer Verlag: 125-142.

Göransson, Bengt. 2013. “Fåfång jakt på eländet”. In Lindblom, Per-Åke, Frank-Michael Kirsch & Arne Rubernsson (eds.). *Såld på engelska?: om språkval i reklam och marknadsföring*. Stockholm: Språkförsvaret: 51-54.

Görlach, Manfred. 2001. *A Dictionary of European Anglicisms: A Usage Dictionary of Anglicisms in Sixteen European Languages*. Oxford: Oxford University Press.

Görlach, Manfred. 2002. *English in Europe*. Oxford: Oxford University Press.

Görlach, Manfred. 2003. *English Words Abroad*. Amsterdam & Philadelphia: John Benjamins Publishing Company.

Haarmann, Harald. 1984a. ”Fremde ‘Namen’ für einheimische Industrieprodukte: Zur Prestigefunktion europäischer Sprachen in der japanischen Werbung”. *Beiträge zur Namensforschung* 19: 201–221.

Haarmann, Harald. 1984b. ”The role of ethnocultural stereotypes and foreign languages in Japanese commercials”. *International Journal of the Sociology of Language* 50: 101–121.

Haarmann, Harald. 1986a. *Prestigefunktionen europäischer Sprachen im modernen Japan: Betrachtungen zum Multilingualismus in japanischen Massenmedien*. Hamburg: Buske.

Haarmann, Harald. 1986b. ”Verbal strategies in Japanese fashion magazines—a study in impersonal bilingualism and ethnosymbolism”. *International Journal of the Sociology of Language* 58: 107–121.

Haarmann, Harald. 1989. *Symbolic values of foreign language use: From the Japanese case to a general sociolinguistic perspective*. Berlin: Mouton de Gruyter.

Harasimczuk, Justyna, Norbert E. Maliszewski, Anna Olejniczak-Serowiec & Adam Tarnowski. 2018. “Are longer advertising slogans more dangerous? The influence of the length of ad slogans on drivers’ attention and motor behaviour”.

Current Psychology (2021) 40: 429-441. Available: <https://link.springer.com/content/pdf/10.1007%2Fs12144-018-9955-y.pdf> [3 March, 2021]

Haspelmath, Martin. 2009. "Lexical borrowing: Concepts and Issues" In Haspelmath, Martin & Uri Tadmor (eds.). *Loanwords in the World's languages: A Comparative Handbook*. Berlin: Walter de Gruyter GmbH & Co: 35-54.

Hermerén, Lars. 1999. *English for sale: A study of the Language of Advertising*. Lund: Lund University Press.

Hickey, Raymond (ed.). 2020. *English in the German-Speaking World*. Cambridge: Cambridge University Press.

Hietaranta, Pertti. 2008. "Domestication and Foreignisation". In Fischer, Roswitha & Hanna Pułaczewska (eds.). *Anglicisms in Europe: Linguistic Diversity in a Global Context*. Newcastle upon Tyne: Cambridge Scholars Publishing.

Hiltunen, Turo. 2015. "Suomalaiset mainostavat englanniksi". In Nevalainen, Terttu, Matti Rissanen & Irma Taavitsainen (eds.). *Englannin aika: Elävän kielen kartoitusta*. Helsingin yliopisto: Helsingin yliopiston nykykielten laitos.

Jabłoński, Mirosław. 1990. *Regularität und Variabilität in der Rezeption englischer Internationalismen im modernen Deutsch, Französisch und Polnisch*. Tübingen: Niemeyer.

Janich, Nina. 2013. *Werbung. Ein Arbeitsbuch*. Tübingen: Narr.

Josephson, Olle. 2004. *Ju: ifrågasatta självklarheter om svenskan, engelskan och alla andra språk i Sverige*. Stockholm: Norstedts akademiska förlag.

Josephson, Olle. 2018. *Språkpolitik*. Falun: Scandbook.

Jyrkiäinen, Jyrki. 2019. "Media Landscapes Finland". European Journalism Centre.

Available: <https://medialandscapes.org/country/finland> [20 November, 2019]

Kelly-Holmes, Helen. 2005. *Advertising as Multilingual Communication*. New York: Palgrave MacMillan.

Kielitoimiston sanakirja. 2021. Helsinki: Kotimaisten kielten keskus.

Koptyug, Evgenia. 2019. "Sales volume of the newspaper Die Welt (Die Welt + Welt Kompakt) in Germany from 3rd quarter 2011 to 3rd quarter 2019". In *Statista*. Available: <https://www.statista.com/statistics/411499/die-welt-newspaper-circulation-germany/> [14 November, 2019]

Kupper, Sabine. 2007. *Anglizismen in deutschen Werbeanzeigen. Eine empirische Studie zur stilistischen und ökonomischen Motivation von Anglizismen*. Frankfurt am Main: Lang.

Leech, Geoffrey. 1966. *English in Advertising: A Linguistic Study of Advertising in Great Britain*. London: Longmans.

Leibniz, Gottfried Wilhelm. 2008. "Unanticipated Thoughts Concerning the Practice and Improvement of the German Language". In Pörksen, Uwe (ed.). *Is German a Mixed Language? The Role of Latin, French, and English in the History of the German Language*. German Academy for Language and Literature's Jahrbuch [Yearbook]. Göttingen: Wallstein Verlag: 121-130.

Leurdijk, Andra, Mijke Slot & Otilie Nieuwenhuis. 2012. *Statistical, Ecosystems and Competitiveness Analysis of the Media and Content Industries: The Newspaper Publishing Industry*. Luxembourg: Publications Office of the European Union. Available: <https://publications.jrc.ec.europa.eu/repository/bitstream/JRC69881/jrc69881.pdf> [19 November, 2019]

Lindblom, Per-Åke, Frank-Michael Kirsch & Arne Rubensson (eds.). 2013. *Såld på engelska?: om språkval i reklam och marknadsföring*. Stockholm: Språkförsvaret.

