

"No future für Deutsch. Wieviel Englisch verkraftet unsere Sprache?".

: *Airport, BahnCard, City-Call, Political Correctness, Ballyhoo*
(*doesn't make sense*); *das macht keinen Sinn* (*It doesn't make sense*);
(*Pennsylvania* *Pennsylvanien*).
3500 6000
(*49%* *26%*).
[3].

1. « »
8-9%
16-17% ()

()
300000-500000
100 000 ;
2800 6% ;
() 4%

2. :
;
-
-
() ;
-
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() ;
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-
() ;

- 1) *Drop Site?* *downloaden* *checken?*
- 2) : <dg>, dsch . . .
- 3) ? Club / Klub.
- 4) «Der Spiegel»,

- Computer (, chatten, E-Mail, Internet)
- Medien (, Daily Soap, Late-Night-Show, zappen)
- Soziales / Gesellschaft (, Event, mobben, Ranking)
- Sport (, biken, Carving, Skates)
- Wirtschaft (, E-Commerce, Globalplayer, Outsourcing) [4].

(D. E. Zimmer, G. - H. Gärtner).

Service, Shopping, Event, Trend [3].

WatchArt = Künstleruhren, painter = Marker.

Lotion, Snacks, Shorts, Conditioner.
 - *Slogans, Marketing, Corporate Identity, Promotion, Image,*
Message.

Mouse, E-Mail, Online, Provider, Bit, Byte, CD-Rom, Computer, editieren,
Hacker.

Airbag, Display, Playstation, Gameboy, Joystick . . .

: Fan, Match, Cross, Freestyle, Penalty, Badminton, Sprint, Finish, Team.

– Feature, Pay-TV, Motion, Primetime, Print, Slow, Entertainer, Offset, Yellow Press, Reporter, Interview, Comic, Monotyp, Charts, Comics, Jingle, Headline, Hit, live, News, Playback, Serial, Show, Single, Special, Trailer, Bestseller, Essay, Love-Story, Promoter.

– Make-up, Foundation, Fluid, Eyeliner, Strip, Cover, Aids, Streß, Body Lotion, relaxen;

– Fashion, Dress, Look, Top, Boots, Blazer, Sweater, T-Shirt, Jeans;

– Apartment, WC, Lift, Cente;

– Bar, Brandy, Chips, Cream, grillen, Fast food;

– Greenpeace, Smog, Setter;

– Law and order;

– Babysitter, Bodyguard, Controller, jobben, manager;

– crazy, cool, OK, Punk, Tattoo, Trouble [3].

ADAPTATION OF ANGLICISMS IN MODERN GERMAN

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The article reviews the causes of Anglicisms borrowing in modern German language, ways of their revenues, borrowing methods and integration of lexicographic processing.

Key words: borrowing, German, anglicisms.

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