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HOW THE GERMAN LANGUAGE IS BEING TRANSFORMED THROUGH THE PERIODIZATION OF ENGLISH BORROWINGS

Abstract. The article is devoted to the study of the influence of English on the lexical system of the German language in different historical periods. After reviewing the main sources on the research topic, the author studies different periods of borrowing English words into German, from early contacts to the modern era of globalization and media. In particular, she considers 4 main periods: the period of early contacts, the period of political and social changes, the period of influence of the media and culture, the period of globalization and integration. The first to be analyzed are the processes of borrowing from the beginning of contacts between English and German, when these contacts were limited, but had a significant impact through trade and cultural ties. Further, the period of the XVIII-XIX centuries is analyzed, when political and social changes, as well as the industrial revolution, contributed to the spread of English technical and scientific terms. In the XX-XXI centuries, with the development of mass media and globalization, English became even more dominant, which led to the widespread use of Anglicisms in various spheres of life. In the period 2000-2024, borrowings continue to grow, and English words adapt to the German language, changing their shape and meaning in accordance with German language rules and cultural preferences. The study explains that the borrowing of English-language vocabulary has its own periodization and causes, and among the main areas to which the most borrowing occurs are technology, the Internet, media, music, fashion and others. The highlighted results help to understand why a certain vocabulary was borrowed from English into German in a particular period. H. Avchinnikova also analyzes English

borrowed phrases, which indicates an increase in the process of resettlement of Anglicisms to the German language. The article emphasizes that the borrowing of English vocabulary is a permanent process that will continue in the future, especially in the context of the rapid development of technology and the change of cultural and social trends. This research is valuable for linguists, culturologists and language politicians because it reflects current trends in language dynamics and intercultural communication.

Keywords: Anglicisms, borrowing, German language, globalization, vocabulary, morphology, cultural trends, media, adaptation, word formation.

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ТРАНСФОРМАЦІЯ НІМЕЦЬКОЇ МОВИ ЧЕРЕЗ ПРИЗМУ ПЕРІОДИЗАЦІЇ АНГЛІЙСЬКИХ ЗАПОЗИЧЕНЬ

Анотація. Стаття присвячена вивченню впливу англійської мови на лексичну систему німецької мови у різні історичні періоди. Після огляду основних джерел з теми дослідження авторка вивчає різні періоди запозичень англійських слів до німецької мови, починаючи з ранніх контактів і закінчуючи сучасною епохою глобалізації та медіа. Зокрема, вона розглядає 4 основні періоди: період ранніх контактів, період політичних та соціальних змін, період впливу засобів масової інформації та культури, період глобалізації та інтеграції. Першими аналізуються процеси запозичення від початку контактів між англійською та німецькою мовами, коли ці контакти були обмежені, але мали значний вплив через торговельні та культурні зв'язки. Далі аналізується період XVIII–XIX століть, коли політичні та соціальні зміни, а також індустріальна революція сприяли поширенню англійських технічних та наукових термінів. У XX–XXI століттях, з розвитком масових медіа та глобалізації, англійська мова стала ще більш домінуючою, що призвело до широкого використання англіцизмів у різних сферах життя. У період 2000-2024 років запозичення продовжують зростати, і англійські слова адаптуються до німецької мови, змінюючи свою форму та значення відповідно до німецьких мовних правил та культурних уподобань. Проведене дослідження пояснює, що запозичення англомовної лексики має свою періодизацію та причини, а серед основних сфер, до яких відбувається найбільше запозичень, є технології, Інтернет, ЗМІ, музика, мода та інші. Висвітлені результати

допомагають зрозуміти, чому певна лексика була запозичена з англійської в німецьку мову в той чи інший період. Також Авчіннікова Г. Д. аналізує англійські запозичені словосполучення та фрази, що свідчить про нарощення процесу переселення англіцизмів до німецької мови. Стаття підкреслює, що запозичення англійської лексики є постійним процесом, який буде продовжуватися в майбутньому, особливо в контексті швидкого розвитку технологій та зміни культурних та соціальних трендів. Це дослідження є цінним для лінгвістів, культурологів та мовних політиків, адже воно відображає сучасні тенденції в мовній динаміці та міжкультурному спілкуванні.

Problem setting. Historically, German has interacted with other European languages, including English, but in recent decades the world has witnessed globalization, accompanied by the increasing influence of English in various aspects of life and German is no exception. English borrowings are becoming more common in the German language, which is reflected in both the language composition and the language behavior of native speakers. The question is noteworthy, researchers, philologists, dictionaries and other interested people actively discuss whether German will remain German or will become half a hybrid with English over time. Purists are also active, who reject English borrowings and struggle to preserve the German language without foreign influences, although most people who use the language, accept and actively use Anglicisms.

