

***DIE COOLSTEN STREET-STYLES ZUM NACHSHOPPEN  
FÜR IHR PERFEKTES AUSGEH-OUTFIT***

**ENGLISH LEXIS IN MODERN GERMAN AND POLISH ONLINE MAGAZINES  
FOR WOMEN: THE CASE OF *GLAMOUR* AND *COSMOPOLITAN***

**Summary**

**The power of a language is not to refuse the foreign, but to include it.**

Johann Wolfgang von Goethe<sup>1</sup>

**Introduction**

The ubiquity of the English language in the media, science, culture, and economy has been particularly conspicuous since the second half of the 20<sup>th</sup> century, and results in the fact that English lexical material permeates into almost every contemporary language. This phenomenon, however, occurs also in German and Polish, which constitute the subject matter of this thesis, and the abundance of anglicisms appearing in numerous areas awakens an interest of both Polish and German linguists.

Nowadays, the influx of anglicisms globally influences other languages, and the number of borrowings continues to increase. Anglicisms occur in almost all areas of language usage in German and Polish, and using them is increasingly intensive. The presence of English lexical material is also explicit in the media, especially in the press. In order to conduct comparative research in this field, two women's magazines – *Cosmopolitan* and *Glamour* – which are issued under the same title in both languages and encompass a similar target group of respondents, were selected in the thesis. Therefore, in view of the presence of English lexical material in *Cosmopolitan* and *Glamour*, and their abundance and dynamics, especially in the fields of fashion and beauty, those two magazines were subject to comparative analysis.

Taking notice of another sign of the times, next to anglicising and americanising trends, i.e. the gradual transfer of media communication, especially the printed one, into the Internet, digital editions of the periodicals were chosen in this research project.

---

<sup>1</sup> Translation Agnieszka Czech-Rogoyska.

The corpus encompasses two hundred randomly chosen articles from two German and two Polish online magazines for women, i.e. *Cosmopolitan* and *Glamour*. All of them are germane to the fields of *fashion* and *beauty*.

Accounting for axiological issues, i.e. answering the question whether anglicisms ‘enrich’ or ‘impoverish’ the language does not constitute the subject matter of this very thesis. Its objective lies in providing answers to the following questions, based on the analysis of the German and Polish corpora:

- How many words are borrowed from English?
- Do anglicisms occur more frequently in the German or Polish press? Which subject area is more prolific in anglicisms – *fashion* or *beauty*?
- What is the structure of borrowings, what parts of speech do they represent in the research areas and languages?
- What is the meaning of the researched English words?

### **Thesis structure**

The thesis was divided into three main parts: theoretical overview, analysis of German and Polish corpora, and discussion and comparison of the research findings. The theoretical part encompasses issues germane to the press and its language, ranging from printed magazines, online editions and foreign language elements such as anglicisms constituting the main focus of attention, to various taxonomies of anglicisms based on parts of speech distinctions and thematic areas. In the practical part of the work, consisting chapter three and four, the discussion focuses on the corpus, research methodology, the analytic model, as well as the research results of the quantitative, morphological, and semantic analysis, treated individually for the German and Polish corpora. The fourth chapter of the work covers research findings pertinent to the comparison of both corpora.

### **The press and its language**

The press, next to the television, radio and the Internet, constitutes the biggest and the most important mass medium which provides information almost in every part of the world. Additionally, it is commonly available, therefore may occupy a permanent place in the life of every person living in a modern society.

The notion of the press stems from French *la presse* and derives from Latin *premere* meaning ‘to press, to trigger, to squeeze’. In formulations delivered by Pürer, Raabe czy Vogel, *press* points out to all regularly published, periodical printed forms – i.e. magazines and newspapers. Language used in press texts is usually referred to as the press language, in German ‘Pressesprache’. Researchers willingly analyse such texts, on the grounds that, as postulated by Götzeler (2008: 2), press texts, from the linguistic perspective, are particularly suitable for analysis because they include various content, reach out to a wide spectrum of people and, for many of them, constitute one of the main sources of written language.

In contrast with that, other linguists such as Burger (1990) present a vantage point that mass media, including the press, do not have their own language understood as a subsystem. Mass media, as postulated by Burger (1990: 6), make use of communication methods and create their own text types in this manner. Also Schmitz (2004: 33) claims that the specific media language, i.e. ‘Mediensprache’, does not exist. In the media, he continues, there is a countless number of ways to talk and write which, dependably on the purpose, they may be gathered, ordered, and classified.

