Annette Klosa-Kückelhaus and Sascha Wolfer

CONSIDERATIONS ON THE ACCEPTANCE OF GERMAN NEOLOGISMS FROM THE 1990s

International Conference “New Words and Linguistic Purism”
Innsbruck 25-26 October, 2018
1. Introduction
2. Study I: Frequency development of neologisms from the 1990s
3. Study II: Use of linguistic markers for neologisms from the 1990s
4. Outlook: Further studies
**INTRODUCTION**

**Question:** To what extent are borrowings resisted more strongly than new words resulting from the application of word formation rules?  
(CfP for the international conference “New Words and Linguistic Purism”)

**Hypothesis:** The acceptance of borrowings is lower than the acceptance of new words resulting from the application of word formation rules.
INTRODUCTION

Indicators for acceptance of neologisms in German

1. Increasing overall frequency
2. Distribution in many different text types
3. Usage in many different discourses
4. Initially used indicators for neologisms in written language (‘linguistic markers’) are abandoned quickly.
INTRODUCTION

Linguistic markers for neologisms in German (see Lemnitzer 2010: 69)

1. Pragmatic markers:
   a. Quotation marks
   b. Hedge words (e.g., sogenannte ‘so called’)
   c. Distancing phrases (e.g., wie man heute sagt ‘as we say today’)

2. Grammatical criteria:
   a. Stable gender of nouns
   b. Full conjugational paradigm for verbs

3. Criteria of word formation:
   a. Neologism is first and second component in an increasing number of noun compounds
   b. Borrowed neologism is combined with indigene lexemes in word formation products
INTRODUCTION

Material for our study:

- neologisms from the 1990s fully described in the Neologismenwörterbuch at the Institute for the German Language (IDS), Mannheim (see www.owid.de/wb/neo/start.html; see also Klosa/Lüngen 2018, Steffens 2017, al-Wadi 2017)

- both products of word formation in German (e.g., *Schaltfläche* ‘button’) and borrowings from other languages (e.g., *Mousepad* from engl. *mouse pad*)
  - extracted from the corpus platform COSMAS II at the IDS
INTRODUCTION

Borrowings (15)

Anchor, Cocooning, Cybersex, Edutainment, Emoticon, Fundraiser, Girlgroup, Homeshopping, Mousepad, Onliner, Outplacement, Splatter, Streetwear, Upgrading, Zapping
INTRODUCTION

Word formation products (20)

Boxenluder (‘young and attractive women seeking public attention’)
Erlebnisgesellschaft (‘fun and pleasure seeking society’)
Fahrstuhlmannschaft (‘sport team moving up and down between leagues’)
Gelbrotsperrre (‘dismissal of a soccer player after yellow and red cards’)
Induktionsherd (‘induction stove’)
Inselhüpfen (‘hopping from island to island during vacation’)
Konsumraum (‘public room where drug addicts can take drugs under medical surveillance’)
Kuschelrock (‘soft rock’)
Lebensabschnittspartner (‘temporary life companion’)

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Word formation products (20)

Lotuseffekt (‘lotus effect’)
Mauszeiger (‘pointer’)
Personenmine (‘land mine’)
Quotenkönig (‘ratings king’)
Rentenlücke (‘pensions gap’)
Schaltfläche (‘button’)
Sozialbetrüger (‘social benefits fraudster’)
Sparmobil (‘fuel saving car’)
Theraband (‘thera band’)
Wohlfühlgewicht (‘healthy feel-good weight’)
Zickenalarm (‘public uproar because of a fight between two women’)

STUDY I: FREQUENCY DEVELOPMENT

Year

Occurrences per 1 million words

Origin

English

German

Anchor
Boxenluder
Cocooning
Cybersex
Edutainment
Emoticon

Erlebnisgesellschaft
Fahrrstuhlmannschaft
Fundraiser
Gelbrotspere
Girlgroup
Homeshopping

Induktionsherd
Inselhupfen
Konsumraum
Kuschelrock
Lebensabschnittspartner
Lotuseffekt

Mauszeiger
Mousepad
Onliner
Outplacement
Personenmine
Quotenkoenig

Rentenluecke
Schaltflaeche
Sozialbetrueger
Sparmobil
Splatter
Streetwear

Theraband
Upgrading
Wohlfuegelgewicht
Zapping
Zickenalarm
STUDY I: FREQUENCY DEVELOPMENT

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STUDY I: FREQUENCY DEVELOPMENT

Preliminary conclusion

• no clearly distinguishable pattern in the frequency development for borrowings vs. word formation products
• frequency development can (probably) not be used as an indicator for acceptance of a neologism in German
  ▪ at least not simple relative frequencies
STUDY II: LINGUISTIC MARKERS