Analysis of recent research and publications. We briefly analyze a few works on the topic of research, which we consider significant. In our opinion, the work of peculiarities of the functioning of borrowed words in the modern German language by Z. Bandurko deserves attention. The researcher comes to the conclusion that the use of foreign words in German is due to the need to convey emotions, assessments, the desire to be modern, as well as to express encouragement, discontent, joy, condemnation or support. Also, in her opinion, borrowing can avoid tautological repetitions, diversify the language, and also perform a nominal, terminological and expressive function [1].

Scientist O. Goida in her works states that Anglicisms have become a necessary component of the German language, and their spread is constantly growing, which leads to the expansion of the lexicon, the influence on vocabulary, replacing their own German equivalents, which can lead to loss of expressiveness and expressiveness of the language. The Germans quickly and easily borrow English words, which leads to the intensification of the process of borrowing in German, in turn, the functional aspect of Anglicisms is mainly positive, in particular for the international character of these words, which facilitates their understanding by representatives of other linguistic environments [2, p. 243].

D. Mezáros studied the frequency of Anglicisms in the German journal "Der Spiegel". The goal of his research was to determine which news genre the greatest number of Anglicisms occur and which types and parts of the Anglicisms language are the most common. The study found that the number of Anglicisms in "Der Spiegel" was growing steadily, especially in the news about computer technology [9].

O. Onisko in his book "Anglicisms in German: Boring, Lexical productivity, and written Codeswitching" offers a detailed overview of the influence of English on German based on a large-scale analysis of the magazine "Der Spiegel". The study is structured into parts covering various issues and still unresolved and controversial issues in the field of Anglicisms and Language Contact Studies (terminological uncertainty in this area, the model of the influence of English on German, the classification of the term "Anglicism"; analysis of the quantitative impact of anglicisms in a large body; study of the integration of anglicisms into the german language in different lexical and syntactic paradigms). Special attention is paid to expressive morphological features of the genus, set, ancestral case, as well as cancelation, the processes of word formation are analyzed, what are the main features of the English language [8].

We can argue that the topic is relevant and worthy of attention, since the scientific interest in the problem remains high. At the same time, we believe that unresolved and controversial issues are the basis for further research on the topic, namely, not enough attention is paid to the study of the periodization of English borrowings.

Aim of the article. We aim to propose and characterize the periodization of borrowings of English terms in German, namely, we distinguish 4 stages of such borrowings. Also in our article we try to investigate the phenomenon of borrowing English words and find out its current state and consequences for the German language as a whole.

Presentation of the main research material. After analyzing the borrowed vocabulary, which is most often used in modern German, we come to the conclusion that it is possible to distinguish separate stages when they were more active. Therefore, the process of borrowing words from English into German is proposed to be divided into several stages, which reflect the historical and cultural context of the interaction of these languages. All illustrated examples we checked in the online dictionary of Duden [7].

I. Early contacts (up to the XVIII century). At the beginning, contacts between English and German, especially in the Middle Ages, were limited, but there were elements of mutual influence. Usually it was a trade and cultural interaction that contributed to the spread of individual words from English to German.

Examples of borrowing English words in German at an early stage:

1. “Bacon” (bacon) – borrowed from the English “bacon”, which means salted or smoked pork. This word is of Old English origin and comes from the word “back”.

2. “Boycott” (boycott) – borrowed from the English “boycott”, which means the refusal to participate or cooperate as a form of protest. This word comes from the name of the Irish landowner C. Boycott, against whom in 1880 a similar protest was organized.

3. “Clubb” (club) – borrowed from the English “club”, which means the union of people with common interests. This word comes from the Old English word “clubb”, which means a wooden stick or a baton.

4. “Hobby” (hobby) – borrowed from the English “hobby”, which means a favorite occupation or hobby in your spare time. This word is of medieval origin and comes from the word “hobyn” or “hobbyhorse” (toy horse).

5. “Schilling” (shilling) – borrowed from the English “shilling”, which meant a coin in the English currency system.

6. “Tank” (tank) – borrowed from the English “tank”, which means armored combat vehicle. Initially, this word was used to refer to the tank for liquids, and later was adapted for military equipment.

We can summarize that early trade and cultural contacts between English and German contributed to the spread of borrowings that influenced the development of the German lexicon at this stage.