However, even if not everyone admits the existence of the press language as an independent language variety, there is a far-reaching agreement that certain typical forms of press texts characterized by language features specific to them may be distinguished.

## **Text**

At the beginning of the 1960s, new linguistic research areas appeared and focused on texts rather than sentences, which were so far perceived as the highest unit of linguistic analysis. One of such research areas is text linguistics, which originates both from the linguistics itself but also from numerous related areas such as literature studies, psychology, aesthetics, and semiotics.

At that time, many definitions for the notion ‘text’ were coined, and one of them was advanced in 1973 by Siegfried Johannes Schmidt, German philosopher and researcher, who defines this notion as sets of speech signs that function in social communication and are, socially and linguistically, determined and defined. As pondered by Schmidt, texts are not merely language structures that may be defined only in linguistic terms.

## **Historical overview of magazines in Germany and Poland**

In 2014, Carstensen Winter presents the medium 'newspaper' and pays heed to its history in Germany, dividing it into nine stages (Cf. Faulstich 2004: 95). These historical stages illustrate the development of the magazine from its earliest forms in 1665-1700, germane mainly to science, politics and history, then the predominance of weekend and family magazines in subsequent years, the influence of politics- and patriotism-oriented magazines (1850-1880), to its boom, strong diversity, and specialization in 1946-1996, as well as digitalization in 1997.

The history of Polish magazines starts in 1661. The very first Polish magazine called *Merkuriusz Polski* was published in Kraków on January 1, 1661 at the initiative of King Jan Kazimierz and his wife. This date was adduced e.g. by Łojek in his work from 1976.

## **Definition and types of magazines**

Magazines have therefore existed for a long time, however the definition itself appeared in Germany in 1751, as postulated by Gerlach in 1988. Attempts to account for this notion have been made for decades, and the formulations take into account partially different criteria and have been, in the course of time, complemented and updated. Researchers delving into this phenomenon include: Emil Dovifat, Ernst Herbert Lehmann and Karl Heinz Salzmann. In spite of that, no fully satisfying definition was coined, on the grounds that the array of periodicals appeared to have been so wide and diversified, that any explanation offered for this notion seemed imprecise and cursory, and was consequently disproved by other attempts.

It was also Bruno Tietz who tackled the issue of magazines. He claimed that magazines are by nature undefinable, and in 1982 formulated the following delineation: 'everybody reads them but nobody knows how to define them'.

## **Women's magazines**

First women's magazines were actually men's magazines that women discovered as readers. In 1724, the very first magazine for women in Germany appeared, entitled 'Die vernünftigen Tadlerinnen', which, as postulated by Friedman in 2014, became the model magazine for next issues.

Since then, magazines for women acquired a target group of readers and the issues tackled in them cover, as pointed out to by Stuckard, fashion, cosmetics, sex life as well as advice on health and travelling, and consulting in terms of career.

Ulze attempted to define a women's magazine, and put forward the following formulation:

Im weitesten Sinne handelt es sich bei der Gattung „Frauenzeitschrift“ um ein Produkt der Massenkommunikation, dass sich primär an weibliche Leser wendet, auf die Wünsche eingeht und ihre Interessen vertritt bzw. vorgibt, sie zu vertreten (Ulze 1979: 9).

In the broadest sense, the genre 'women's magazine' is a product of mass communication that addresses primarily female readers, responds to their wishes and represents their interests or pretends to represent them.<sup>2</sup>

Sabina Tonscheidt accounts for the notion of a women's magazine in the following way:

Frauenzeitschriften sind diejenigen Zeitschriften, welche thematisch überwiegend die spezifische Situation der Frau in der Gesellschaft in den Vordergrund rücken sowie ihre jeweils aktuellen Bedürfnisse und Wünsche beschreiben. (Tonscheidt 1996: 128)

Women's magazines are magazines that thematically focus on the specific situation of women in the society and describe their current needs and wishes.<sup>3</sup>

The author emphasizes however that this is merely an attempt to delineate the genre that seems to reflect its core more precisely.

Nonetheless, as visible in many cases, there is no definition that could be ultimately satisfying and could precisely characterize the phenomenon in accordance with appropriate criteria.