Lingoda. 2019. "German speaking countries: In which Countries Can You Speak German?". *Lingoda*. Available: <https://www.lingoda.com/en/german-speaking-countries> [27 November, 2019]

Matras, Yaron. 2009. *Language Contact*. Cambridge: Cambridge University Press.

Mair, Christian. 2020. "English in the German-Speaking World: An Inevitable Presence". In Hickey, Raymond (ed.). *English in the German-Speaking World*. Cambridge: Cambridge University Press: 13-30.

Media Audit Finland. 2019. Levikkitilasto LT2016. Available: <http://mediaauditfinland.fi/levikit/tilastot/>. [15.11.2019]

Media Audit Finland. 2020. "LT ja JT Tarkastustilasto 2019". Available: <https://mediaauditfinland.fi/wp-content/uploads/2020/08/LT-tilasto-2019.pdf> [26 October, 2020]

Mediafacts. 2017. "Dagens Nyheter". Available: <https://katalog.mediafacts.se/Basics/6626> [15 November 2019]

Media Impact, 2018. "Welt". Available: https://www.mediaimpact.de/data/uploads/2018/09/MI_PL_WELT_Display_2018_online_EN.pdf [23 February, 2021]

Modiano, Marko. 2017. "English in a post-Brexit European Union". *World Englishes* 36 (3): 313-327.

Mollin, Sandra. 2020. "English in Germany and the European Context". In Hickey, Raymond (ed.). *English in the German-Speaking World*. Cambridge: Cambridge University Press: 31-52.

Nederstigt, Ulrike & Béryll Hilberink-Schulpen. 2018. "Advertising in a Foreign Language or the Consumers' Native Language?". *Journal of International Consumer Marketing* 30 (1): 2-13.

Nettmann-Multanowska, Kinga. 2003. *English Loanwords in Polish and German after 1945: Orthography and Morphology*. Frankfurt a. Main: Peter Lang.

Norlin, Emma & Linus Olsson. 2019. "4 Facts about the Swedish Language". *Sandberg Translation Partners Ltd*. Available: <https://stptrans.com/4-facts-about-the-swedish-language/> [27 November, 2019]

Official Statistics of Finland (OSF): Participation in adult education [e-publication]. Language Skills 2017. Helsinki: Statistics Finland. Available: http://www.stat.fi/til/aku/2017/04/aku_2017_04_2018-12-12_tie_001_en.html [13.6.2020]

Onysko, Alexander. 2007. *Anglicisms in German: Borrowing, Lexical Productivity, and Written Codeswitching*. Berlin and New York: Walter De Gruyter.

Onysko, Alexander. 2020. "Processes of Language Contact in English Influence on German". Hickey, Raymond (ed.). *English in the German-Speaking World*. Cambridge: Cambridge University Press: 185-207.

Orvesto Konsument. 2018. "Orvesto Konsument 2018 Helår". Available: https://www.kantarsifo.se/sites/default/files/reports/documents/profilrapport_orvesto_konsument_2018_helar.pdf [22 May, 2021]

Oxford English Dictionary (OED). 2018. Oxford University Press.

Ojala, Markus, Mervi Pantti & Jarkko Kangas. 2017. "Whose War, Whose Fault? Visual Framing of the Ukraine Conflict in Western European Newspapers". *International Journal of Communication* 11: 474-498.

Penttilä, Erkki. 1962. *Advertising English*. Helsinki: Société néophilologique.

Petterson, Gertrud. 1974. *Reklamsvenska: Studier över varumärkesannonser från 1950- och 60-talen*. Dissertation. Lund: Jabe-Offset AB.

Piller, Ingrid. 2001. "Identity constructions in multilingual advertising". *Language in Society* 30 (2): 153-186.

Piller, Ingrid. 2003. "Advertising as a Site of Language Contact". *Annual Review of Applied Linguistics* 23: 170-183.

Plümer, Nicole. 2000. *Anglizismus – Purismus – Sprachliche Identität*. Frankfurt am Main: Peter Lang.

Prinzmetal, William, Hunter Hoffman & Kimberly Vest. 1991. "Automatic processes in word perception: An analysis from illusory conjunctions". *Journal of Experimental Psychology: Human Perception and Performance* 17 (4): 902–923.

Pulcini, Virginia, Cristiano Furiassi & Félix Rodríguez González (eds.). 2012. "The lexical influence of English on European languages". In Furiassi, Cristiano, Virginia Pulcini & Félix Rodríguez González (eds.). *The Anglicization of European Lexis*. Amsterdam & Philadelphia: John Benjamins Publishing Company: 1-24.

Pörksen, Uwe. 2008. *Is German a Mixed Language? The Role of Latin, French, and English in the History of the German Language*. German Academy for Language and Literature's Jahrbuch [Yearbook]. Göttingen: Wallstein Verlag.

Rahal, Aicha. 2020. "English as a Lingua Franca: Approaches to Bridge the Gap Between Theory and Practice". In Huertas-Abril, Cristina-Aránzazu & María Elena Gómez-Parra (eds.). *International Approaches to Bridging the Language Gap*. Hershey: IGI Global: 54-65.

