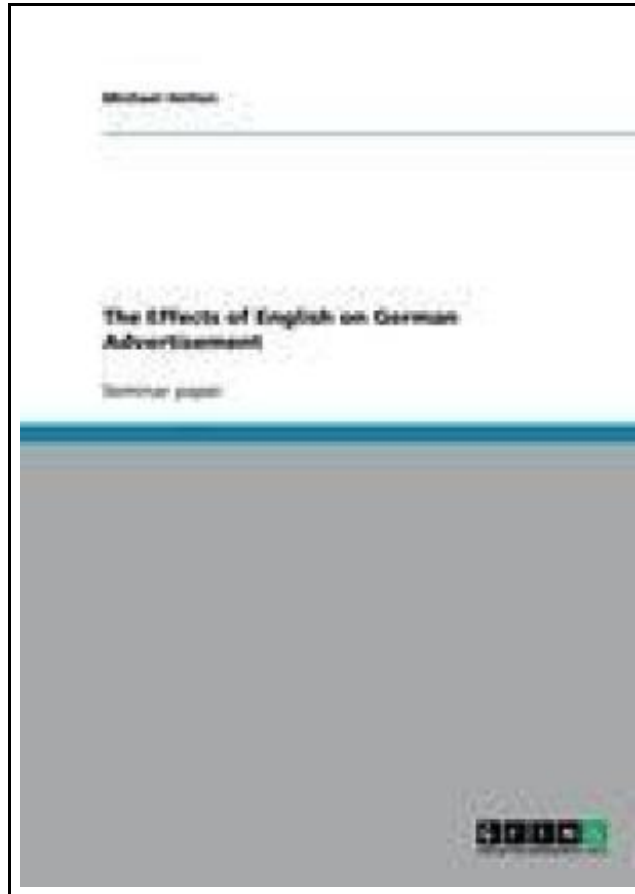


The Effects of English on German Advertisement



Filesize: 2.61 MB

Reviews

Complete information! Its such a excellent study. It is filled with knowledge and wisdom I realized this publication from my dad and i advised this publication to find out.
(Geovanny Grimes)

THE EFFECTS OF ENGLISH ON GERMAN ADVERTISEMENT



To download **The Effects of English on German Advertisement** PDF, remember to follow the link under and save the document or get access to other information that are related to THE EFFECTS OF ENGLISH ON GERMAN ADVERTISEMENT ebook.

GRIN Verlag Feb 2010, 2010. Taschenbuch. Book Condition: Neu. 220x147x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Sociology - Consumption and Advertising, grade: 1,0, State University of New York at Stony Brook (Linguistics), course: Sociolinguistics Seminar, 3 entries in the bibliography, language: English, comment: Double spaced. Using two issues of the popular political German magazine 'Spiegel', I show the influence English has on German advertisement - reasons for making use of English, effects of using or not using English etc. Of the 114 inspected ads, an overwhelming 83 contained at least some form of English. Including the 101 English or clearly English-sounding company names (like comdirect) and product names (like Smover), a total of 348 lexical items of English could be found. , abstract: Gemanagte Dachfonds Die Office in your Pocket-Lösung Power ist nichts ohne Kontrolle To any native English speaker, the slogans above have to seem remarkable, mostly because of the obvious mix of English and German. What might be most remarkable about them, however, is the very lack of remarkability with which they are received (KELLY-HOLMES 67) by German consumers when they are encountered as parts of magazine advertisements. Along with numerous other examples, these three items were extracted from the acclaimed weekly German news magazine Der Spiegel in order to get a clear picture of which effects English has and which role it plays in German advertisement. This paper will argue that English has an effect on virtually all of the 114 ads examined in the Spiegel issues of 4/11 and 4/18 2005, even on the ones that do not contain any English themselves. Furthermore, it will show that the effect English has on German ads extends beyond the concepts usually related...



Read The Effects of English on German Advertisement Online



Download PDF The Effects of English on German Advertisement



Download ePub The Effects of English on German Advertisement

Other PDFs



[PDF] Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

Access the hyperlink under to download "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" document.

[Save PDF »](#)



[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876

Access the hyperlink under to download "History of the Town of Sutton Massachusetts from 1704 to 1876" document.

[Save PDF »](#)



[PDF] DK Readers Flying Ace, The Story of Amelia Earhart Level 4 Proficient Readers

Access the hyperlink under to download "DK Readers Flying Ace, The Story of Amelia Earhart Level 4 Proficient Readers" document.

[Save PDF »](#)



[PDF] DK Readers The Story of Muhammad Ali Level 4 Proficient Readers

Access the hyperlink under to download "DK Readers The Story of Muhammad Ali Level 4 Proficient Readers" document.

[Save PDF »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Access the hyperlink under to download "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)" document.

[Save PDF »](#)



[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Access the hyperlink under to download "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)" document.

[Save PDF »](#)



[PDF] How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book

Click the link under to read "How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book" PDF file.

[Download Document »](#)



[PDF] Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Click the link under to read "Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer" PDF file.

[Download Document »](#)



[PDF] Penelope s English Experiences (Dodo Press)

Click the link under to read "Penelope s English Experiences (Dodo Press)" PDF file.

[Download Document »](#)



[PDF] I Learn, I Speak: Basic Skills for Preschool Learners of English and Chinese

Click the link under to read "I Learn, I Speak: Basic Skills for Preschool Learners of English and Chinese" PDF file.

[Download Document »](#)



[PDF] Jape the Grape Ape from Outer Space Episode Three: Who Stole the Stars?

Click the link under to read "Jape the Grape Ape from Outer Space Episode Three: Who Stole the Stars?" PDF file.

[Download Document »](#)



[PDF] Story Elements, Grades 3-4

Click the link under to read "Story Elements, Grades 3-4" PDF file.

[Download Document »](#)