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# English Borrowings in the Economy Section of Swedish Online Publications

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## Introduction

The English influence on the Swedish language is a hotly debated topic today, and has been so for several decades. This debate is not only something that concerns linguists, but also the common man. Today, there are concerns that the Swedish language will lose its identity and its distinctive character. In addition to this there are fears that English will become the dominant language not only in technical fields but in everyday Swedish as well.

Ever since the 17<sup>th</sup> century, and particularly after the Second World War, English has had a great influence on the Swedish language. In the beginning, English borrowings were limited to practical words relating to material things, but today a multitude of different English borrowings find their way into the Swedish language. Nowadays, English is not only the primary language of multinational Swedish corporations such as Ericsson and Volvo, but entire specialized fields are saturated with English loanwords. Such fields include economy, sports and entertainment (Seltén 19). The English influence is not only limited to specialist fields, but it is widely acknowledged today that the English language has had a great impact on everyday Swedish as well. Even before the information age of today, English terms and colloquial speech have saturated the Swedish vocabulary. This influence on everyday Swedish is arguably reflected in the language of various publications such as periodicals, technical journals and daily newspapers. In the specialized sections of publications which relate to fields that frequently use English borrowings, it is natural to assume that the number of borrowings might be greater and more obvious than in other texts.

This quantitative study examines the economy section of five online Swedish news publications to investigate the frequency and nature of English vocabulary. This study intends to determine to what degree the English language has influenced the language of the articles in the chosen publications. The found borrowings will be categorized according to their word class and loan type to enable a deeper analysis of the results. Based on the found English borrowings it is possible to draw a number of conclusions regarding the English influence on the Swedish language. Since the future of the Swedish language is of current interest, the frequency and nature of English borrowings in Swedish written language is an interesting and important area to investigate.

The study is outlined as follows: Firstly, the purpose and main question of this study is explained. Secondly, the history of English influence on the Swedish language is described.

Thereafter, the theoretical framework of the thesis is outlined. In this section previous research and literature are illustrated, as well as a description of how this study is different in comparison to earlier studies carried out in the field. The essay continues by describing the categorization of loanwords, selection of source material, how the study has been carried out and what limitations apply to the study. An account of the results then follows, as well as an analysis and a discussion of the outcome of this study.

## 1. Purpose and Main Question

The main purpose of this essay is to investigate the frequency and nature of English words, terms and phrases in the economy section of five Swedish online newspapers, tabloids and periodicals. The study determines loanword density on a larger scale, per publication and per type of publication, and aims to establish the occurrence and frequency of English loanwords in Swedish publications. The various implications of English influence on the Swedish written language will also be discussed. This study divides the found borrowings into categories based on word class and loan type.

It is my hypothesis that the Swedish articles will contain a number of English words that are visible not only to a trained professional but also to a novice. Apart from these obvious English borrowings it is also likely that a great many more subtle loanwords can be found in the articles.

The main question this paper will answer is: How frequent, and of what nature are English borrowings in the economy section of the chosen Swedish online news publications?

## 2. History

The history of English influence on the Swedish language is not limited to the past few decades, but is rather an ongoing process that began several hundred years ago. The various imported loan words in a language often mirror specific characteristics of a certain time period (Moberg 8). Up until the latter half of the 19<sup>th</sup> century, English loanwords in the Swedish language were mostly related to material things and needs. After this time more abstract words began to find their way into the Swedish language (Ljung, *Skinheads* 13).

English loanwords first started to appear in Swedish in the 17<sup>th</sup> century. During this period of time words like *dogg*, *tobak*, *puritan* and *pudding* were typical loan words. In the 18<sup>th</sup> century, words relating to trade, shipping, foods and clothing were imported. In addition to these categories English proper names like John and Betty started to appear in the Swedish-

speaking part of the world. Later on, in the 19<sup>th</sup> century, the rate of English borrowings accelerated and words mainly relating to sports, industry, technology and communications were borrowed into the Swedish language (Ljung, *Skinheads* 12).

There are several factors that have contributed to this acceleration of English borrowings in Swedish. While there certainly may be other reasons, the three factors described below can be considered as the most important ones.

Firstly, it has been claimed that a contributing factor to the increased number of English words in the Swedish language might be due to the large number of Swedes that immigrated to North America during the 19<sup>th</sup> century. The correspondence between the immigrants and their relatives in Sweden might have made English words and expressions more familiar to the Swedish speaking public (Stålhammar 3).

Secondly, new phenomena often appeared, and still appear, in the Anglo-Saxon countries, the USA in particular (Seltén 18). From these countries the phenomena and their associated words then spread across the world. This is another factor that has contributed to the number of English borrowings in the Swedish language.

Thirdly, in 1945 America had its definitive breakthrough as a political and economic superpower, and this paved the way for a veritable invasion of English terms into Swedish and other languages (Ljung, *Skinheads* 12). It has been, and still is, difficult to find appropriate Swedish terminology for all the recently imported phenomena, and therefore the English designation is often adopted without significant modifications. Some words could, however, easily be translated into Swedish but it is often easier and more convenient to use the English term. The strive to be more international, or plain snobbery, might also contribute to the widespread usage of English terminology (Seltén 18-19).

### **3. Theoretical Framework**

In this section the theoretical framework of the thesis is outlined. Previous studies that have been carried out in the field are described. In addition to this, the differences between my study and the other studies are reviewed.

A number of studies similar to this one have been carried out in Sweden in the past. Two prominent studies are *Lam anka- ett måste?* by Magnus Ljung and *Engelskan i Svensk dagspress* by Judith-Ann Chrystal. These comprehensive studies were carried out in the 1980s to examine the occurrence of English words/borrowings in Swedish printed media. Both studies are broader and somewhat different in method and scope compared to this study.

Another more recent study on a similar topic is Mall Stålhammar's *Engelskan i svenskan – 2. Engelska lånord under 1900-talet* (2003). This study relies on various dictionaries as source material and is a part of the *ORDAT* project, which is a project that aspires to describe the development of the Swedish vocabulary from the 19<sup>th</sup> century to the 21<sup>st</sup> century.

### 3.1 Ljung

*Lam anka – ett måste?* (1985) and the follow-up book *Skinheads, hackers & lama ankor – Engelskan i 80-talets svenska* (1988) are studies that sample a broad selection of material in order to determine how the English influence is received in Sweden, and to study English borrowings in Swedish media, primarily newspaper media. *Lam anka – ett måste?* is the final report of the EIS<sup>1</sup>-project, a project aimed to study how Swedes received and accepted the influence English had on the Swedish language. The EIS-project came to various conclusions about how the English borrowings are viewed by the Swedes, but these results are not interesting in the context of this study. The EIS-project eventually came to include a smaller study on English borrowings in Swedish newspaper and magazine language. This study was carried out in 1983/1984 and its result states that there is an average of about 0.42 percent English borrowings in the material.