Rantavaara, Minja. 2019. “'Komppaan kaikkia, et ihan diippiishittii' – Somessa irvailtaan Triplan nimistölle, YIT puolustaa 'kansainvälisyyttä'”. *Helsingin Sanomat*. 16.10.2019. Available: <https://www.hs.fi/kaupunki/art-2000006274889.html> [11 April, 2021]

Rech, Stephanie. 2015. *On the effects of English elements in German print advertisements* Doctoral dissertation. Ludwig Maximilian University of Munich. Available: https://edoc.ub.uni-muenchen.de/19084/1/Rech_Stephanie.pdf [23 April, 2021]

Reuter, Mikael. 1991. “Swedish as a pluricentric language”. In Michael Clyne (ed.). *Pluricentric Languages: Differing Norms in Different Nations*. Berlin & New York: Mouton de Gruyter: 101-102.

Rogoyska, Agnieszka Czech & Magdalena Zboch. 2016. “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.” *Social Communication* 1: 25-58. Available: <http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.desklight-555fc200-4bdb-413d-8c47-7c59fb6f38a7/c/sc-2016-0004.pdf> [30.6.2020]

Russ, Charles V.J. 2005. *The German Language Today: A Linguistic Introduction*. London & New York: Routledge.

Römer, Ruth. 1968. *Die Sprache der Anzeigenwerbung*. Mannheim and Düsseldorf: Institut für Deutsche Sprache.

Sánchez, José Antonio Jódar & Sirpa Tuomainen. 2014. ”English in Finland: Opinions and Attitudes on the Use of Anglicisms”. *ELIA: Estudios de linguística inglesa aplicada* 14: 97-144.

SAOL 14 (Svenska Akademiens ordlista). 2021. *Svenska Akademien*. Available: svenska.se [22 May, 2021]

Schneider, Edgar W. 2017. “The linguistic consequences of Brexit? No reason to get excited!” *World Englishes* 36 (3): 333-355.

Smith, Jonathan. “Copy, cats & copycats. En rundtur i reklamrymden”. In Lindblom, Per-Åke, Frank-Michael Kirsch & Arne Rubernsson (eds.). *Såld på engelska?: om språkval i reklam och marknadsföring*. Stockholm: Språkförsvaret: 17-37.

Soler-Carbonell, Josep. 2016. "English in the language ecology of Europe". In Andrew Linn (ed.). *Investigating English in Europe: Contexts and Agendas*. Boston and Berlin: De Gruyter Mouton: 53-58.

Ştefan, Camelia. 2019. "Anglicism Usage in a Swedish Daily Blog". In Burada, Marinela, Oana Tatu & Raluca Sinu (eds.). *Investigating Language as Social (Inter-)Action: The 15th Conference on British and American Studies*. Newcastle upon Tyne: Cambridge Scholars Publishing.

"Story". 2021. *SAOL 14 (Svenska Akademiens ordlista)*, Svenska Akademien. Available: <https://svenska.se/tre/?sok=story&pz=1> [24 May, 2021]

Stålhammar, Mall. 2017. "Show some leg! English interference in Swedish". *MacMillan English Dictionaries Magazine*. Available: <http://www.macmillandictionaries.com/MED-Magazine/April2007/44-Show-Leg.html> [27 November, 2019]

Söderberg, Barbro. 1983. "Från rytters och cowboys till tjuvstrykers: s-pluralen i svenskan: en studie i språklig interferens". *Stockholm studies in Scandinavian philology* 46: Stockholm: Almqvist & Wiksell international.

Trudgill, Peter (ed.). 1985. *The Language of Advertising*. Oxford: Basil Blackwell Publisher Ltd.

Tervahauta, Kaisa. 2019. *Representationer av Norden: En studie av image, identitet och brand*. Master's Thesis. University of Oulu. Available: <http://jultika.oulu.fi/files/nbnfioulu-201909262934.pdf> [10 November, 2019]

Vaattovaara, Johanna & Elizabeth Peterson. 2019. "Same old paska or new shit? On the stylistic boundaries and social meaning potentials of swearing loanwords in Finnish". *Ampersand -An International Journal of General and Applied Linguistics* 6: 1-9.

Welt Online. 2019. Available: <https://zeitung.welt.de/> [14 November, 2019]

Wustmann, Gustav. 1903. *Allerhand Sprachdummheiten*. Leipzig: Grunow.

Appendices

Appendix A: Advertisements with anglicisms in the issue of *Die Welt*. 2019.
June 1st. Berlin.

1. Schaffrath – **Unique Since 1923** (p.1)
2. Chopard – **Happy Sport Collection** (p.1)
3. Deffner & Zschäpitz- **Der Wirtschaftspodcast, Podcasts** (p.13)
4. Investmentfonds (many companies): Allianz -**Global Investors**, ampega – Talanx **Investment Group**, BNP Paribas – **Asset Management**, Deka **Investments**, Gothaer **Asset Management**, Ethenea **managing the Ethna Funds**, Hauck & Aufhäuser **Fund Services**, Nobis **Asset Management S.A.**, Oddo BHF **Asset Management**, Ökoworld, Star Capital, Union Investment, Warburg **Invest** (p.14)
5. Christa Appelt - **Talk-Show, TV** (p.15)
6. Markus Poniewas - **Singles** (p.15)
7. PV- Exklusiv.de – **Charm, Events** (p.15)
8. Gccworld.net - **Phone** (p.15)
9. Die Welt - **Online-Shopping** (p.15)
10. Die Welt - **Management** (p.15)
11. Fern-Universität in Hagen – **Service-Center** (p.15)
12. Meine Welt -**Events** (p.20)
13. Mobile.wetter.de - **Online-Wetter** (p.24)
14. Nagel **Auction.de** (p.35)
15. Alex Katz- **The Coca-Cola Girls** (p.35)
16. Van Ham Kunstauktionen -**Online-Kataloge** (p.35)
17. Welt am Sonntag - **Newsletter** (p.36)
18. **Norwegian Cruise Line- Feel Free** (p.37)
19. Sylt -**Insider** (p.38)
20. Wiking Sylt -**online** (p.38)
21. **Hotel Village -meet nice people** (p.38)
22. Hotel 54 Nord – **Wellnessbereich** (p.38)
23. Flemming & Co. (p.38)
24. IBF Sylt - **Hotline** (p.38)
25. Hotel Roth – Sylt**ness Center, App** (p.38)
26. Reinhold Riel Immobilien – **Apartmentvermieter, online** buchen (p.38)
27. H-L-Schulz – **WLAN, Smart-TV** (p.38)
28. Hof Galerie – **Wellnessbereich** (p.38)
29. TUI **Cruises – Premium** (p.39)
30. Die Welt- Samsung - 2019er-**Edition, Bluetooth, 32GB, Multitouch Display, 3D-Sound** (p.40)

