

# English loanwords in Danish: Nice to have eller need to have?

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The English influence on the Danish language has been a feature of debate in Denmark in the last few decades. But whereas the media and many language users see the English influence as quite strong and potentially threatening, many linguists consider the influence as less powerful and non-threatening. This article is based on a survey of the amount of recent English loans in 7 Danish magazines and 10 episodes of the reality show *Ex on the Beach*. The result of the study is that the amount of English loans is very limited, but that various factors may affect the impression of the dominance of the English language. These factors include the minimal Danish orthographical adaption of English loans and the fact that the percentage of loans is higher in advertising and other genres designed to attract our attention than in newspapers, magazines, and (a part of) youth language.

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