Political and social changes (XVIII-XIX centuries). With the start of the industrial revolution and the development of technology, English has become more influential. Borrowing English technical and scientific terms into German became more frequent. During this period, there were significant political and social changes that contributed to the spread of Anglicisms in the German language. Examples of borrowing English words in German in the XVIII-XIX centuries:

1. “Bank” (bank) – borrowed from the English “bank”, which means a financial institution for storing money and granting loans. This word has become widespread with the development of the financial system.

2. “Dampfschiff” (steamship) – borrowed from the English “steamship”, which means a ship moving with a steam engine. This word has become relevant with the development of maritime transport.

3. “Depot” (depot) – borrowed from the English “depot”, which means a warehouse or storage location. This word has become widespread with the development of logistics and transport.

4. “Elektrizität” (electricity) – borrowed from the English “electricity”, which means a natural phenomenon associated with the movement of charged

particles. This word has become widespread with the development of science and technology.

5. “Engineer” (engineer) – borrowed from the English “engineer”, which means a specialist in engineering. This term has become widespread due to the development of technical professions and industry.

6. “Lokomotive” (locomotive) – borrowed from the English “locomotive”, which means self-propelled engine used for train traffic. This word arose in connection with the development of railway transport during the industrial revolution.

7. “Tunnel” is borrowed from the English “tunnel”, meaning an underground passage or an artificial canal dug through the earth or rock. This word has become widespread with the development of infrastructure and construction.

These examples illustrate how the industrial revolution and the development of technology contributed to the borrowing of English terms into German, especially in the fields of engineering, science and industry.

III. The era of mass media and cultural influence (XX-XXI centuries). With the advent of cinema, radio, television, the Internet and other mass media, English has become even more dominant in the global context. Borrowing English words in German has intensified, especially in the areas of technology, science, music, fashion, etc., below are examples:

1. “Computer” (computer) – borrowed from the English “computer”, which means an electronic device for data processing. This word has become popular with the development of information technology.

2. “Cool” (cool) – borrowed from the English “cool”, which means something fashionable or stylish. This word has become popular in youth slang.

3. “Download” (download) – borrowed from English “download”, which means the process of copying data from the Internet to a local device.

4. “E-Mail” (e-mail) – borrowed from the English “e-mail”, which means an email or a mail message.

5. “Fitness” (fitness) – borrowed from the English “fitness”, which means physical activity to maintain health and shape.

6. “Job” (job, work) – borrowed from the English “job”, which means work or position. This word has become widespread in the context of employment.

7. “Handy” (mobile phone) – borrowed from the English “handy”, which means convenient. In German, this word is used to refer to a mobile phone.

8. “Internet” (Internet) – borrowed from the English “Internet”, which means a global network of computers. This word has become widespread in connection with the development of digital communications.

9. “Marketing” (marketing) – borrowed from the English “marketing”, activities to promote goods and services.

10. “Meeting” (meeting) – borrowed from the English “meeting”, which means meeting, meeting.

11. “Software” (software) – borrowed from the English “software”, which means the programs used in the computer.

As for fashion, music and pop culture:

1. “Album” (album) – borrowed from the English “album”, which means a music recording or collection of photos.

2. “Club” (club) – borrowed from the English “club”, which means a place for meetings, entertainment or interests.

3. “DJ” – borrowed from the English “DJ” (disc jockey), which means a person who plays music at parties and radio.

4. “Fashion” (fashion) – borrowed from the English “fashion”, which means style or fashion.

5. “Show” (show) – borrowed from the English “show”, which means a performance or program.

These examples illustrate how the development of mass media and the cultural influence of English-speaking countries contributed to the borrowing of English terms into German in the 20th and 21st centuries, covering broad areas of life from technology to fashion and music.

4. Globalization and Integration (XXI century). The modern global economy and culture contribute to an even wider use of English in the German-speaking environment. Borrowing occurs not only at the level of words, but also at the level of phrases, expressions and concepts. Many English words in German have undergone adaptation, changing their shape or meaning under the influence of German language rules and cultural preferences. Borrowing English vocabulary is a constant process and will continue in the future, especially in the context of rapid technology development and changing cultural and social trends. Among the examples of borrowing English words in German in 2000-2024 we find the following:

1. “App” (app) – borrowed from the English “app” (application), which means a program for mobile devices or computers.

2. “Blog” (blog) is a blog borrowed from the English “blog”, which means an online diary or website with personal or professional records.

3. “Cloud” (cloud) is borrowed from the English “cloud”, which means storing data and accessing it over the Internet.

4. “Crowdfunding” (crowdfunding) is a loan from the English word crowdfunding, which means financing a project or enterprise through small contributions from a large number of people, usually over the Internet.

5. “Home Office” (home office) is a home office borrowed from the English “home office”, which means work from home.