31. Der Schwarzwald – **Premiumweg, Premiumwege** (p.41)
32. Wellness-Privathotel Post – **Thermal-Wellnesslandschaft, Wellnessanlage, Winter Wellness** (p.41)
33. Fritz **Black Forest Design Hotel - Lifestyle, SPA** (p.41)
34. Waldblick Hotel – **Wellness & SPA** (p.41)
35. **Transocean** Kreuzfahrten – **Highlight, TransOcean-Schiff, Kombi-Power-Paketen, TransOcean-Option, Shopping** (p.41)
36. Toskana -**Top-FeWo, Pool** (p.41)
37. Algarve - **Pool** (p.41)
38. **Hotel Royal** Hinterhuber - den **Royal Spa** mit Wasserwelt, **Royal Gourmetpenison** (p.41)
39. Tannenhof - Pfingst-**Special, Wellness, SPA-Resort, Beautyfarm, Fitness, Camps, Hotline** (p.41)
40. **Resort** Mark Brandenburg – **Resort, Wellness, Code** (p.41)
41. Sylt-Watthaus- im **Internet** (p.41)
42. Valldemossa Finca - **Panorama-Meersicht, big sunset Infinity-Pool, WLAN** (p.41)
43. Son Servera Finca - **Pool** (p.41)
44. Teneriffa traumhafter **Bungalow** (p.41)
45. Costa Blanca/Denia - **Pool** (p.41)
46. Das Andreas Quartier – **Penthouse-Maisonette, Lifestylekonzept, Concierge-Service, Open House** (p.44)
47. **Living De Luxe Real Estate -Apartment, Penthouse, Infinity-Pool** (p.44)
48. Traum Ferien Wohnungen – **Masterbedrooms** (p.44)
49. Traum Wohnung - **WOW-Effekt** (p.44)
50. Neubau-Villa am Gardasee - **Whirlpool, Außenpool, WLAN** (p.44)
51. Twindex – **Softwarefirma** (p.44)
52. **First** Mallorca, **Leading Real Estate** – Salzwasser**pool** (p.45)
53. Mallorca -Trauminsel für jede Jahreszeit - **Sommerfeeling** (p.45)
54. **First** Mallorca- **Leading Real Estate** (p.45)
55. Topfinca – **Pool** (p.45)
56. Mediterrane Villa mit **Pool** Santa Ponsa (p.45)
57. W& N Immobilienvertriebs-GmbH: **Wellness** unter Reet (p.46)
58. HELMA Ferienimmobilien GmbH: **Apartment, 24 h kostenfreie Hotline** (p.46)
59. DHH Neubau - Gäste-**WC** (p.46)
60. Bades Huk Hohen Wieschendorf - **Resort-Konzept, Apartments** (p.46)
61. E&V -Engel & Völkers **Commercial** (p.46)
62. Studentenwohnlage - **Apartments** (p.46)
63. E&V -Engel & Völkers **Commercial** (p.46)
64. Drepper **Consult** (p.46)

65. Deutsche Industriebau **Group - Prestige Bürocontainer, Leasing** (p.46)
66. Sommermärchen 2019 - **powered by** Schenkenfelder (p.47)
67. Schenkenfelder Kommunikation im Tourismus GmbH - **Actionsportler, Wellnessfreunde, ein Top Niveau, Top-Regionen, Premium-Betriebe, Wellnessbereiche und kulinarische Highlights, auf Premium-Niveau** (p.48)
68. Chasa Montana **Hotel & Spa - Wellness, Swiss De Luxe, Bike- & Wanderparadies, Whirlpool, Fitness-, Beauty- & Massagecenter, Wellness vom Feinsten, Top-Marken, Benutzung des Montana SPA, E-Mountainbikes** (p.48)
69. Hubertus Alpin **Panorama Hotel – Südtiroler Ferienfeeling** in neuen Dimensionen, **25m Sky Pool, Best of, in & outdoor Pools, Wellnessneuheit, outdoor Sky Pool, Wander- & Aktivguides, Highlighttouren** (p.49)
70. Castel – Carpe Diem **Spa** (p.49)
71. Mons Silva **Private Luxury Chalets - Eröffnungsspecial, Waldchalets, Best of Südtirol, Whirlpool, Hot Tub, Wellnessoase, SPA** (p. 50)
72. Lenz Almhotel – Sommerhit, Innen- und Außenwhirlpool, Traumhafte Wander- und **Bikewege** (p.50)
73. Mein Matillhof - **Relaxgeschenk, Wellness-Suiten, Best For Wellness, Wellness & SPA** (p.50)
74. Hotel Schneeberg **Family Resort & Spa – Best for Family, Wellness, ein abwechslungsreiches Indoor- und Outdoorprogramm, Destination, Infinity Jump, Lazy River, Indoor- und Outdoor-Spielplatz, Miniclub, Wellnessbereiche, Wellness- und Beautyangebote, Panorama-Eventsauna, Infinity- und Solepool, Mountainbike-strecken, Wellnessgutschein** (p.50)
75. Giardino Marling – **Relax-Adressen, Blumenarrangements, Skypool, Wellnessbereich, SPA** (p.51)
76. Excelsior Dolomites **Life Resort - Best for Wellness, Elite Mountainbike Resort, Whirlpool, Sky SPA, Panorama-Infinity-Pool, Wellnessbereich, Familien-und Kinderwellnessbereich, Panorama-Speise-saal mit Live Cooking, Aktiv Hotel Award** (p.52)
77. Montafon Tourismus - **Best of Vorarlberg** (p.52)
78. Montanofer Hof – **Festspiel-Arrangement, Gastfreundschaft Par Excellence, Best of Montafon** (p.52)
79. Hotel Zimba - **Best of Montafon, Wellness** (p.52)
80. Zamangsspitze **Berg-Spa & Hotel- Bergspa - Zamangsspitze-Extras, Sauna & SPA-Bereich, Wellnessgutschein, BergSPA, HolidayCheck 2019 Award, Best of Montafon, Wellness- und Bergurlaub, Treatments** (p.52)
81. Kleinwalsertal - **Best of Vorarlberg** (p.53)