Ljung's follow-up book is more important as a source of information in this study, and it is also more closely related regarding purpose and source material. This book studies new English borrowings in the Swedish language during the 1980s. It builds upon two studies: firstly the previously mentioned study on newspaper language from 1983/1984 that is part of the EIS-project, and secondly a study on the language in magazines from 1985/1986. The latter study was carried out as a result of certain limitations regarding source material in the study from 1983/1984. The result of the second study states that there is about 0.54 percent English loanwords in the source material. The source material is a selection of periodicals with different subject fields ranging from general topics to specialized subject fields like computers or sports. One of the specialized publications is the periodical *Privata Affärer*, a periodical that focuses on economy. This element in Ljung's study forms an interesting aspect with which the results of this study can be more directly compared. This aspect will be examined in section 6.2 in greater detail.

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<sup>1</sup> Engelskan i Sverige

### 3.2 Chrystal

Chrystal's *Engelskan i svensk dagspress* from 1988 examines how English has influenced the language of Swedish daily newspapers. Unlike Ljung's studies, this one only focuses on daily newspapers. In her study, Chrystal arranges and categorizes the words found according to their degree of integration in the receiving language. This is an important and distinctive feature of her study. Her system of categorization will be further described in section 4.

Like Ljung, Chrystal analyses entire issues of a certain publication including advertisements. The result of the study states that the percentage of English borrowings in the source material is 0.25 percent. This percentage is an average of both editorial material and advertisements. Separately, editorial material feature 0.13 percent of English borrowings while advertisements contain 0.59 percent. The reason for this rather small figure compared to Ljung's results is, according to Chrystal, the difference in source material.

### 3.3 Stålhammar

Stålhammar's *Engelskan i svenskan – 2. Engelska lånord under 1900-talet* has served as a central source of information. Stålhammar's study is different from both the above mentioned studies and this study in that it strives to, in a more general sense, explain how the English language has affected the Swedish vocabulary. The study tries to explain in what fields the English language plays a prominent role and, in addition to this, also describes when certain words started to appear in Swedish. Much useful information regarding words and their etymological background is found in the study as a result of a very well developed word-index. Due to differences between the studies Stålhammar's work was used mainly during the preparations, and its influence is therefore not as evident in the text as the other two studies.

### 3.4 Differences between Studies

This study is most similar to Ljung's and Chrystal's works. There are, however, differences between them.

The most obvious difference is that this study focuses solely on the economy section of Swedish online news publications. Ljung and Chrystal, on the other hand, sample entire issues of printed publications, including advertisements. Chrystal does distinguish between editorial material and advertisements when describing the results of her study. This is a feature that enhances the comparability between this study, which only includes articles, and Chrystal's. The other very prominent difference between the studies is the size of the source material. This study is based on a smaller and more narrowly selected material. For example,

the total size of the source material from Ljung's study from 1983/1984 is over 400 000 words, while the corpus used in this study contains 37 555 words.

There are also some differences regarding the process of limiting and selecting loanwords. Ljung has eliminated all English borrowings that are featured in the 10<sup>th</sup> edition of *Svenska Akademiens Ordlista* (hereafter referred to as *SAOL*) from 1973, while Chrystal places the limit at the 9<sup>th</sup> edition of *SAOL* from 1950. The reason for this exclusion of older loanwords is, according to Chrystal, the fact that it is new borrowings that her study focuses on (29). Ljung makes a similar argument (*Skinheads*, 86). This study does not place any such limitations on the age of borrowings (see section 5.1).

Furthermore, previous studies are based on the printed versions of publications; this study is, as already mentioned, based on the online editions. It is plausible that articles intended for the online edition are examined and proofread to a lesser extent than those meant for the printed edition, and as a result this they might contain more anglicisms. It is also possible that there is a difference in target audience for the printed and online edition of a publication. The online editions might be tailored to a younger demographic who, according to Ljung, appreciate English borrowings more (*Skinheads* 106-23). One of the greatest advantages of the online medium over traditional printed press is the availability of immediate updates, and therefore it is arguable that readers of the online edition might also want faster updates and a greater number of articles. This in turn might increase the number of English borrowings in the text because of hastily done translations from sources such as the news agency AFP. It is also plausible that online newspapers have a general bias for quantity of articles over quality of the language in the articles. All of the above mentioned factors might increase the number of found borrowings and as a result affect the outcome of the study. Most of these factors are aspects that have not been present in previous studies, which naturally limits the comparability between this study and previous studies somewhat.

#### **4. Categorization of Loanwords**

There are numerous ways of categorizing loanwords. Some of the more common ways include categorizing by degree of integration and categorizing by type of loanword. These systems of categorization are described in greater detail below.

The system of categorizing loanwords according to degree of integration in the receiving language is used by Chrystal (47-57). This system tries to judge how established a certain loanword is in a language, in this case Swedish. Chrystal outlines a method that

divides loanwords into established and non-established loanwords. Loanwords are considered established and well-known if they are featured in certain dictionaries selected by Chrystal. The non-established loanwords are divided into interim and non-integrated loanwords. An interim loanword exhibits some signs of adaptation to the Swedish language, while a non-integrated loanword does not. An example of an interim loanword is the word *workout*, and the word *contemporary art* exemplifies a non-integrated loanword. Furthermore, Chrystal excludes all words of English heritage that are featured in the 9<sup>th</sup> edition (1950) of *SAOL*. These older loanwords are considered, more or less, Swedish and Chrystal argues that they fall outside the purpose of her study, as research already has been done on them (Chrystal 29). The division into these categories is partially built upon personal judgment when determining what constitutes an interim or non-integrated loanword

Ljung uses a system of categorization that divides loanwords into “direct loans”, “translation loans” and “construction loans” (*Skinheads* 59-85). All categories are further divided into several sub-categories: Direct loans are divided into “words” and “phrases”, translation loans are divided into “proper translation loans” and “meaning loans”, and construction loans are divided into “syntax loans”, “word formation loans”, “genitive” and “plural”.

Direct loans are words or phrases that have been imported as they are, with or without changes in pronunciation, spelling and meaning. This category forms the most apparent group of loanwords. Examples of direct loans are words such as *team*, *skinhead* and *image* and phrases such as *you bet*.