6. “Influencer” (influencer) is a word borrowed from the English “influencer”, which means a person who has influence on social networks and can influence the opinions of others.

7. “Podcast” (podcast) – borrowed from the English “podcast”, which means a series of audio or video recordings that can be downloaded or listened to online.

8. “Selfie” (selfie) is a photograph taken from the English “selfie”, which means a photo taken by yourself, usually using a smartphone.

9. “Smartphone” (smartphone) – borrowed from the English “smartphone”, which means a mobile phone with advanced features, such as Internet access and applications.

10. “Vlog” (vlog) – borrowed from the English “vlog” (video blog), which means a video diary or blog consisting of a video.

A characteristic feature is that at the present stage, the influence of English on German borrowing occurs at the level of phrases and expressions:

1. “Big data” (big data) – borrowed from the English “big data”, which means large amounts of data that are analyzed to identify patterns.

2. “Black Friday” (Black Friday) – borrowed from the English “Black Friday”, which means a day of great discounts in stores, held after Thanksgiving in the United States.

3. “Cloud Computing” (cloud computing) – borrowed from the English “cloud computing”, which means the use of remote servers for storing and processing data over the Internet.

4. “Cyberattack” (cyberattack) – borrowed from the English “cyberattack”, which means an attack on computer systems or networks over the Internet.

5. “E-learning” (e-learning) – borrowed from the English “e-learning”, which means learning using electronic technologies.

6. “E-Scooter” (electric scooter) – borrowed from the English “e-scooter”, which means electric scooter.

7. “Fake News” (fake news) – borrowed from English “fake news”, which means false news or information to mislead people.

8. “Greenwashing” (greenwashing) – borrowed from the English “greenwashing”, which means the practice of presenting the company’s activities environmentally friendly without real grounds.

9. “Public viewing” (public viewing) – watching football matches on the big screen in public places.

10. “Social Media” (social media) – borrowed from the English “social media”, which means platforms for communication and information exchange online.

11. “Start-up” (start-up) – borrowed from the English “start-up”, which means a newly created company that usually works in the field of high technology.

12. “Streaming” (streaming) – borrowed from the English “streaming”, which means continuous data transfer, usually audio or video, over the Internet.

13. “Touchscreen” (touch screen) – borrowed from the English “touchscreen”, which means a touch-sensitive screen.

14. “Work-life-balance” (work-life balance) – borrowed from the English “work-life balance”, which means a harmonious combination of professional and personal life.

These examples illustrate how contemporary globalization and international contacts contribute to the broad borrowing of English words, phrases, and concepts into German in the 21st century, reflecting the diverse aspects of modern life from technology to social change.

It is worth noting that some borrowed vocabulary undergoes adaptation and change of form, for example – English verbs acquire German endings, etc.:

1. “Handy” (mobile phone) – adapted from the English “handy”, which means convenient. In German, this word means mobile phone.
2. “Twittern” (twittern) – adapted from the English verb “to tweet”, which means to publish messages on Twitter.
3. “Influence” (influence) – adapted from the English “to influence”, which means to influence someone or something, especially through social media.
4. “Likestorm” (storm of likes) – borrowed from the English “like storm”, which means a large number of likes on a post on social networks.
5. “Shoppen” (shopping) – adapted from the English “to shop”, which means to buy. The word has become widely used in everyday speech to refer to the shopping process.

These examples show how English words are not only integrated into the German language, but also adapted according to German language rules and cultural contexts, reflecting the constant process of borrowing and changing vocabulary in the context of globalization. Our proposed classification demonstrates the evolution of the interaction between English and German throughout history and the present.

Conclusions of the study and prospects for further exploration. We can conclude that the study of the influence of the English language on the lexical structure of the German language in the modern world deserves attention. Analysis of the current state of the German language reveals a growing number of English borrowings. The influence of English borrowings is reflected not only in the vocabulary, but also in the syntactic and morphological aspects of

the language. Factors influencing the adoption and adaptation of English words in German include cultural and technological trends, international communications and media. The consequences of this phenomenon range from enriching the lexical fund to threatening the preservation of linguistic identity and diversity.

The very process of borrowing English vocabulary in German is complex and changeable, it reflects the current trends of globalization and cultural exchange. Understanding this phenomenon is essential for linguists, culturologists, and language policymakers because it affects language dynamics and intercultural communication. Additional research in this direction can contribute to a better understanding of the processes of transformation of the German language in the conditions of the modern world. Prospects for further research in this direction are seen in the further analysis of English borrowings in German, clarification or expansion of the proposed classification, a more detailed analysis of the causes of borrowings, etc.

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