### **Online magazines**

Since the end of the previous century, we have faced the development of digital magazines, which are also issued simultaneously in printed form. Online editions are offered free of charge and may be accessed in an easy and convenient way, therefore, more and more people prefer this form. As presupposed by many researchers, e.g. Keller (2005), there is no need to coin a separate definition for an online magazine, for it is just a magazine that is distributed and offered online. In view of the fact that about 89% of all digital magazines have their printed equivalent, it seems at least unnecessary to advance a separate formulation for a new medium.

Sanders, in 2012, distinguishes the following types of online magazines:

---

<sup>2</sup> Translation: A. Czech-Rogowska.

<sup>3</sup> Translation: A. Czech-Rogowska.

- pure online magazines ('reine Online-Zeitschriften') which exist only in a digital form, without a paper edition and are published and funded mainly by universities and research institutes; they are available online free of charge;
- online supplements to printed magazines or monographs that complement them with digitally published material. They include additional information or documentation for the empirical purpose and printing them would be expensive;
- online editions for existing printed versions, which constitute a copy of the printed version. They constitute a continuation of a conventional magazine, but in a new outfit as Post Script or pdf, or use the advantages of the new medium.
- digital retrospection of older editions or digitalization of analogue ones, which subsume under the category of secondary ('sekundär') online magazines and constitute an addition to the overall offer, and simultaneously make it possible to access older editions for current research purposes.

### **English borrowings in the press texts**

Increasingly, words from other languages, predominantly English, appear in German and Polish press texts. Thanks to an easy access to the Internet, which is readily available to almost every German and Polish person, English words permeate into the mother tongue, stay there, and their number does not cease to grow.

Excessive use of anglicisms leads to a situation when words are mingled to such a great extent that a reader feels as if they had to do with a creolized language which is referred to as 'Denglisch' – when English and German are mixed, or 'Ponglish' – in the case of Polish and English.

### **Anglicism**

Anglicism constitutes one of the key notions in this thesis. Despite a vast array of definitions, linguists usually incline to choose one of the first ones advanced by Zindler (1959) who classifies anglicism as a word originating in English, British, or American or as a construction in German, any type of shift in meaning, or usage of a German word in accordance with a British or American pattern. However, as regards the Polish language, anglicisms were accounted for by Andrzej Markowski (1999) as words, expressions, types of derivatives,

inflectional forms, syntactic constructions or phraseological units borrowed from English into Polish.

The subsystem of anglicisms in German and Polish consists in many various types of borrowings. Those typologies were chronologically presented in the work, including experts delving into this phenomenon such as: Betz (1974), Carstensen (1979), Yang (1990), Schütte (1996), Bohmann (1996), Götzeler (2008) and Janich (2013).

### **Classification of anglicisms according to speech parts**

Based on currently available research findings on the frequency of speech parts among anglicisms in German and Polish, one may notice that nouns, as juxtaposed with adverbs, constitute the most frequently borrowed words. Adjectives and verbs rank second and third alternately, dependably on the researched corpus. The tendency has lasted for years, as visible in the research results.

Alexandra Zürn (2001) conducted research on the frequency of occurrence of anglicisms in German on the basis of three German newspapers and concluded that 95% of all English borrowings are nouns. The frequency of adjectives and verbs in newspapers analysed by Zürn is different dependably on the research, although the values are similar and equal to approximately 2-3%. Other speech parts encompass less than 1%.

Yang (1990) came to partially different results after conducting a morphological analysis of English borrowings, and inferred that verbs are applied more frequently than adjectives. Nouns, similarly to other studies, constitute the biggest group in the corpus with 92.16%. The second and third position is occupied by verbs: 4.59%, and adjectives: 3.03% respectively

Barbara Engels (1976) conducted research on American influence and its quantitative development on the German press language, on the basis of two random samples from *Die Welt*, and came to the conclusion that in 1954, verbs dominated over adjectives, whereas in 1964 the situation reversed. As presupposed by Engels, one may presume that those two parts of speech compete in terms of the frequency of occurrence.