Translation loans can, as mentioned above, be divided into two separate groups: “proper translation loans” and “meaning loans”. Proper translation loans are compound words and phrases that consist of familiar Swedish words combined in a new, English fashion. Examples of this are *hjärntvätt* from the English word *brainwash* and *mjukvara* derived from *software*. Meaning loans, on the other hand, occur when simple words that exist in the vocabulary in both English and Swedish get a new, additional, meaning when borrowed. Often, the words share the same basic meaning in both languages, but do not correspond exactly. In such cases, the Swedish word might get an additional meaning inspired from the English word. An example of a meaning loan is the Swedish word *ikon*.

Finally, construction loans affect the construction of sentences and their formation. Construction loans occur when a Swedish sentence is formed in an English manner, for example by placing the word *ändå* first in a sentence as done with the English words *still* and *yet*.

This study makes use of a modified version of Ljung's system of loanword categorization. This modified version has an additional category to the direct loans, bringing the total number of direct loan types to three: direct loanwords, direct loans – phrases and direct compound loanwords. The new category of direct loans consists of English direct loanwords that are compounded with a Swedish word (or a loanword from some other language than English), for example *insiderbrott*. This type of loanword is relatively prominent in this study, which motivated the addition of a new category. Had this category not been added, an important characteristic of the found borrowings would not have been illustrated clearly enough. In addition to this, the modified version has omitted construction loans. The reason for omitting construction loans is that these loans are difficult to detect, and furthermore the purpose of this study is to examine loanwords, not grammatical constructions.

## 5. Material and Method

The publications chosen for this study are one daily tabloid, *Aftonbladet*, two periodicals that focus mainly on economy, *Dagens Industri* and *E24*, and two daily newspapers, *Göteborgs-Posten* and *Dagens Nyheter*. The fact that there is only one daily tabloid, *Aftonbladet*, may affect the results of the study. There are a limited number of tabloids in Sweden, and *Aftonbladet* is the only tabloid to have an economy section substantial enough to meet the requirements of this study. The tabloid category was, despite this deficiency, considered too important to be completely omitted.

This study focuses, as stated earlier, on the economy section of above mentioned publications. The economy section was selected because of the presumption that it might feature numerous loanwords from the English language. This assumption is based on the fact that English is a dominant language in the field of economy. Another reason for selecting the economy section is that, while still being a large enough section, it is not experienced as just a small niche saturated with technical terms.

The articles examined were published between 2008-02-12 and 2008-03-10, and, as stated previously, they were taken from the online version of said publications. This is because of the ease of accessibility and popularity of online editions. The modernity of the online edition is also a contributing factor to this decision. The articles that form the base of this study are 85 in number.

The articles were chosen randomly from each publication's online edition. After selecting them, the articles were, without any further examination, printed. When all the

material had been collected the articles were thoroughly examined and the English loanwords were excerpted. After this process the number of words was counted with the aid of MS Word. The total number of words was counted, as was the number of English loanwords. In order to compile statistics both for the individual publications and for the different types of publications, the words were divided into different lists based on what publication they originated from. The word lists were then compiled into a master list containing all the English loanwords found in the material. From this list the words were categorized according to loan type and word class.

A number of dictionaries and lexicons have been used when conducting this study. *Nyordsboken* (Moberg), *Ny Svengelsk ordbok* (Seltén), *Våra ord - deras uttal och ursprung* (Wessén), *Svenska Akademiens Ordbok* and *Prismas främmande ord* have served as the primary sources of etymological and word-related information. The dictionaries were important during the work process in order to verify that all loanwords found definitely are loanwords. Because the dictionaries all feature a slightly differing selection of words, it is necessary to use several different dictionaries to find etymological information on all the loanwords in the material.

## 5.1 Limitations

Ljung points out that every loanword which is incorporated into the Swedish vocabulary goes through a three-step process (*Skinheads* 15-16). When a foreign word is first used in a Swedish text, the word is often accompanied by citation marks to denote its foreign heritage. After a while, these marks are left out even though the word is still considered foreign, and retains its, in this case, English spelling, inflection and pronunciation. Eventually, the loanword might get a wholly Swedish spelling and inflection (Ljung, *Skinheads* 16). These words are still in the strictest etymological sense loan words even though they might not be experienced as such anymore. A central question when collecting data for this study is where the line should be drawn? What should be considered a loan word and why?

In many cases the distinction between a loanword and a non-loanword can be very diffuse. As a source for defining whether a word is a loanword this study relies on etymological dictionaries, *SAOL* and in certain cases personal judgment. A word that is listed as a loanword from the English language in an etymological dictionary is included. Previous studies have often excluded words that have been officially adopted into the Swedish language as a result of their addition to *SAOL* (Ljung, *Lam anka* 157). In this study, an inclusion in *SAOL* or a Swedish spelling and inflection of the word does not mean that the

word automatically is excluded from this study. If a word is listed in *SAOL*, or if it has a Swedish spelling and inflection, it will be a matter of personal judgment when deciding if it is to be included in the study. This decision is based on the fact that certain important loanwords might have been excluded if an artificial limit would have been introduced. The principle used can be illustrated with the following examples: A word like *jös*, which is derived from the English word *juice* but is spelled in a Swedish manner, will not be included. This word has gone through the final step of the loanword process and is thus probably considered wholly Swedish by almost everybody. Words like *mejla* and *sajt* will, however, be included despite their Swedish spelling and inflection. These words are obviously English and relatively recent additions to the Swedish vocabulary. The word *mejla* was added to *SAOL* (12<sup>th</sup> edition) in 1998, but despite officially being a decade old the word shows an obvious English heritage. The fact that *mejl* is simply a different way of spelling the English word *mail* is probably apparent to most Swedes, and is therefore arguably a direct loanword. The changed spelling is only a measure to make the foreign word easier to pronounce correctly and to make it adhere to Swedish rules of pronunciation.

As mentioned earlier, previous studies have automatically excluded all older loanwords (Chrystal 29; Ljung, *Lam anka* 157). Because of the difficulty and uncertainty of determining the exact age of a loanword, as well as the large loss of material an arbitrary limit would cause, this study does not place a limit on the age of a loanword. There have also been more frequent updates to *SAOL* in the last decades compared to the situation when the previous major studies were carried out. For example, Ljung places the age limit at 1973, the year the 10<sup>th</sup> edition of *SAOL* was published. This edition was the most recent edition of *SAOL* at the time Ljung carried out his studies. Since then, there have been three additional published editions of *SAOL*: the 11<sup>th</sup> edition in 1986, the 12<sup>th</sup> edition in 1998 as well as the 13<sup>th</sup> edition in 2006. It is quite likely that if this study would exclude all loanwords included in any of these recent editions of *SAOL* a large amount of English borrowings in the data would have to be excluded. As already stated, this study includes words that in an etymological dictionary are listed as being of an English heritage.

