

## Summary

The aim of this study is to present the ways in which business-oriented Anglicisms are integrated into the German language.

First, such basic concepts as ‘foreign word’, ‘borrowed word’ and ‘native word’ are discussed, and the problems related to their determination, delimitation and classification are outlined (Chapter 2).

In Chapter 3, I employ a functional-pragmatic approach in order to delineate business language as a language used for special purposes. A historical survey of the influences of foreign languages on German business language is also undertaken. I go on to discuss how political and economic exchange between Germany and the USA affected the incorporation of Anglicisms into German business language and then examine the use of business-oriented Anglicisms in the GDR (the former East Germany).

Chapter 4 offers an analysis of the press and explores the importance the press plays in integrating new words into a target language. As opposed to traditional media research, here the press is not understood as a technical medium of communication for the masses, but rather as an institution whose main goal it is to pass on socially relevant knowledge to the broader public. Furthermore, the text as a specific speech action is described. Because the data is based on texts from the German news magazine “Der Spiegel”, the language employed by this periodical is examined in more detail.

In Chapter 5, I show how new business-oriented Anglicisms are introduced in the press, i.e. by which means the foreign as well as the specialized nature of these terms is pointed out to non-specialists. Orthographic possibilities of highlighting particular expressions or words, for example with quotation marks, brackets or parentheses, as well as lexical possibilities are discussed. Such highlighting is typical for introducing a possible learning situation in a written text (learning en passant).

In Chapter 6 the comprehensibility of business-oriented Anglicisms is analysed. I assume that an Anglicism is sufficiently explicated if it is possible for the reader to identify the element of reality designated by this new term. A theoretical approach to the description of the explication, based on Functional Pragmatics, is employed here. The following types of explication are described: deictic demonstrating in the imagination space, explaining, elucidating, illustrating and defining.

The process of application in Chapter 7 demonstrates the use of business-oriented Anglicisms to the reader by applying them to certain domains of knowledge. This can be done by deictic demonstrating in the space of discourse and by combining different domains of reality.

In Chapter 8 the integration of business-oriented Anglicisms into the existing image domains as well as the metaphorical use of Anglicisms is analysed. Evidence is gathered to show how business-oriented Anglicisms in the German language are often employed to conceptualize new knowledge in non-economic or business subject areas. Thus they can open up new perspectives on the surrounding environment.

Finally, I want to show in Chapter 9 how business-oriented Anglicisms take part in word-forming processes of the German language. There are three kinds of processes in which Anglicisms are involved: compounding with native terms; connecting native word-forming morphemes to business-oriented Anglicisms; and syntactical transposition.