82. Genuss-& Aktivhotel Sonnenburg - **Best of Kleinwalsertal** (p.53)
83. Das Naturhotel Chesa Valisa - **Best of Kleinwalsertal, AlpinSPA** (p.53)
84. Das Aplhotel Hirschegg - **Best of Kleinwalsertal** (p.53)
85. Kaiserblick - Vier-Sterne-**Superior** Hotel, exklusiver **Wellness, Infinity Sky Pool**, Das Kaiserblick **Superior, Outdoor-Pool**, ein **Whirlpool**, ein **Indoor-Pool**, Das Kaiser-Spa, Die **Spa-Experten** widmen sich dort hochwertigen **Treatments** (p.53)
86. TUX Finkeberg - **Best of Tirol, Mountain-Biker**, Die Naturpark-**Guides**, Playarena, **Start Bike Transalp in Tux, Open Air** (p.54)
87. Hotel Klausnerhof - Wellnessgutschein, **Walking-** und Wanderausrüstung, **Best of Tux, Panorama-SPA** (p.54)
88. Neuhintertux Tipotsch GmbH - Willkommens**drink** , **Mountainbikeverleih, Snowboardverleih, Gletscher & Spa** Verwöhnperlen, Wandern und **Wellness, Best of Tux, Wellness** (p.54)
89. Alpinhotel Berghaus GmbH - Aktiv- & **Wellnessurlaub** bei echter Tiroler Gastfreundschaft, **Best of Tux, Apartments**, den Berghaus **Suites, Wellness** (p.54)
90. Hotel Kaiserhof GmbH – Kaiserhof **superior, Wellness-Oase, Relax Guide, Beauty-Farm, Wellness, Gourmet** (p.55)
91. Achensee-Tirols **Sport & Vital Park – Best of Tirol, Achensee** Erlebniscard (p.55)
92. **Sporthotel** Alpenrose Residenz Wolfgang Kostenzer GmbH - **Relax-Angebote, Best of Achensee, Bike & Relax, Fit & Funhouse, Spa** (p.55)
93. Hotel Waldfriede – **Wellnessgutschein, Wellness, Panorama-Wellnessoase** (p.55)
94. Tourismusverband Ausseerland - **Best of Steiermark** (p.56)
95. Romantik Hotel Seevilla - **Best of Ausseerland** (p.56)
96. Die Wasnerin GmbH - **Best of Ausseerland** (p.56)
97. **Hotel Aviva ****s make friends - Wellness, Sport- & Entertainmentprogramm, Best For Singles, Bike, Wellnessbereich, Beauty Treatments** (p.56)
98. Hotel Bergergut - **Bike, Best for Romantic, Spa, Hideaway** (p.56)
99. Prechtlgut Wagrain, Vermietungen Aster GmbH - **Best of Chalets** (p.56)
100. Hotel Kathrin: **Relaxbereich** (p.56)
101. Heiltherme Quellenhotel – **Best for Health** (p.57)
102. Ratscher Landhaus - **Best for Gourmets** (p.57)
103. Parkhotel Frank - **Wellness, Outdoor** (p.57)
104. Schloss Hotelkorb – **Newsletter** (p.58)
105. Poliform - Mondrian **Sofa Collection** (p.62)
106. Flexform -**Made in Italy, Groundpiece** Anbausofa (p.65)

107. Galerie Thaddaeus Ropac -**The Loaded Brush** (p.67)
108. Berlin **Art Week** (p.68)
109. Gagosian London - **Two Figures, detail, The Estate of Francis Bacon, All Rights Reserved, Photo, Prudence Cuming Associates Ltd** (p.69)
110. Galerie Eva Presenhuber - **June 9 To July 20, 2019, Recent Paintings** (p.70)
111. Wilde **Gallery - Happy Christmas, silver gelatin print, courtesy of the Marina Abramović Archives** (p.77)
112. Koller Auktionen- **Cloud II, Postwar & Contemporary, Grafik & Multiples, Koller: International Auctions, Swiss Made** (p.79)
113. Schloss Derneburg -**Hall Art Foundation- Works from the Hall Collection, When Heaven and Hell Change Places, including works by , etc., curated by, also: works by** (p.85)
114. Lenbachhaus - **Body check** (p.87)
115. **Art 1** Basel, **Participating Galleries, June 13-16, 2019, Photograph taken at Vitra Design Museum** (p.126)
116. Deutsch Vogue - **What's Next?** (p.131)
117. Blau Redaktion – **Artcurial in Paris, Sotheby's in Paris** (p.133)
118. Berlin **Art Week- Fair for Modern and Contemporary Art, Fair for Modern and Contemporary Art, 12-15 September 2019, art berlin** (p. 135)
119. Rolex - **Royal Opera House, Oyster Perpetual Sky-Dweller #perpetual** (p.142)

Appendix B: Advertisements with anglicisms in the issue of *Dagens Nyheter*.