In addition to the above mentioned limitations, proper names will not be considered in this study. Christian names, geographical names, company- and organizational names and brand names have, along with their abbreviations, therefore been excluded, as have the titles of movies, books and radio- and TV-shows. The study does, however, include proper names and their abbreviations if they are combined with a Swedish word, for example the word *OPEC-länderna*.

For the purpose of this study there will be no distinction between American and British English regarding meaning and spelling. It is only useful to distinguish between these variants of English when trying to measure the impact the USA or Britain, or other English-speaking countries, has had on Swedish culture (Chrystal 27), something that is not a part of the scope of this study.

## 6. Results and Analysis

In this section the results of the research are presented, along with an analysis of the results.

### 6.1 Frequency Analysis

The 85 articles that were selected contain a total of 37 555 words, 294 of which are English borrowings. As shown in Table 1, there are 7.8 loanwords per every thousand words, corresponding to 0.78 percent.

Table 1

Occurrence of English borrowings per thousand words, as well as total number of words and number of borrowings

	Total number of words	Borrowings	Occurrence per 1,000 words
Dagens Nyheter:	9622	114	11.8 / 1000
Göteborgs-Posten:	6872	35	5.1 / 1000
Daily newspapers:	16494	149	9.0 / 1000
Dagens Industri:	8428	60	7.1 / 1000
E24:	6106	66	10.8 / 1000
Periodicals:	14534	127	8.7 / 1000
Aftonbladet:	6527	19	2.9 / 1000
Tabloid:	6527	19	2.9 / 1000
Total:	37555	294	7.8 / 1000

If the results are spread per type of publication, the daily newspapers feature a higher frequency of English borrowings compared to the other types of publications. This is shown in Figure 1. The sole tabloid, *Aftonbladet*, contains the fewest English borrowings. The periodicals contain almost as many borrowings as the daily newspapers. It is unexpected that the newspapers feature more borrowings than the periodicals which arguably should contain more technical language, and therefore more borrowings. The reasoning behind the assumption that the periodicals should contain more technical language is that the periodicals have a more homogenous target audience, while daily newspapers address a more general

public. It is also possible that the editorial control is stricter on daily newspapers; therefore the newspapers might feature fewer anglicisms and borrowings. There is probably a consciousness about anglicisms today (Helmerson) that makes printed publications in particular sensitive about English loanwords and borrowings, while online publications might not experience the same need for measures to preserve the purity of the language.

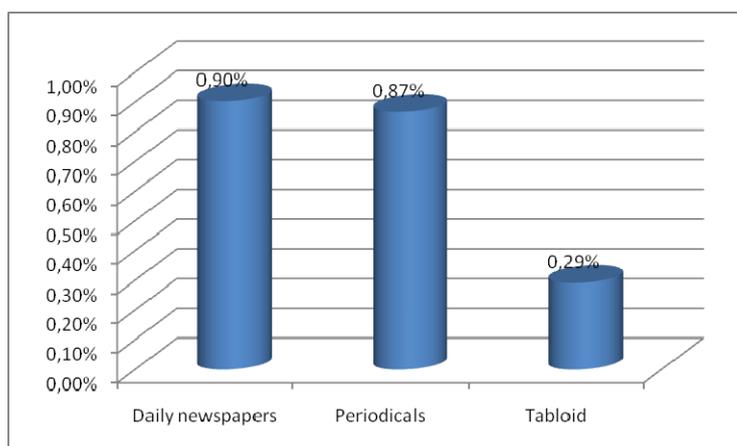


Fig. 1. Percentage of English borrowings in daily newspapers, periodicals and tabloids

As shown in Figure 2 the statistics per publication are as follows: The articles from the daily newspaper *Dagens Nyheter* contain about 1.18 percent loanwords, while the number of loanwords in the other newspaper, *Göteborgs-Posten*, is much lower (0.51 percent). The periodicals focusing on economy, *Dagens Industri* and *E24*, contain 0.71 percent and 1.08 percent English borrowings respectively. The tabloid *Aftonbladet* contains 0.29 percent English loanwords.

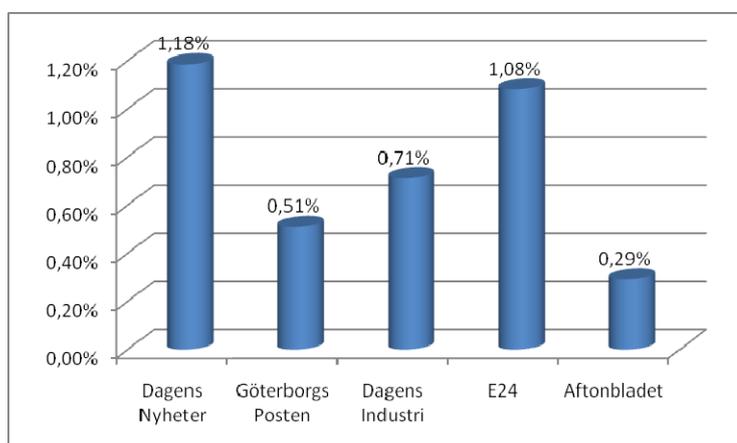


Fig. 2. Percentage of English borrowings found in the different publications.

The fact that the daily newspaper *Dagens Nyheter* has the highest percentage of borrowings, while the other daily newspaper, *Göteborgs-Posten*, contains relatively few borrowings is remarkable. While the reason for this difference is difficult to discern, the result of Chrystal's study states that newspapers from the Stockholm area, such as *Dagens Nyheter*, on average contain about 30 percent more English borrowings than those from the Gothenburg or Malmö area (180-81). This is a figure that still seems to be accurate and this could therefore be a valid explanation for the difference in results between *Göteborgs-Posten* and *Dagens Nyheter*. It is also worth noting that the newspaper category would not feature such a high percentage of borrowings if it were not for *Dagens Nyheter*, which, out of all the publications in the material, contains the highest number of borrowings. If another daily newspaper had been selected instead of *Dagens Nyheter*, whether it had been another Stockholm newspaper, such as *Svenska Dagbladet*, or a newspaper from some other part of Sweden, it is possible that the results would have been different. *Dagens Nyheter* also features a somewhat larger source material compared to the other publications; this is a factor that might have affected the results.

