

УДК 811.1

***О ЯЗЫКОВОЙ ИНТЕГРАЦИИ АНГЛИЙСКИХ ЗАИМСТВОВАНИЙ В
НЕМЕЦКИЙ ЯЗЫК В ОБЛАСТИ СЛОВООБРАЗОВАНИЯ***

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Аннотация: Английские заимствования стали важной частью современного немецкого языка, особенно заметной в области словообразования. Процессы глобализации, развитие технологий и распространение английского языка как международного средства коммуникации приводят к активному проникновению английских лексических единиц в немецкий язык. Эти процессы вызывают интерес исследователей-лингвистов, поскольку затрагивают широкий спектр вопросов: от особенностей интеграции новых элементов в грамматику и фонологию языка до изменений в структуре и значениях немецких слов.

Ключевые слова: заимствование, язык-донор, псевдоанглицизмы, англицизмы, словообразование, языковая интеграция, *Denglisch*

***ON THE LINGUISTIC INTEGRATION OF ENGLISH BORROWINGS
INTO THE GERMAN LANGUAGE IN THE FIELD OF WORD FORMATION***

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Annotation: English borrowings have become an important part of the modern German language, particularly noticeable in the area of word formation. Globalization, technological advances, and the spread of English as an international medium of communication are leading to the active infiltration of English lexical units into the German language. These processes are of interest to linguistic researchers, as they touch on a wide range of issues: from the integration of new elements into the grammar and phonology of the language to changes in the structure and meanings of German words.

Key words: borrowing, donor language, pseudo-Anglicisms, Anglicisms, word formation, language integration, Denglisch

The modern world is characterized by intense globalization processes that affect the linguistic sphere. German, as one of the key languages of Europe, is not immune to these changes: English loanwords (Anglicisms) are actively penetrating its lexical system.

The process of borrowing words from one language to another is a phenomenon with roots in ancient times. Over the centuries, German has been influenced by various donor languages: Latin, French, and Italian. However, beginning in the 19th century and especially in the second half of the 20th century, English became the dominant source of borrowings.

The process of linguistic integration of these borrowings deserves special attention—not just their appearance in speech, but also their adaptation to the internal laws of the German language, particularly its word-formation system. Compound words are considered a very productive process of word formation in German, especially in the area of nouns. Since most words borrowed from English are nouns, the advantages of borrowing English vocabulary in this area are particularly evident in terms of linguistic economy.

The German language has relatively few native monosyllabic words. For this reason, the integration potential of English words is quite high, as they possess aspects important for linguistic economy—such as minimal linguistic effort, i.e., the preservation of case markers, as well as brevity and precision of expression in a single word. Obviously, these forms are particularly frequently used in the media. Since the German language has relatively limited ability to form short words, the interaction of all the above-mentioned aspects can lead to the formation of a large number of compound words, some of which may be of English origin.

Based on the origin and form of compound components, the following groups of compound words can be distinguished in German:

1. The modifier and base word have a clearly English form; the sound of both compound components is borrowed from English, for example: Airbus, s Buzzword, r Designer-Rack, e Dockingstation, s Dream-Team, s Fitness-Center.
2. The defining word is English, and the base word is a native German or clearly Germanized word, for example: Backstage-Treff, Cardigan-Ausschnitt, Chipkarte, Discowelt, Modembuch, Powerfrau, Pop-Götter, Promotionsberater, Reset-Taste.
3. The defining word is German and the base word is an English word, for example: Bürosoftware, Doppeldisplay, Drogenjunkie, Einzugsscanner, Energie-Killer, Polit-Thriller, Reiterkids, Rollkragenshirt, U-Boot-Crew, Überfall-Kick, Wettershow [1].

German also contains compound words, which are borrowed from other languages and are either unknown in English or used with different meanings. These apparent borrowings, often called pseudo-Anglicisms, which also occur as simple words, can form compounds. Examples of such compounds include Beauty Farm, with its English equivalent of beauty spa; Carpark, similar to Fahrzeugdepot (car park); Callboy, similar to Callgirl; Dressmann as a term for a male model; Talkmaster, similar to Quizmaster; and others.[1]

Most base words are word components that have no direct German equivalent. The modifier serves an additional clarifying function.

The very existence of hybrid compounds is measurable evidence of the integration of English loanwords into modern German, particularly through the successful blending of two or more lexemes of different origins.

Unfortunately, many dictionaries ignore these phrases; this is a significant drawback, especially for learners of German as a foreign language, as they often find it difficult to identify these lexemes in their potential vocabulary and then integrate them into their active vocabulary[1].

The German language is full of English words and idioms. Some, however, are not truly English, but rather so-called Denglisch. Denglisch is a combination of deutsch (German) and englisch (English), also known as an English-German macaronism, a mixture of English and German. Unsurprisingly, many of these Anglicisms or pseudo-Anglicisms have taken root in the German language.

The enrichment of the German language with Anglicisms can be perceived as a natural developmental trend. However, its devaluation is caused by the unintentional and intentional use of Denglisch. Denglisch primarily exploits the phonetic similarity or similarity of various graphemes in German and English. This is how such lexemes as Händaut (вместо Handout), Ätätschment (Attachment), Ausfltt (вместо Outfit), Juser (User), Kitz (Kids), Hatwe (Hardware), Mieting (Meeting), Tietscher (Teacher) or even lexeme compounds or phraseological units, such as Für a better understanding, or Just tu itl [2].

In a sense, Denglisch makes the German language more appealing, perhaps more modern and vibrant, because English expressions are more expressive than their German counterparts and are often difficult to paraphrase. There are several definitions of Denglisch, and they differ radically. Some linguists mistakenly use the term as a synonym for Anglicism. Most linguists understand Denglisch as an unclear, rule-poor, and inexpressive mishmash of words from German and English

and believe that its false interference makes German and other languages modern [3].

The integration of English loanwords into German word formation is not a temporary phenomenon, but an ongoing process affecting all levels of the language. On the one hand, Anglicisms: enrich the lexicon, especially in new areas (IT, marketing); simplify communication in an international context; and stimulate the emergence of new word-formation models. On the other hand, their widespread penetration raises concerns among linguists and native speakers: the displacement of native German words (Follower instead of Anhänger); the risk of simplifying the language system through international forms; and the emergence of the phenomenon of Denglisch—a hybrid language that could diminish linguistic identity.

Balance between openness to borrowing and preserving linguistic identity remains a key challenge for the German language in the 21st century. Anglicisms are becoming part of German word creation, but they are being adapted according to its rules, creating hybrid forms that are already perceived by speakers as "their own." This speaks to the vitality of the German language and its ability to respond to the challenges of the times.

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