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Autore	Spitzmuller Jurgen
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Nota di contenuto	Frontmatter -- Inhaltsverzeichnis -- Einleitung -- 1 Der Stand der Forschung -- 2 Terminologie und Methode -- 3 Das Korpus zum öffentlichen Diskurs -- 4 Die Entwicklung des Anglizismendiskurses von 1990 bis 2001 -- 5 Metasprachliche Bezeichnungen -- 6 Metaphorik -- 7 Argumentationen -- 8 Perspektiven des linguistischen Diskurses -- 9 Zusammenfassung und Fazit -- Backmatter
Sommario/riassunto	This study is the first to examine in detail the public and academic discussions ("metalinguistic discourses") from 1990 to 2001 on the subject of anglicisms in German. The central question is one of why attempts by linguists to participate in the public discourse and move this towards a more objective debate largely failed. On the basis of numerous statements in the media and from professional linguists, the study demonstrates the reasons for the divergent assessments of the

phenomenon in academic and public circles.

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