The periodicals that focus on economy, *Dagens Industri* and *E24*, also show a difference in percentage, even if the discrepancy is not as large as between the two daily newspapers. As both periodicals have a very similar subject field this difference might seem surprising. Upon closer inspection, however, there are some fundamental differences between the publications that might explain the difference in the number of loanwords. Firstly, *E24* is an online-only news-site that focuses on economy, while *Dagens Industri* features a printed edition as well as an online edition. Secondly, *Dagens Industri* is relatively old, published since 1981, while *E24* was launched in 2005 (under the name *N24*). There might be a difference in attitude towards language in general and English borrowings in particular, since one of the publications is considerably older and since the publications have different primary ways of distribution. The differences between the publications might imply a difference in target demographic as well, as online newspapers might cater for younger people who are not bothered by English borrowings as much as other groups of people (Ljung *Skinheads* 106-23).

*Aftonbladet's* remarkably low percentage of borrowings might be due to the fact that they have a developed cooperation with *E24* (E24). The economy section of the online edition of *Aftonbladet* frequently links to articles published on E24.se. It is therefore plausible that *Aftonbladet's* own economy articles might, to a larger extent, be aimed at the common man and thus feature less technical language and English borrowings. The articles selected for this study were all *Aftonbladet's* own articles.

## 6.2 Comparisons of Results

Compared to the results of earlier studies most of the percentages of this study are considerably higher. While one must bear in mind that these earlier studies are not entirely comparable, they still offer a somewhat valid point of comparison. Ljung presents results which state that the percentage of borrowings in the source material of the first study is 0.42 percent, and in the latter study 0.54 percent. These figures are relatively low compared to the 0.78 percent English borrowings found in this study. There are, however, differences in size and vastness between the studies.

However, aspects in Ljung's study that are directly comparable to this study can be found. In the study from 1985/1986 Ljung includes the journal *Privata Affärer*, which, in his study, is the only periodical that focuses on economy. The material selected from *Privata Affärer* encompasses a total of 22 727 words, while the articles from the periodicals in this study (*E24* and *Dagens Industri*) include a total of 14 534 words. The figures are quite similar and therefore also comparable to a greater extent. Since the periodicals in question focus on economy, the results can be more directly compared, even though Ljung's study only includes a single publication. *Privata Affärer* contains 119 English loanwords, while the articles from *E24* and *Dagens Industri* contain 126 English borrowings. *E24* and *Dagens Industri* actually contain more borrowings than *Privata Affärer*, despite the fact that they have a lower total number of words. The percentage of English borrowings in *E24* and *Dagens Industri* is 0.87 percent, while it is 0.52 percent in *Privata Affärer*. Interestingly, this would suggest that the number of English borrowings almost would have doubled since the 1980s. The low number of borrowings in *Privata Affärer* might be a result of the strict restrictions Ljung placed on the age of loanwords in his study (see section 3.1). One must, however, note that Ljung himself was surprised by the low number of English borrowings found in *Privata Affärer* (*Skinheads*, 97). As the results of this study have shown, there can be a large discrepancy between publications of the same type. It would therefore have been interesting to see what Ljung's results would have shown if he had included two publications that focus on economy instead of only one.

The results of this study can also be compared to those of Chrystal. While there are certain limitations that apply when comparing my result with Chrystal's, there are some interesting comparisons that can be made. In Chrystal's editorial material, the results state that there are 0.13 percent English borrowings. Chrystal's corpus is divided into categories based on geographical location of the newspapers. These categories are Stockholm newspapers, Gothenburg/Malmö newspapers, Finnish-Swedish newspapers and countryside newspapers. If

the Finnish-Swedish newspapers and the countryside newspapers are excluded, a more direct comparison to Chrystal's results can be made, as this study only features newspapers from Gothenburg and Stockholm. If that is done, Chrystal's data contains about 0.17 percent English loanwords. This is still a low figure compared to the percentage of loanwords found in the daily newspapers in this study (0.90 percent). Even compared to the tabloid *Aftonbladet*, which in my study featured a relatively low percentage, Chrystal's figure is remarkably low. The reason for this high discrepancy in results is difficult to determine. As previously mentioned, Chrystal holds the dissimilarity in source material responsible for the difference in her and Ljung's results. It is therefore logical to assume that the same reason applies to the difference between mine and Chrystal's results. One must also note that Chrystal's editorial material includes all sections of a newspaper as well as other material, while this study only features the economy section. Therefore, this study's selection of material is likely to include more technical language and thus more English borrowings than Chrystal's material. Even so, my results imply an increase of English borrowings since the 1980s.

### 6.3 Frequency across Loanword Categories

In this section, the frequency of the various loanword categories is presented, along with illustrative examples from the corpus.

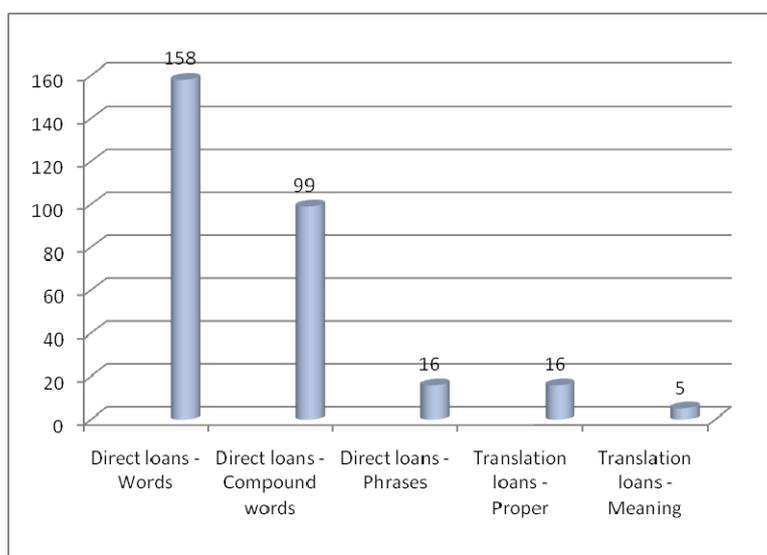


Fig. 3. Frequency across loanword categories

As shown in Figure 3, the absolute majority of the loanwords in the source material are direct loans. The direct loan category includes words, compound words and phrases.

Together, the direct loans include a total of 273 borrowings. Most of the direct loans are words or compound words, but some phrases also occur. The translation loans, on the other hand, only include a total of 21 words which makes them far less common than the direct loans.

