

Everyday English

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In this article, we investigate English in Danish (loanwords) and English in Denmark (English phrases, sentences, slogans, and proper names). The point of departure is the discrepancy between the research stating that the number of English loanwords in the Danish language is modest, and the attitude among some language users that English influence in Denmark is very high. The research of English in Danish has typically investigated English loanwords in editorial texts such as newspaper articles. In this study, we investigate a more wide-ranging data set of editorial and unedited texts, including texts in the linguistic landscape in four selected cities. In addition, we investigate English in Denmark by including the categories English phrases, sentences, slogans, and proper names that are commonly excluded from frequency studies. In doing so, we gain a more fair representation of English in Danish and English in Denmark as it appears to the Danish language users in everyday situations. Our study shows that the number of English loanwords and the presence of English in Denmark is modest in all the investigated data apart from a high number of English phrases, sentences, slogans, and proper names found in the linguistic landscape and in some of the commercials investigated in the study. This suggests that the amount of English in Denmark may differ considerably depending on the data chosen for the investigation. Thus, an important conclusion is that we must collect data on both English in Danish and English in Denmark to say something meaningful about the size of the impact from English.

KEYWORDS: english influence, language contact, loan words, linguistic landscape, socio-onomastics