

GLOBALIZATION, LINGUISTIC IDENTITY AND CROSS-CULTURAL DIFFERENCES IN THE PERCEPTION OF ENGLISH AND GERMAN: IMPACT ON INTERCULTURAL INTERACTION

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Sometimes, the English original just sounds more appealing and recognizable than the German translation. Let's do an experiment: In front of you are two doors. On the first door, it says «Erste Klasse», and on the second door, in exactly the same font, it says «First Class» Which door will you choose? Most people will choose the second door. Since English is a much more widely spoken language than German around the world, it is likely (but not certain) that you have heard the term «First Class» many times before and that this expression already brings some associations to your mind. At the same time, the term «Erste Klasse» does not create any associations for you (unless, of course, you speak German or live in a German-speaking country). People tend to choose what they know best.

Research objective: to demonstrate the influence of globalization processes on the formation of linguistic identity among speakers of English and German and to confirm how differences in cultural contexts and language practices affect communication between representatives of these communities.

Research methods:

- quantitative analysis: surveys and questionnaires aimed at identifying opinions on the influence of the English language on German and the perception of cross-cultural differences;
- content analysis: examination of media materials (articles, blogs, social networks) in English and German to identify linguistic borrowings and changes in communication styles.

The practical significance is justified by following aspects:

- understanding cross-cultural differences and commonalities can help create more effective platforms for knowledge and experience exchange;
- the research results may contribute to more harmonious coexistence among different cultures.

As a result of the conducted survey, it was found that 83% of respondents choose to study English.

The study of literary sources showed that about 10% of modern German vocabulary consists of borrowed words.

There are approximately 50,000 anglicisms in the German language, but around 5,000 are actively used [1].

In advertising in Germany, 60% of slogans are in English [2].

According to the Oxford English Dictionary, about 3% of English words are borrowed from German [4].

The phenomenon of «Denglish» (Deutsch + English) is interesting; this is how Germans sometimes ironically refer to a mix of German and English [7].

A detailed analysis showed that:

1. Sources influencing youth (under 30 years) include TikTok, Instagram, Twitch, YouTube: «Cringe» – «Das ist so cringe»; «Boomer» – «Okay, Boomer».
2. For adults (30-60 years), influences come from LinkedIn, business magazines (Handelsblatt, Manager Magazin), self-improvement.
3. Elderly people (60+ years) are most influenced by traditional media (ARD, ZDF, FAZ, Bild): «Handy» – «Mobiltelefon»; «E-Mail» – «elektronische Post».

The studies confirmed that anglicisms and germanisms are actively used in modern media, reflecting globalization and cultural exchanges. They help convey ideas and concepts that may be difficult to translate and enrich the language, making it more diverse and expressive [3].

An effective algorithm for searching for borrowings from different languages and sources considering their specifics is as follows:

1. Select an Article. Find a popular science article on «The Guardian» website. This could be an article about science, ecology, psychology, etc.
2. Search for Germanisms. Pay attention to words and phrases that may be borrowed from the German language. For example: words like «Weltanschauung», «Schadenfreude», «Kindergarten», etc.
3. Context. Check how these words are used in the context of the article. Often they can be explained or used in specific terms [6].

The results of the search are presented in a table.

Anglicisms and Germanisms are particularly widely represented in advertising to create memorable and effective slogans. They help convey brand values and establish an emotional connection with consumers.

Examples of advertising slogans with anglicisms:

1. Nike: «Just Do It». Anglicism: «Just Do It» — a slogan that has become iconic [6].

Examples of advertising slogans with Germanisms:

1. Volkswagen: «Das Auto». Germanism: «Das Auto» — a slogan that emphasizes the quality and reliability of German automotive manufacturing [6].

A comparative analysis of the degree of influence between English and German languages in the context of globalization can be conducted based on modern trends, areas of borrowing, and cultural influence.

1. English language. In today's world, English continues to dominate international communication, business, and technology. This leads to active borrowing of English words and phrases into other languages, including German. For example, terms related to technology and the internet, such as «start-up», «streaming» and «influencer» have become part of the German language [7].

German language. In recent decades, the German language has also begun to borrow English words, especially in business and technology. However, the extent of this borrowing is significantly lower than in the case of English. For instance, words like «job», «team» and «marketing» have become common in the German language.

2. English Language. Borrowings from English into German often occur in areas such as technology and the Internet, fashion and lifestyle, business and marketing, pop culture and entertainment [4].

German Language. Borrowings from the German language into English, although less common, still occur, particularly in areas such as Psychology (e.g., "Gestalt"), Philosophy (e.g., "Weltanschauung") [4].

3. English Language. The culture associated with the English language, including music, film and literature, has a tremendous influence on global culture. This contributes to the spread of English language borrowings into other languages.

German Language. While German culture may be less globalized, it still has significant influence in certain areas such as classical music, philosophy, and science.

In the context of globalization, the English language exerts significantly more influence on German than vice versa. This is due to its status as a global language, its dominance in international communication, and its cultural impact. The German language retains its significance but primarily influences English in specific fields such as science and philosophy. As a result, there is a one-way flow

of borrowings in today's world where English becomes the main source of new words and concepts for many languages, including German [1].

References

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