Direct loans are very common in the corpus, and represent the most obvious type of English borrowings. The most frequent loanwords and compound words are described in section 6.5, and incidentally they are all direct loans. Because of this there are not a great many examples of direct loanwords and compound words in this section. Direct loanwords are particularly prevalent in this study, and include words such as *mejl* and *emission*. A number of the direct loanwords are English compounds, such as *daytrading*. Some of these compounds are spelled in a Swedish fashion without a space between the words. For the purpose of this study such words are not considered compound words but rather direct loans. Compounds that feature one English word and one Swedish word, for example *affiliate-nätverk* and *franchisetagare*, are, on the other hand, considered compounds rather than direct loans. These words are represented in a separate category called “Direct loans – Compound words”. The decision to give these compounds a separate category is a result of the fact that they are very frequent in the study. Compound words beginning with *insider-*, *internet-* and *IT-* are particularly frequent.

There are a number of direct phrasal loans represented in the text, none of which are featured more than once. Examples of the phrasal loans are *zooma ut* and *thinking outside the box*. Only three of the sixteen found direct phrasal loans are used inside citation marks.

Examples of direct loanwords (1), including words (a), compound loanwords (b) and phrases (c, d) are illustrated below:

(1)

- (a) Frågan är hur livbolaget ska kunna fylla denna profil med innehåll sedan Folksam *outsourcat* investeringsbesluten till Robur. (E24 2008-02-29)
- (b) Vi kommer härmed att se över hur vi agerar med *affiliate-nätverk*, säger bankens marknadschef Charlotte Bergwall Nilsson. (Dagens Nyheter 2008-02-13)
- (c) Apples styrka är design och det går enormt lätt att *zooma ut* och in eller navigera sig fram i företagets Iphone. (Dagens Nyheter 2008-03-09)
- (d) "Jag har motvilligt fått överge tanken på att fortsätta kunna sköta investeringarna efter min död - och därmed fått överge hoppet om att kunna ge uttrycket '*thinking*

*outside the box' en ny mening", skriver Warren Buffett i sitt brev till aktieägarna.  
(Dagens Industri 2008-03-05)*

The translation loans are, as previously mentioned, far less common than the direct loanwords, as there are only a total of 21 translation loans in the data. The most frequent translation loans (2) in the corpus are *nio till fem jobb* (a), from the English expression *nine to five-job*, and *e-post* (b), from the English word *e-mail*. Both of these borrowings are proper translation loans. The proper translation loans are more frequent than the meaning translation loans. The only meaning translation loan that appeared more than once was *ikon* (c), from the English word *icon*. *Ikon* is in the material used in the sense of a computer screen object. The word has previously existed in the Swedish language with other meanings, but this particular meaning is new to the Swedish language. This is why the word *ikon* is considered a meaning translation word.

(2)

(a) – Jag vill aldrig ha ett *nio till fem jobb*, säger ”Äpplet”. (*Aftonbladet* 2008-02-25)

(b) I vissa länder är det kutym att svara snabbt på *e-post*... (*Dagens Nyheter* 2008-02-26)

(c) När man väl trycker på en *ikon* syns underliggande menyer lätt tillgängliga.  
(*Dagens Nyheter* 2008-03-09)

#### 6.4 Frequency across Word Class

The frequency of the different word classes is described in this section, along with figures and examples from the data.

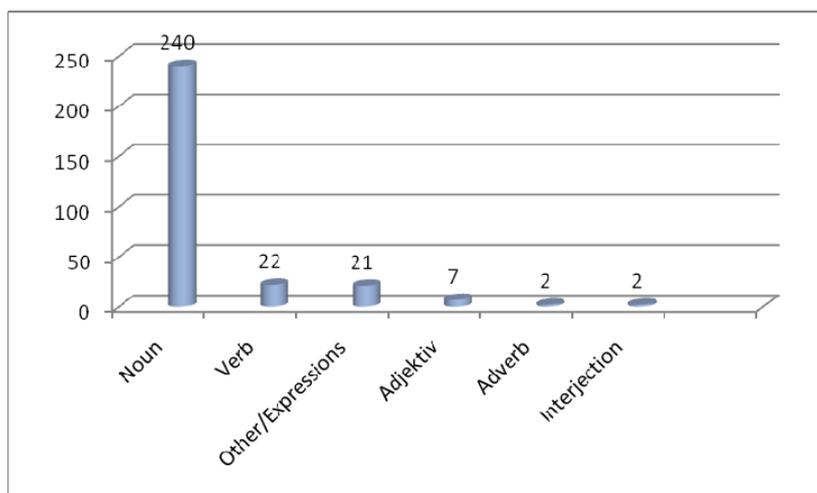


Fig. 4. Frequency across word class

As shown in Figure 4 the most commonly appearing word class in this study is the noun. This is in accordance with the fact that about 90 % of the English words that infiltrate the Swedish language are nouns (Ljung, *Skinheads* 18). Examples of commonly appearing nouns can be seen in Figure 5, which is a diagram that shows the twelve most common loanwords in the text. The second largest group found is verbs (3). The verbs are, however, far less numerous than the nouns. Examples of verbs found in the data are *nätverka*, *luncha* and *mingla* (a)

(3)

(a) – *Nätverka* som mest när du behöver det som minst. I högkonjunktur jobbar man så mycket så att man inte hinner *luncha* och *mingla* och sedan sitter man där med sin gamla telefonbok när de dåliga tiderna kommer. (*Dagens Nyheter* 2008-03-09)

A small number of other word classes (4), specifically adjectives (a), interjections (b) and adverbs (c), were found as well. The post “Other/expressions” in the diagram is a collection of words and expressions that do not fit in any of the word classes. The category contains previously mentioned expressions like *Yours sincerely* and *Thinking outside the box*.

(4)

(a) Över hälften av all *digital* information genereras i dag inte av aktiva användare utan av passiva system som övervakningskameror, betalkort och passersystem.

(*Göteborgs-Posten* 2008-03-11)

(b) Att skriva *Hi* eller *Hello* är ingen bra idé. (*Dagens Nyheter* 2008-02-26)

(c) Orsaken är en *extremt* svag spotmarknad enligt bolaget. (*Göteborgs-Posten* 2008-03-03)

## 6.5 Frequency of Specific Words

In this section, the results regarding individual words will be presented, along with an analysis of other aspects connected to the loanwords found. The focus of this section lies on the twelve most common borrowings, words which are prevalent in the material.