In her article *Morfologia zapożyczeń angielskich w językach europejskich*, Elżbieta Mańczak-Wohlfeld (2008: 113-120) presented research findings on the morphological adaptation of English speech parts taken over by European languages. The author conducted an analysis of

dictionary entries beginning with the letter *G* in *A dictionary of European anglicisms*, edited by Manfreda Görlacha and published by Oxford University Press. In her study she notices that nouns constitute the most frequently borrowed speech parts, whereas verbs and adjectives come a close second and third. 125 out of 146 analysed dictionary entries beginning with the letter *G* were nouns. On the basis of this analysis, Mańczak-Wohlfeld came to the conclusion that anglicisms borrowed from European languages assimilate relatively easy at the morphological level.

Anna Mękarska and Viktoria Kamasa (2015: 35-52) in their work entitled *Modowe freaki i backpackerzy. Najnowsze anglicyzmy na polskich blogach*, presented research findings germane to an analysis that English borrowings on Polish blogs were subject to. One of the studies was pertinent to a morphological analysis of 114 borrowings – the authors confirmed that also in Polish, nouns and noun phrases predominated over other speech parts and totaled 86.8%.

### **Classification of anglicisms according to thematic areas**

In 1965 Broder Carstensen defined areas through which English influences other languages. Those included: economy and social life, technology, politics, sport, groceries, tourism, and music.

As compared to other research findings (cf. e.g.. Jabłoński 1990: 3ff., Glahn 2000: 174), areas such as sport, music, and culture as well as science/technology/computers and clothes/fashion, food/stimulants as well as economy and politics are subject to analysis.

While classifying thematic areas, many researchers (Carstensen 1965, Fink 1970, Leisi/Mair 1999 and Glahn 2000) take into consideration the susceptibility of these areas to the influx of anglicisms. Leisi and Carstensen as well as Burmasova claim that economy and politics are the most susceptible ones. Glahn (2000), on the other hand, deems that topics related to advertising and sport are particularly prone to borrow new words.

In contemporary classifications, also the thematic areas of advanced technologies, electronic data processing, and computers are subject to analysis.

Makarska i Kamasa (2015) analysed Polish blogs and found 114 borrowings which were subsequently assigned to ten semantic fields. The biggest group encompassed anglicisms in the field of IT and new technologies (55%). The next two groups were associated with business (19%) and social media sites (15%). Smaller groups covered fashion and cosmetics (8%),



interpersonal relations (6%) as well as food and travelling (3%). The following semantic fields had a small number of borrowings: state of affairs (2%), colours (2%), and film (2%).

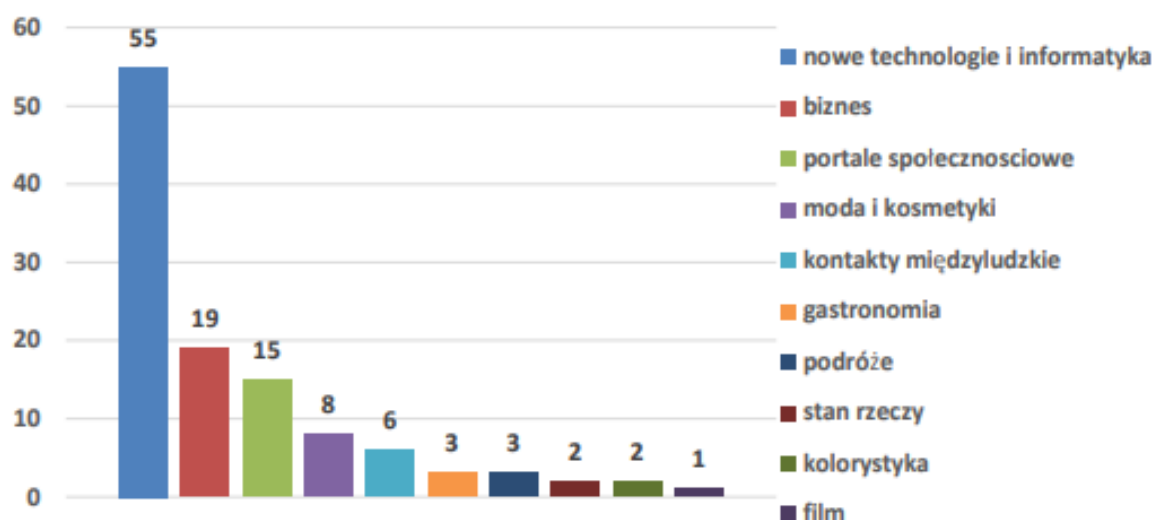


Fig. 46 Classification of anglicisms according to the semantic field (Makarska/Kamasa 2015: 15)

## Corpus

corpus encompasses two hundred articles from Polish and German online magazines called *Cosmopolitan* and *Glamour*. Twenty-five articles were extracted in each magazine, in each category i.e. *fashion*, and *beauty*. Random selection of online articles ensures reliable research findings as regards the statistical analysis of English borrowings. The full list of anglicisms analysed in this thesis was included in Appendix 1.