2019. June 1st. Stockholm.

Advertisements with anglicisms in *DN*:

1. Nordea -**Open Thinking, Transaction Banking-team, Apple Pay, Samsung Pay, Google Pay** (p.9)
2. Stockholmia 2019 - **The International Celebration of the 150th Anniversary of the Royal Philatelic Society London, 29May-2June , The Global Philatelic Network** (p.11)
3. Interiörbutiken - **Santander Consumer Bank** (p. 12)
4. Svenssons - **MOOD** Stockholm (p.13)
5. **Airtours -Greece All time Classic, All Inclusive! Epiphany, Avra Beach Resort** (p. 17)
6. J BIL – (car colours): **Alfa Red, Alfa White, Vulcano Black, Alpine White, Glacier Grey, Dimond [sic] Black**, (Product names): **Renegade Limited, Cherokee Overland, Compass Limited, Grand Cherokee S Model** (p.18)
7. Dany's home (p.22)

DN.STHLM

8. Bilia Toyota -**Let's Dance** (p.1, A4)
9. J BIL - Mitsubishi **Motors -Drive Your Ambition** (p.2)
10. Länna Bilcenter – Mitsubishi **Motors** (p.2)
11. Bauhaus - **Broil King, Aircondition Holly 1000BTU, SIOOX Wood protection, Sensum - Outdoor Living** (p.3)
12. **Polestar 2** (p.6-7)
13. Carat- Gense – **Scandinavian Design Since 1856** (p.8)
14. Lindex - **Hello beauty. This is for you. Calorie Mascara, Honey Lacquer Lipstick, Telescopic** mascaror, **True Match** produkter (p.8)

DN.KULTUR

15. Stockholm **Jazz Festival –Mammal hands, Oddjob, The Moon Ray Quintet, Baltic Pipe project** (p. 11)
16. Svenska kyrkan - **The Modern Sound of Engelbrekt** (p.11)
17. **Royal Stockholm Cruise Line** (p.12)
18. Svenska Bio – **Grand, The Man Who Killed Don Quixote, Rocketman, A Music Story, Sunset, Green Book, Mid90s** (p.12)
19. Biogragen Sture – **Bohemian Rhapsody, Red Joan** (p.12)
20. **Noble Entertainment** (p.12)
21. Sollentuna Bio – **Rocketman - Brightburn** (p.12)
22. **Red Joan** (p.12)
23. **Noble Entertainment - Child's Play** (p.12)
24. **Rocketman** – Taron Egerton is Elton John, **Rocketman** (p.12)
25. Bio Rio -**Rocketman, Free Solo, Asbury Park** (p.12)
26. Bio Bistro Capitol – **Beach bum, Green book, Rocketman** (p.12)
27. Husdjurens 2 hemliga liv- **Illumination** (p.12)
28. **Sir** (p.12)

DN.STHLM MAT & DRYCK

29. Var kommer fisken ifrån – **Royal Greenland** (p.5)
30. V6 -**Dental Gum** (p.6)
31. **Royal Steel Classic – Silent Elegance, Grand Public** (p.7)
32. Smaka på Stockholm - **Cap off. Lime in.** (p.10)
33. Sweden **Foodtech – Foodtech Village, Foodtech Village-paviljong, Start-up, Workshop, ReTaste, Zero Waste, En Future Food City** (p.11)
34. **Korean Pavilion – BBQ, Ministry of Agriculture, Food and Rural Affairs, Korea Agro-Fisheries & Food Trade Corporation** (p. 19)
35. Cidrerie Stassen - **A Wonderful cidre, with red flesh apples** (p.20)
36. Smaka på Stockholm- **5 Senses** (p.22)
37. **Honest Organic** (p. 24)

DN.KULTUR

38. Filmstaden – **Rocketman, Godzilla II: King of Monsters, Action, Avengers: Endgame, Pokémon: Detective Pikachu, The Hustle, Brightburn, A Star is Born- Encore!, After Grand Lidingö, Heron City, Alita: Battle Angel, Destroyer, Captain Marvel, The Curse of La Llorona, UglyDolls, They Shall Not Grow Old, Escape Room, Red Joan, Green Book**, (p.13)
39. Albatros - **Rovos Rail, Garden Route** (p.21)

DN.STHLM

40. Bilia - **Volvo XC40 T3 FWD Edition, Sensus Connect 9, Volvo on Call med Car Sharing, Collision Warning, Drivel Alert Control, City Safety, Large Animal Detection, Volvo Cars egendesignade takbox, färg Crystal White Pearl, Inclusive Privatleasing** (p.29)
41. Bilia Group – **Privatleasing, BMW Financial Services** (p.30)
42. Audi Stockholm - **Audi A1/A3 Sportback, Audi Smartphone Interface (Apple Carplay) x2, Audi Sound System (10 högtalare inkl subwoofer)** (p.31)
43. Olofsson Bil - **Nya Wolkswagen T-Cross, Privatleasing, den flexibla SUVen** (p.32)
44. J BIL Mitsubishi + Mazda - **Nya Mitsubishi Outlander Plug-in Hybrid, Mitsubishi Motors- Drive Your Ambition, Just nu – köp till Executivepaket** (p.33)
45. Mitsubishi **Outlander Plug-In Hybrid, Mitsubishi Motors- Drive Your Ambition** (p.34)
46. Subaru – **Confidence in Motion, Subaru Forester X-Line, X-Mode, Bluetooth, airbags, whiplashskydd, Förarassistanssystemet Eyesight** (p.34)
47. Hedin Bil – **Citroën C3 Feel, Citroën Advanced Comfort, Privatleasing Carplus, Shine-paket, Cactus NDC, Privatleasing, Progressive Hydraulic, Citroën C4 Cactus Shine, Cushions®. Nissan – Innovation That Excites, Privatleasing, Nissan Assistance, Privatleasing via Carplus, You + Nissan – Vårt löfte. Din upplevelse. Mitsubishi Motors - Drive Your Ambition, Mitsubishi Outlander Plug-In Hybrid** (p.35)
48. Lexus -**Experience Amazing, New Horizons, Privatleasing, Lexus Financial Services** (p.36)
49. Bilia Toyota – **Always a better way, Corolla Active 1,2 Turbo, Toyota Safety Sense, Toyota Touch, Toyota Financial Services** (p.36)