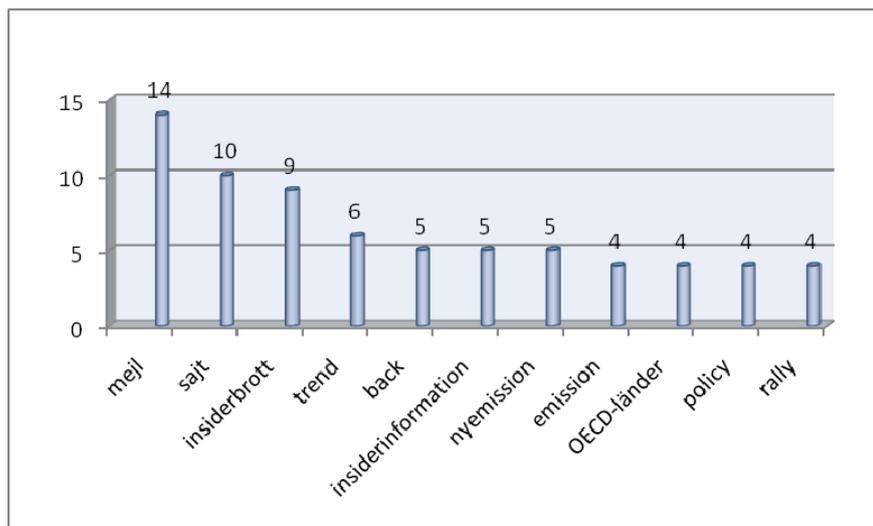


Fig. 5. Frequency of the twelve most common words.

As shown in Figure 5, the twelve most common English borrowings found in the material are all nouns and direct loans (5). When reviewing the list of loanwords it soon becomes apparent that the field of economy has a separate technical language that includes many English borrowings. Words such as *insider* (a), *emission* (b) and *investmentbolag* (c) are frequently used without an explanation of the terms. The word *investment* is remarkable, as there is a very similar Swedish word, *investering*. The foreign word is favored over the Swedish equivalent and it is therefore likely that the two words are not considered entirely synonymous, which further suggests that the field of economy has its own technical language. Most of the borrowings in the source material relate either to computers, communications or economy. This illustrates the fact that the data has a relatively narrow subject field. It also suggests that the authors of the articles choose to limit their borrowings to technical language terms which might imply a certain awareness regarding English borrowings.

(5)

- (a) Riksåklagaren, som drivit upp målet i Högsta domstolen, vill att domstolen nu ska bestämma om brottet ska ses som ett artbrott, alltså ett så allvarligt brott att det normala är att *insiderbrottslingar* döms till fängelse. (E24 2008-02-25)
- (b) Av *emissionerna* är det ett bara cirka 4 av 10 som varit en bra affär på sex månaders sikt för de som valde att delta. (Dagens Industri 2008-02-23)
- (c) För att få pengar till att växa snabbare sålde Vahid Berenjian och hans kvarvarande partner Akbar Khwaja nyligen 49 procent av företaget till det indiska *investmentbolaget* Kotecha Capital. (Dagens Nyheter 2008-02-24)

As shown in Figure 5, the most common English loanword (6) in this study is the word *mejl*. This word is, like the majority of the other words found, a noun, and also a direct loan. The word *mejl* is also featured in a number of compound words, for example *mejlkultur* (b). This, and the fact that it is more frequent than the equivalent translation loanword *e-post*, further proves its prevalence. *Mejl* is closely followed in frequency by the words *sajt* (c), *insiderbrott* (d) and *trend* (e).

(6)

- (a) *Mejlen* påstås vara skrivna av en lejd mördare som mot en summa pengar har tagit på sig att mörda mottagaren. (Dagens Nyheter 2008-02-28)
- (b) Räkna inte med att *mejlkulturen* är densamma. (Dagens Nyheter 2008-02-26)
- (c) Den ökade konkurrensen ställer krav på *sajterna* att kunna erbjuda något som ingen annan har. (E24 2008-03-01)
- (d) Finansinspektionen (FI) har överlämnat ett ärende där fyra personer misstänks för *insiderbrott* till åklagare på Ekobrottsmyndigheten (EBM). (Göteborgs-Posten 2008-03-11)
- (e) Och samma *trend* gäller andra storstadsområden i USA. (Dagens Industri 2008-03-01)

All stages of Ljung's loanword process (7) (see section 5.1) were represented in the data. An example of the first step of the process is the word "*baby*" (a). This word is placed within citation marks to denote its foreign origin. The word *royalty* (b) can be viewed as an example of the second step in the loanword process. The word has retained its English spelling and inflection but is not placed within citation marks. In the final step of the

loanword process, the English manner of spelling and inflection is omitted in favor of Swedish spelling and inflection. The verb *fajtas* (c) is an example of this.

(7)

- (a) Vi vill i stället fokusera på avgifterna, som lite är vår "*baby*". (*Göteborgs-Posten* 2008-02-26)
- (d) Den 21 mars ändrade Microsoft *royaltyn* till 0,7 procent för patentlicens och 0,5 procent för informationslicens för försäljning inom EU. (*Dagens Industri* 2008-02-12)
- (e) – Visst finns diskriminering men då får man *fajtas* och stå på sig. Kvinnor kan och jag är övertygad om att man går på kompetens. (*E24* 2008-03-02)

The usage of citation marks (8) was, however, not very common in the material, and the usage of them is often inconsistent in the data. It is therefore plausible that the shifting use of citation marks reflects the individual authors rather than other factors or influences. For example, "*second opinion*" (a) is found within citation marks, while the comparable term *outsourcing* (b) is used without them.

(8)

- (a) - Många gånger handlar det om att reda ut missförstånd och förklara saker. Man vill ha en "*second opinion*" av oss. (*Göteborgs-Posten* 2008-03-07)
- (b) Även *outsourcing* av inköp-, personal- och ekonomiavdelningarna föreslås. (*Dagens Industri* 2008-03-02)

There are a relatively large number of words that feature an entirely Swedish spelling and inflection (9) in the data, for example the previously mentioned word *sajt*, as well as the words *webben* (a) and *tajma* (b). The use of the Swedish manner of spelling and inflection is overall quite prevalent in the material, perhaps surprisingly so since Ljung in his study suggested that the English spelling of words was becoming fashionable (*Skinheads* 64).

(9)

- (a) Som den första av de större a-kassorna lade Unionen i fredags ut information på sin ingångssida på *webben* som förklarar begreppet överhoppningsbar tid - som innehåller regeln om femårsbegränsningen. (*Göteborgs-Posten* 2008-02-22)

(b) Jag har gått in och ut i rätt tid och lyckats *tajma* det bra. (*Aftonbladet* 2008-02-28)

The high number of words with Swedish spelling in this study suggests that more loanwords today have gone through the final step of the loanword process. If this is the case, the reason might be that people today favor Swedish spelling and inflection to a greater extent. Another possible reason for this development might be that linguists or *Svenska Akademien* have artificially hastened the loanword process in order to cope with all the new words relating to IT-technology and the internet. This is, however, difficult to determine without additional research in the field.