Thematic areas of *fashion* and *beauty* were selected on the grounds that they were particularly abundant in anglicisms and ensured big comparability in both languages. Additionally, the articles from online magazines for women that were subject to analysis are released in Germany and Poland, and their content in researched sections overlaps to a large extent.

The research material that the corpus is predicated upon was excerpted from magazine articles from March to August 2016, and for the purpose of the research divided into two parts – Polish and German. Both corpora were separately analysed and then compared.

The number of the most frequently occurring anglicisms amounted to one hundred, and in view of the fact that some anglicisms were repeated in both thematic sections, thirty-seven borrowings were analysed in the German, and forty-five in the Polish corpus.

Anglicisms that do not constitute typical borrowings, e.g. are proper names or direct quotations were not included in the analysis. Those encompass people's names, toponyms, English names

of companies and products, English titles of movies, musical works of art, and English quotations such as ‘walk this way’ or ‘Never a bad idea: Chanel!’<sup>4</sup>. Compounds of two or more anglicisms such as *Bodybuilder* or *Topmodel* or those with a hyphen such as *Reality-Show*, *Shopping-Mall* or *Make-Up-Artist*, are treated as single lexical units, and their parts were not subject to analysis.

*Cosmopolitan* and *Glamour*, the magazines analysed in this thesis, are read by woman between 20 and 49, although more frequently also men read them. Both magazines are printed worldwide and address issues of fashion, beauty, career, travelling, partnership and living, therefore are for women who keep up with the most recent trends. Moreover, the magazines include various information and hints concerning the newest topics for women. Both German and Polish edition are divided into thematic sections which to a large extent overlap.

### **Research methodology**

In this thesis, the statistical and comparative methods were applied. The statistical method consists in gathering and analysing statistical data. Research conducted by means of this method is based on inferring from separate sets of data, i.e. analysed research corpora. With the use of the comparative method applied in every analysis conducted in the work, both the frequency of occurrence and the number of English borrowings in both corpora – German and Polish – were analysed.

For the purpose of this thesis, in order to verify the hypotheses, the method of testing differences between means was applied. When a dependent variable was quantitative/ordinal and an independent was qualitative, non-parametrical analyses such as Mann-Whitney U Test (for 2 samples), and Kruskal-Wallis (for more than two samples) were applied. Those tests are chosen when the conditions for using parametrical tests, e.g. the condition of normal distribution, are not met<sup>5</sup>. Statistical analysis was conducted by means of SPSS, and all correlations are statistically significant, when  $p < 0.05$ .

### **The model of analysis**

The model of analysis in this research project encompasses three aspects: quantitative, morphological, and semantic one which were described in corresponding chapters.

---

<sup>4</sup> URL links to the quotations may be found in chapter 3.1 Corpus.

<sup>5</sup> Cf. Bedyńska/Brzezicka 2007: 203-207.

## Quantitative analysis

The quantitative analysis of anglicisms in German and Polish corpora was predicated upon the frequency of occurrence of anglicisms in the researched texts in women's press. The chapter presents a number and percentage of anglicisms in the articles as well as a number and percentage of English words with a division into thematic areas of *Fashion* and *Beauty*. Anglicisms occurring most frequently were presented and compared in both corpora by means of graphs and tables.

While juxtaposing German and Polish magazines, the Kruskal-Wallis Test revealed three statistically significant differences, which inform that a bigger number of words and percentage of anglicisms occur in randomly chosen German articles, rather than in Polish ones. In the research areas of *Beauty* and *Fashion*, no statistically significant diversity was pointed out to as regards the number and the percentage of anglicisms in terms of German and Polish articles. While comparing German and Polish magazines, one may observe that the average number of words in randomly chosen articles is bigger than in the first case. The difference is statistically significant because  $p < 0.001$ . German articles contained on average  $424.15 \pm 289.28$ , whereas Polish ones  $284.37 \pm 158.77$  words. The smallest number of words in *DE* articles added up to 119, whereas the biggest one to 1717. As regards *PL* magazines, the smallest number amounted to 118, whereas the biggest one to 1102.