50. Volkswagen Stockholm – Tiguan TSI 190 DSG **4Motion Executive Edition, 4Motion, Park Assist, Privatleasing** (p.37)
51. Olofsson Bil - Apple **CarPlay**, Audi **Business Lease, Business by Audi, Leasingavgift, Businesslease** (p. 38)
52. Skoda Stockholm - **Simply Clever, Karoq Freeway Edition, Octavia Combi Style, Privatleasing, leasingavgift** (p.38)
53. Volkswagen Stockholm, **T-Cross, Privatleasing, leasingavgiften** (p.39)
54. **Seat Stockholm – Seat Arona, Privatleasing, Seat Tarraco, Seat Ateca, Euro NCAP- For Safer Cars, Seat Urban Vehicles™, Seat Urban Vehicles, Seat Financial Services, leasingavgiften** (p.40)
55. Bilia **Group – Nya Mini Cooper Essential Edition, Privatleasing, Park Distance Control, Bluetooth, Musikstreaming, metallic** (p. 40)
56. Hedin Bil – **Privatleasing, Fiat Tipo Lounge, Fiat Tipo 5D Lounge, Lounge. Dodge Challenger, Pentastar®, Carplus** (p.41)
57. Cykelringen – **Fitness** (p.44)
58. DN – **DN Story** (p.25)
59. Funds: AMF **Fonder, Ancordia Insurance, Carnegie Fonder, Fidelity International, HealthInvest Partners, Swedbank, Pareto Asset Management** (p. 24-25)

Appendix C: Advertisements with anglicisms in the issue of *Helsingin*

Sanomat. 2019. June 1st. Helsinki.

1. HMD Global - Android **One**, **Android**-versio, **Android**-kokemus (p.1)
2. Bauhaus – Kulmasohva **Sunfun** Malmö Vaalea, Kaasugrilli Weber **Spirit II** E-310 GBS, **iGrill** 3-yhteensopiva (p.A11)
3. Toyota -**Always a better Way**, Corolla **Hybrid Touring Sports**, Corolla **Touring Sports 1.8 Hybrid Active**, Toyota **Finance Finland Oy** (p.B5)
4. Miele - Miele **Outlet**-tapahtuma, **Outlet**, **outlet**-hinnoin (p. B7)
5. Merkkikaluste Metropoli: Jensen- **It's Not Just a Bed. It's a Jensen**. Tempur **Base**-vuodepaketti, **Supreme Cooltouch**-patjan, **Original-Cloud** tai **Hybrid-tunteella**, Cila **Premium Garden**, DivanoLounge, **When Outdoor Meets Indoor**, **Smart House Collection** (p.B8)
6. Opel Insignia **Executive Dynamic** - Insignia **Executive Dynamic 200** / Opel **Insignia Executive Dynamic**, Opel Insignia **Grand Sport Executive Dynamic 200**, **Insignia Sports Tourer Executive Dynamic 20**, **LED Matrix**- ajovalot, Opel **FlexCare**-jatkoturva (p.B9)
7. Rajala **Pro Shop**- Canon -**Live the story**. EISA Award: **Best Product 2018 2019**, **Best Buy Camera**, **TIPA World Awards 2019** (p.B14)
8. Finnair -**Finnair Holidays**-matkat (p.B15)
9. **Ultimate market** - **Ultimate** Luxus Tynnyrisauna (p. C21)
10. Syöpäsäätiö - **Researchfish**-palvelu (p.C21)
11. Valaisimet www.casalight.fi (p.C21)
12. Jyrki Anttila- **Operart** (p.C21)
13. Puolustusvoimat - **Military Music** (p. C22)
14. **Rockfest** – Ritchie Blackmore's **Rainbow Rock Memories 2019**, **Kingston Wall**, **Brothers Von Herzen** (p.C22)
15. Urkuyö & Aaria -**Urkuyöfestival** - **Arts Promotion Centre Finland** (p. C22)
16. **Rockfest - KISS End of the Road - World Tour** (p.C22)
17. Marita Liuluua mysterium – Didrichsen - **Guided tour in English today at 12** (p. C23)
18. Supla -**Download on the App Store**, Google **play** (p. C27)
19. Kuukausiliite - **SOS** (p. B24)
20. Skoda-**Simply Clever**. Uusi Škoda Octavia **Businessline**, **Businessline**-varustelussa mm.*: **Lane Assistant** – kaista-avustin aktiivisella ohjauksella, Langaton **WLAN**-tukiasema, **Adaptive Cruise Assistant** -mukautuva vakionopeuden säädin, **Infotainment Online** -ajantasaiset liikennetiedot, **Winter**-paketti, **BusinessLine**-mallistossa, **BusinessLine**-mallina (p.A14)
21. Kreatiiv **Dental** (p.A15)
22. Motonet - **SmartStore Dry**-Säilytyslaatikko, Krups Dolce Gusto **Mini Me** PF-Kapselikeitin, AutoGlym **Extra Gloss Protection 325 ml**, AutoGlym **Super Relish Polish 325 ml**, Trust GXT707G Restom- Pelituoli, JBL **Pure Bass**, **SolarXon**, **Oral-B** (p.A18)
23. **Bookbeat** – **Bookbeat**-tilaaja (p. A23)

