

English terms in german language of tourism

German linguists have two different approaches to the extensive use of English terms in German. One group of the researchers believes that German is so much saturated with English words that it should be called Denglish. Therefore, it is necessary to use 'pure' German in all spheres of language and always choose a German word no matter how well-known and widely-used the English equivalent is. They think English terms expose to danger the communicative influence and effectiveness of German on German-speaking people, as not all of them can understand and feel the main message and additional tuning of the discourse if unknown elements prevent their understanding. According to the research results, young generation of German people does not welcome such an extensive use of English words and think that German should be developed by introducing new German words to denote new concepts. The researchers report that English language is widely used nowadays not only in international trade and travel business but also in medicine, physics, astronautics, natural sciences, psychology, where German was traditional. The supporters of the second approach believe that the practice of abundant use of English words(including terms) in German is the result of the globalization process which affects the whole world and such borrowings can not and should not be stopped by an official banning. On the opposite, linguists should recommend to use English terms in such spheres as tourism, advertising, communication technologies, international trade. If take the example of the professional language of tourism, many signs, signboards, instructions written in English will help people of different nationalities including the Germans understand the message. The professional language of tourism taught to the students of our Academy should highlight some specific features of using English terms in German, such as parallel use of English and German terms, use of a composite term in which one of the components is substituted by an English word, use of exclusively English terms for certain concepts in the field.