The average number of randomly chosen articles in German magazines is bigger as compared with the number of English borrowings in Polish magazines. German articles contained on average  $9.08 \pm 8.18$  anglicisms, whereas Polish ones  $4.41 \pm 4.81$ . This difference is statistically significant on the grounds that also in this case  $p < 0.001$ . The corpus encompassed also articles from German editions of the magazines which did not have any anglicisms as well as those, which contained 47 instances. Among Polish magazines, there were also articles that included no anglicisms, or even up to 33.

The average percentage of anglicisms in German articles is bigger than in Polish ones (*DE* – average =  $2.39 \pm 1.83$ , *PL* – average =  $1.66 \pm 1.54$ ). The difference is significant from the statistical point of view, on the grounds that  $p > 0.001$ . As far as *DE* magazines are concerned, the biggest percentage of anglicisms in articles amounted to 10.45%, whereas in *PL* ones – 7.58%.

As regards the German edition of *cosmopolitan DE*, the following anglicisms occurred most frequently in the field of *Beauty*: *Trend* (35 instances), *Look* (24), *Tipp/Tipps* (20), *Training* (20), *Make-up* (12), *Model* (10), *Workaout* (9), *Trainer/Trainerin* (8) and *Smoothie* and *Styling* (7). As far as *glamour DE* is concerned, the following English words occurred most frequently in the field of *Beauty*: *Foundation* (31), *Look* (25), *Primer* (19), *Make-up* (17), *Tipp/Tipps* (16), *Trend* (13), *Trick/Tricks* (10), *Styling* and *Party* (7) *der Shop*, *Eyeline*, *Workout* and *Food* (5).

In the second research area, i.e. *Fashion*, in *cosmopolitan DE*, the following anglicisms occurred most frequently: *Model* (36), *Trend/Trends* (25), *Look* and *Blogger/die Bloggerin* (18), *Outfit* and *Jeans* (17), *Show* (14), *Blog* (13), *Star/Stars* (12) and *Follower* (10). As regards *glamour DE*, the following English borrowings appeared most frequently: *Bag* (39), *Desinger/Desingerin* (34), *Trend* (27), *Outfit* (26), *Model* and *Look* (20), *Top/Tops* (17), *Tipp/Tipps* (14) and *Style/Styles* and *cool* (11).

As far as the area of *Beauty* in German magazines for women is concerned, the following anglicisms appeared most frequently: *Food*, *Foundation*, *Make-up*, *Primer*, *Smoothie*, *Trainer*, *Training*, *Trick/Tricks* and *Workout*. In the field of *Fashion*, those were: *Bag*, *Comeback*, *Designer/Designerin*, *Follower*, *Interview*, *Jeans*, *Label*, *Shopping*, *Style/Styles*.

There is also a small number of anglicisms (8) that appeared in both research areas in *cosmopolitan DE* and *glamour DE*: *Blogger/Bloggerin*, *cool*, *Look*, *Outfit*, *Shop*, *Show*, *Star/Stars*, *Trend*.

As regards the Polish edition of *cosmopolitan PL*, the following anglicisms occurred most frequently in the field of *Beauty*: *peeling/piling* (20), *bronzer/brqzer* (14), *trend* and *eyes* (7), *hormonalny* (5), *koktajl* and *trik/triki* (4), *hit* (3) and *look* and *celebryta/celebrytka* (2). In *glamour PL* those were: *drink/drinki* (18), *hit* (11), *fan/fanka* (10), *fit* (8), *spray* (7), *beauty* and *trening* (6), *koktajl* (5) and *peeling/piling* and *trend* (3). It is noticeable that some of the aforementioned borrowings appear in both magazines.