Appendix D: Die Welt – anglicisms in Tables 2, 5, 8 & 12

New, still foreign words in German	Integrated loanwords in German
<p>Category 1 (Product name, company name and logo):</p> <p><i>black, forest, the, Consult, Group, art, Foundation, E-Mountainbikes, Commercial, Life, first, Leading, estate, make, friends, lazy, Living, private, Luxury, Auction, Collection, oyster, perpetual, Sky-Dweller, Transocean, Cruises, Gallery, World</i></p>	<p>Category 1: <i>Sport, vital, Park*¹⁵, global, Investor, Design*, Hotel*, Girl, Hall, Resort, real, Co., royal, Family, Spa, superior, River, Chalet, Sofa</i></p>
<p>Category 2 (Slogans and phrases only in English):</p> <p><i>best for, best of, romantic, Health, Relax, first, unique, since, feel, free, Village, meet, people, powered by, participating, Gallery, June, Fair, for, contemporary, and</i></p>	<p>Category 2:</p> <p><i>Single, Gourmet, Bike, happy, nice, made in, modern, international</i></p>
<p>Category 3: (Technical terms):</p> <p><i>Card, Multitouch, Phone</i></p>	<p>Category 3:</p> <p><i>App, Bluetooth, Code, Edition, Front(kamera), Hotline, GB, Sound, Leasing, Display, Newsletter, Service-Center, Smart-TV, online, Online-, Podcast, Software, TV, WLAN, Online-Shopping</i></p>
<p>Category 4 (Internationalism, modernity and general attractiveness):</p> <p><i>big, sunset, Charm, Hideaway, Holiday, hot Tub, Infinity, Solepool, Cooking, Masterbedrooms, Sky Pool, Panorama-Infinity-Pool</i></p>	<p>Category 4:</p> <p><i>Action, Apartment, Arrangement, Award, Beautyfarm, Infinity-Pool, Bike, Bungalow, Check, Destination, Elite, Mountainbike, Resort, Event, Feeling, Fitness, Guides, Highlight, Fitness-, Beauty-Massage-Center, Hit, Outdoor, Insider, live, Penthouse, Lifestyle</i></p>

¹⁵ The words marked with * are counted as English elements in the present study as they appear in fully English phrases. It is good to note, however, that they are more established loanwords in German.

Appendix E: Dagens Nyheter (DN) -anglicisms in Tables 3, 6, 9 & 13

New, still foreign words in Swedish	Integrated loanwords in Swedish
<p>Category 1 (Product name, company name and logo):</p> <p><i>wood, protection, broil, king, Aircondition, telescopic, The global philatelic network, of, true, Match, Pay, Baltic pipe project, financial, calorie, consumer bank, home, Gum, Fidelity, fine, senses, village, grand (adjective), honest, organic, honey, lacquer, lipstick, Agro-Fisheries, Food, trade, corporation, Pavilion, let's Dance, Motors, Mood, noble, royal, house, rail, steel, classic, cruise line</i></p> <p>Category 2 (Slogans and phrases only in English):</p> <p><i>all time classic, always a better way, cap off, in, confidence, experience amazing, outdoor, living, for safer cars, hello, this is for you, beauty, motors, drive your, new horizons, silent elegance, open thinking, simply clever, Scandinavian, since, that excites, you</i></p> <p>Category 3 (Technical terms):</p> <p><i>Bluetooth</i></p> <p>Category 4 (Internationalism, modernity and general attractiveness): <i>all inclusive, bbq, epiphany, executive, future, garden, taste, shine, Transaction Banking, the</i></p>	<p>Category 1:</p> <p><i>beach, resort, mascara, dental, international, Korean, opera, jazz, festival, modern sound</i></p> <p>Category 2:</p> <p><i>business, lime, motion, ambition, design, innovation</i></p> <p>Category 3:</p> <p><i>Story</i></p> <p>Category 4:</p> <p><i>fitness, city, route, team, international workshop</i></p>

*celebration of anniversary, society,
wonder, with red flesh apples, zero
waste, sense*

Appendix F: Helsingin Sanomat (HS) - anglicisms in Tables 4, 7, 10 & 14

New, still foreign words in Finnish	Integrated loanwords in Finnish
<p>Category 1 (Product name, company name and logo):</p> <p><i>Rainbow, Memories, wall, me, Rail, House, smart, Collection, Dry, solar, spirit, original, finance, Finland, Base, relish, polish, ultimate, Arts Promotion Centre, Finland, Brothers, light, dental, Lounge, extra, gloss, protection, Holidays, Global, Grill</i></p>	<p>Category 1:</p> <p><i>rock, mini, super, market</i></p>
<p>Category 2 (Slogans and phrases only in English):</p> <p><i>simply clever, always a better way, it's not just a bed, lounge, when outdoor meets indoor, live for the story</i></p>	<p>Category 2:</p> <p><i>just</i></p>
<p>Category 3 (Technical terms):</p> <p><i>App Store, Play, pure, bass, Trust</i></p>	<p>Category 3:</p> <p>-</p>
<p>Category 4 (Internationalism, modernity and general attractiveness):</p> <p><i>best product, supreme, touch, original, hybrid, ultimate</i></p>	<p>Category 4:</p> <p><i>cool</i></p>