- We investigated the following markers in the vicinity of the neologisms:

<table>
<thead>
<tr>
<th>Marker (German)</th>
<th>Marker (English)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quotes around the keyword</td>
<td>Quotes around the keyword</td>
</tr>
<tr>
<td>“neudeutsch” before or after keyword</td>
<td>“new German”</td>
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<tr>
<td>“das heißt/bedeutet”, “d. h.” after keyword</td>
<td>“that means”, “i. e.”</td>
</tr>
<tr>
<td>“zum Beispiel”, “z. B.” after keyword</td>
<td>“for example”, “e. g.”</td>
</tr>
<tr>
<td>“genannt” after keyword</td>
<td>“called”</td>
</tr>
<tr>
<td>“englisch” before or after keyword</td>
<td>“english”</td>
</tr>
</tbody>
</table>

Note: “Anglizismus” ("Anglicism") did not occur, “Fremdwort” ("foreign word") and parantheses led to too many false hits.
STUDY II: LINGUISTIC MARKERS

- 'sogenannt' before 'genannt' (w/o 'so')
- 'zum Beispiel' after 'neudeutsch'
- 'das heißt' after 'das bedeutet'
- 'Quoted'
- 'so genannt' after 'englisch'

Percent of tokens

Marker

Origin
English
German
STUDY II: LINGUISTIC MARKERS

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STUDY II: LINGUISTIC MARKERS

p = 0.03766

Cocooning

Percent with marker

Origin

English

German

p = 0.03766
STUDY II: LINGUISTIC MARKERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Anchor</th>
<th>Boxenluder</th>
<th>Coconing</th>
<th>Cybersex</th>
<th>Edutainment</th>
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<table>
<thead>
<tr>
<th>Percent of marked occurrences</th>
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</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Erlebnisgesellschaft</th>
<th>Fahrstuhlmannschaft</th>
<th>Fundraiser</th>
<th>Gelbrotspere</th>
<th>Girlgroup</th>
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| Percent of marked occurrences |

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<th>Inselhüpfen</th>
<th>Konsumraum</th>
<th>Kuschelrock</th>
<th>Lebensabschnittspartner</th>
<th>Lotuseffekt</th>
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<tr>
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<th>Onliner</th>
<th>Outplacement</th>
<th>Personenmine</th>
<th>Quotenkönig</th>
<th>Streetwear</th>
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STUDY II: LINGUISTIC MARKERS

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STUDY II: LINGUISTIC MARKERS

Preliminary conclusion

• both borrowed new lexemes and new products of word formation in German are used with linguistic markers
• quotation marks are used most often as a linguistic marker for new lexemes (both borrowed and German word formation products)
• there is a slight tendency for borrowed new lexemes to be marked more often
• the use of linguistic markers for new lexemes (both borrowed and German word formation products) decreases over time
• the use of linguistic markers for neologisms can (cautiously) be used as an indicator for acceptance of a neologism in German
OUTLOOK: FURTHER STUDIES

1. Expansion of the data base:

2. Interviews in a field test:
   Collection and evaluation of speakers’ opinions on the acceptance of a sample of the analyzed neologisms

3. Experiment with software MouseTracker:
   • record and analyze mouse movements traveling toward potential on-screen responses
   • insights into potential “insecurities” concerning two alternative answers
## OUTLOOK: POSSIBLE EXPERIMENTAL DESIGN

<table>
<thead>
<tr>
<th>Factor B: Origin</th>
<th>Factor A: Neologism status</th>
<th>90s neologism</th>
<th>2010s neologism</th>
<th>non-word</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td><em>Trennkost</em>&lt;br&gt;‘food combining diet’</td>
<td><em>Strickguerilla</em>&lt;br&gt;‘knitting guerilla’</td>
<td><em>Durstmagnet</em>&lt;br&gt;‘thirst magnet’</td>
<td></td>
</tr>
<tr>
<td>English</td>
<td><em>Tanktop</em></td>
<td><em>Shapewear</em></td>
<td><em>Doorapp</em></td>
<td></td>
</tr>
</tbody>
</table>

- More negative answers for newer neologisms?
- Even more negative answers for non-words?
- Higher deviations from optimal mouse path for newer neologisms?
- Lower deviations from the optimal mouse path for non-words?
REFERENCES


Willkommen im Neologismenwörterbuch!


Hier finden Sie auch – ganz aktuell – das Neuete im Wortschatz der Zehnerjahre.

Im Dezember 2014 ist das Deutsch-russische Neologismenwörterbuch erschienen, das auf dem Neologismenwörterbuch für das Deutsche fußt.

Zur Direktbestellung besuchen Sie bitte unseren Online-Webshop.


http://www.owid.de/wb/neo/start.html