English borrowings in the field of *fashion* in Polish *cosmopolitan* encompassed: *trend/trendy* (28), *model* (22), *sportowy* (13), *sexy/seksowny* (12), *hit* and *top* (11), *jeansy/dżinsy* (9), *look* and *casual* (6) and *kreacja* (5). In *glamour PL*, the following anglicisms were pointed out to: *model* (37), *street* (9), *kreatywny/creative* (8), *trend/trendy* (7), *lookbook*, *sexy/seksowny* and *fashion* (6), *jeansy/dżinsy* (5) and *fan/fanka* i *szorty* (4). Also in this case, anglicisms occurring

in both magazines were detected in the field of *fashion*: e.g. model/modelka - *cosmopolitan PL* (22) and *glamour PL* (37).

### **Morphological analysis**

Morphological analysis cover subchapters on the most frequently borrowed parts of speech: nouns, verbs, and adjectives. Other English parts of speech, infrequent in the analysed magazines, were presented in a separate chapter with a division into German and Polish corpora.

The number of English nouns in the German corpus in magazines *cosmopolitan.de* and *glamour.de* is similar and equals 21.66  $\pm$  16.04 (Me=16), whereas for *glamour.de*: 24.66  $\pm$  15.60 (Me=20.5). Also, as regards the number of adjectives, no statistically significant differences were found and the quantity was similar. As far as *Cosmopolitan.de* is concerned, it amounts to 1.02  $\pm$  1.25, whereas for *glamour.de* it is 2.18  $\pm$  3.88. Although the rest of English parts of speech occurs very infrequently in German magazines, one may notice a difference indicated by the Mann–Whitney *U* test with a result of 695 with  $p < 0.001$  which presents that they appear slightly more frequently in *cosmopolitan.de* than *glamour.de* (*cosmopolitan.de*: 1.02  $\pm$  1.37 , *glamour.de*: 0.16  $\pm$  0.55 ).

No statistically significant differences were found in the Polish corpus while analysing English nouns quantitatively. An average number of English nouns in researched Polish magazines is similar, i.e. for *cosmopolitan.pl* equals 4.56  $\pm$  4.44 (Me=3.5), and for *glamour.pl*: 5.46  $\pm$  4.89. Comparably, as regards the number of verbs, no statistically significant differences were detected and the average number is similar amounting to 0.06  $\pm$  0.24 in the case of *cosmopolitan.pl*, and 0.14  $\pm$  0.45 for *glamour.pl*. Therefore, the values of the medians show that a negligible number of articles in Polish magazines has any English verbs. Adjectives, as the next researched part of speech, appear similarly in the analysis, for no statistically significant differences were pointed out to with regard to the articles in Polish magazines. Additionally, one may observe quite a similar number of English adjectives, which amounts to 1.5  $\pm$  2.93 for *cosmopolitan.pl*, and 1.18  $\pm$  1.70 for *glamour.pl*.

Other English parts of speech appear in Polish magazines in negligible quantities, however one may notice a statistically significant difference thanks to the Mann-Whitney *U* Test with the result of 1100, where  $p = 0.01$ . Moreover, the analysis revealed that other speech parts may be identified marginally more frequently in *glamour.pl*.

Comparative morphological analysis of Polish and English corpora revealed that the average number of English nouns in German articles is bigger than in the case of Polish ones (*DE* – 23.16 +/-15.82, *PL* – 5.01 +/-4.67). The analysed difference is statistically significant, on the grounds that  $p < 0.001$ . What is more, also the number of English verbs in German articles is bigger than in Polish ones (*DE* – 1.18 +/-1.54, *PL* – 0.10 +/-0.36). The value of the Mann-Whitney *U* Test indicated a statistically significant difference in this case. As far as adjectives are concerned, no statistically significant differences were pointed out to, as regards the juxtaposition of German and Polish articles. The p-value was equal to 0.74, which considerably exceeds the borderline value of statistical significance of 0.001. One may observe quite a similar number of English adjectives in both language versions of the magazines, because for *DE* it is equal to 1.60 +/-2.93, whereas for *PL*: 1.34 +/-2.39. The average number of other English parts of speech in the articles is slightly bigger in Polish articles (*DE* – 0.59 +/-1.11, *PL* – 0.08 +/-0.37). The analysed difference is statistically significant, on the grounds that  $p < 0.001$ .

The issue of parts of speech in terms of English borrowings has already been tackled in linguistics for a number of times. Based on current studies germane to the frequency of occurrence of speech parts, one may infer that nouns are the most frequently borrowed English parts of speech in German and Polish, as opposed to adverbs.

Research findings presented above confirm the tendency popular among researchers such as Fink, Viereck, Yang, Engels or Jabłoński who classify nouns as the most frequently occurring part of speech as regards borrowings. Some researchers claim that verbs are more difficult to borrow than adjectives, on the grounds that in the material they conducted research on, adjectives occurred more frequently than verbs (Fink 1970, Glahn 2000 Plümer 2000).

### **Semantic analysis**

Wenliang Yang (1990) states that semantics plays a crucial role while researching the meaning of a sign and a sequence of signs. In his work, Yang semantically analyses anglicisms from 24 editions of *Spiegel* and infers that their meanings are borrowed into German either fully or partially. He continues that few anglicisms change their meaning in German.

Jacek Fisiak (1970) studies the semantics of borrowings in Poland and highlights the fact that it is not possible to unambiguously define all processes that accompany the transfer of meaning

into the recipient language. It is also worth noticing that the adaptation of a new word is not associated with transferring all of its meanings.

Małgorzata Witaszek-Samborska defines borrowings in the following way:

Borrowings are all words borrowed from foreign languages into Polish [...] regardless of the time, degree of assimilation, and the extent to which they are perceived as foreign elements by the society (Cf. Witaszek-Samborska 1992:20).

In the borrowing process, meanings of words are usually transferred from the donor into the recipient language, however sometimes only some of the meanings may be imparted.

In this analysis, the meanings of anglicisms are taken into consideration, and their spelling does not appear to be important, on the grounds that in Polish there are words that were borrowed in their original form, e.g. *beauty*, *lookbook*, *online*, *trend*, or whose spelling is polonized e.g. *hejt*, *celebryta*, *kreatywny*, *trener*, *trik*. There are also ones, which use both forms interchangeably, e.g.: *peeling/piling*, *bronzer/brqzer*, *sexy/seksowny*.

Having conducted the analysis, the most frequently occurring anglicisms were pointed out to in both corpora and then were subject to semantic analysis (German and Polish corpora separately, 35 randomly chosen anglicisms each). The anglicisms from both corpora were semantically divided into three categories:

1. The meaning in German/Polish overlaps with the meaning in English.
2. The meaning in German/Polish overlaps partly with the meaning in English.
3. The meaning in German/Polish does not overlap with the meaning in English (the meaning is different).

Every anglicism that was subject to semantic analysis was also presented in context, in order to reflect the meaning used in the corpus.

Having conducted the semantic analysis in German corpus, 14 anglicisms were classified as borrowings with overlapping meanings. Definitions of other anglicisms (21) overlapped partly with English meanings. Among all anglicisms that were subject to analysis in the German language, no instances were found that had entirely divergent meanings.

During the semantic analysis of the Polish corpus that encompassed 35 randomly selected anglicisms, the biggest number of English borrowings – 19 – was assigned to a group of words

whose meanings partially overlap with English definitions. A slightly smaller group, 14 anglicisms, covered borrowings with meanings entirely overlapping in both corpora under research. Merely one anglicism (*relaks*) subsumed under the third category, on the grounds that its definition in Polish and English did not overlap. Polish and English words constitute in this case different speech parts: the first one is a noun, and the latter a verb.

## **Summary**

The quantitative analysis conducted in the thesis revealed that it is the German corpus that encompasses more English borrowings. The length of the researched press texts turned out to be slightly bigger than in the case of magazines in German. There were articles in both corpora that did not contain any anglicisms.

Morphological analysis confirmed the research findings adduced in the work showing that nouns constitute undoubtedly the most frequently borrowed parts of speech. Adjectives and verbs come a close second in the corpus. Other speech parts are rarely borrowed in both languages.

While juxtaposing the results of the semantic analysis of both corpora, German and Polish, one may notice that the biggest number of English borrowings belongs to the group where meanings provided in definitions overlap partially. In the German corpus, there is a bigger group of anglicisms with meanings entirely overlapping with original English meanings. It was only the Polish corpus that encompassed one anglicism, whose meaning differed from its corresponding English meaning.

Semantic analysis of borrowings revealed that the biggest group of anglicisms covered words whose original meaning was only partially reflected in the target language (usually one meaning was transferred).

The corpus obtained for the purpose of this work along with extracting lexical units of English origin included in it and subsequently analysing them in terms of quantity, morphology, and semantics, made it possible to meet the previously established goals of this research project.