In the material of this study there are a number of words that can be considered English borrowings even though they originate from other languages. *Forum* and *klick* are examples of such words. *Forum* originates from Latin, while the word *klick* originates from French. Since these words are not listed as of English heritage in the etymological dictionaries they have been excluded from this study. Despite their exclusion, it is arguable that these words are used in a context that would imply that they are English loanwords. It is likely that these words are used inspired by, and as a result of, the English influence. Chrystal makes the same argument in her study regarding comparable international words, such as *emulator* and *video*. Chrystal argues that these words are English borrowings despite their greek or latin etymological heritage (32). Chrystal does, however, include these international words as English borrowings in her study.

## 7. Discussion

The most concrete result of this study is that out of a total of 37 555 words 294 were English borrowings. This gives a percentage of 0.78 percent. While this number might appear insignificant and small, the proportion is still larger than in previous studies (Ljung, *Lam anka* 158; Chrystal 190). The reasons for this discrepancy in results are not entirely obvious, and it is quite likely that some of the differences in result stem from previously mentioned factors, such as difference in limitation of loanwords and selection of material. It is, however, not likely that these differences fully explain why the difference in results between the studies is so large. There are some additional factors that might have contributed to the higher number of English loanwords in the material, these are reviewed below.

Because this study builds upon material selected from a relatively narrow subject field, technical language is certainly partially responsible for the high percentage of borrowings in

the data. Most of the words found relate to economy or adjacent subject fields, such as computers and communications. These subject fields, and their associated technical languages, are likely to be under considerable English influence, an influence that originates from America's global economic, technological and political power. The influence of the USA is particularly strong in Western Europe, and as a result of this many Swedish multinational corporations operating in the abovementioned fields, such as Ericsson and Volvo, have officially adopted English as their primary corporate language. It is difficult to say whether the widespread use of English in the corporate world is simply a product of the global prevalence of English, or whether the use of English in the corporate world has actively contributed to the global prevalence of English.

Many technical advances are developed in the USA. The origin of innovations and technology is reflected in the technical language and terminology that surrounds a certain innovation. To illustrate the logic, one can take the sport cricket, which is filled with English terminology, and Japanese martial arts, which are saturated with Japanese terminology. It is, to simplify slightly, the place of origin that largely shapes the terminology. Because so many technological advances of the 20<sup>th</sup> and 21<sup>st</sup> century originate from the USA, English terminology has become very widespread in technical language around the world. America has, for the latter half of the 20<sup>th</sup> century, been the premier champion of capitalism in the war versus communism, and therefore it is not surprising that English has influenced the technical language and terminology of economy. It is an interesting thought-experiment to imagine what would have happened if these new phenomena all had originated from, for instance, France. Arguably, most of the technical language would then be inspired by French terminology rather than English.

The previous major studies about English borrowings in Swedish publications were carried out in the 1980s. Since then, there have been a few technical advancements like the widespread usage of personal computers, mobile phones and perhaps most importantly, both from a linguistic and general point of view, the internet (CNN). The use of the internet is today very widespread; over 80% of the Swedes use the internet (Internet World Stats). This is a factor that is likely to have influenced the Swedish vocabulary and therefore also the results of this study. Since the internet originates from the USA (Wikipedia), it has brought along a lot of new English terminology and technical language. Aside from the words and terminology directly related to the internet and its usage, the arrival of the internet might also indirectly have caused other changes in the Swedish vocabulary. Since the internet originated from the USA, and since there are a lot of English speaking internet users from various parts

of the world, there is a large amount of material in English available on the internet. Given that Swedes usually are proficient English speakers this material is available to them. The internet does not only offer one-way communication, but enables the Swedes to actively communicate in English using various internet chats and discussion forums. This widespread availability of direct communication in English was not available at the time of the previous studies in the field. While it would be difficult to measure the impact the internet has had on the Swede's language usage, it is likely that it is a contributing factor to the relatively high number of English borrowings found in the material.

Another possible explanation of the relatively high number of English borrowings in the data is code switching. Code switching is when a bilingual or multi-lingual person uses elements of several languages in his written or spoken communication at once, either in the same sentence or in following sentences (Crystal 365). Swedish is the predominant language in Sweden, but education and the strong exposure to English media, such as television, might have contributed to the fact that a large part of the Swedes are quite proficient in English. Per definition, code switching occurs when persons feel that they cannot express themselves adequately in one language (Crystal 365), and thus it is probable that Swedes use code switching between English and Swedish in their everyday speech.

Code switching can also occur in more specific situations. As previously stated, English is the dominant language in the field of economy today. It is therefore probable that people who have studied economy and authors of texts relating to economy are quite familiar with English material and terminology. Authors writing an article for the economy section are likely to be aware of what technical language the intended readers are familiar with, and this knowledge enables code-switching (Crystal 365). Therefore it is plausible that the relatively high percentage of English borrowings in the data is partially the result of code switching. While code switching in this context is not nearly as frequent and apparent as in spoken language, it is arguable that it occurs. Code switching in the more specialized publications and in the economy section of the newspapers would also explain why the material from the tabloid *Aftonbladet* has such a low number of borrowings. Since the articles in *Aftonbladet* might, to a larger extent, be aimed at the common man (see 6.1), it is likely that the authors would assume that the target audience would not understand complex English terminology and therefore not use code switching.

So what does the higher frequency of English borrowings compared to the 1980s mean for the future of the Swedish language? Ljung concluded his study by stating that English is not likely to threaten Swedish as an independent language (*Skinheads* 138-144), and this

study does not challenge that conclusion. While there is a higher frequency of borrowings in the material of this study, there are several plausible explanations for this increase, none of which are particularly disconcerting. What is somewhat alarming, however, is the fact that there seems to have been a large increase of English borrowings related to economy (see 6.2).

This brings up the issue of domain loss, something that linguists fear might be happening to the Swedish language (Helmerson). Since the English language has such a profound influence on many technical and specialist fields, it is feared that Swedish terminology will be almost completely absent in many technical languages. This could mean an important loss of domain for the Swedish language, and this loss might affect the ability to do scientific or technological research in Swedish in the future. The results of this study partially seem to confirm that English holds a large influence over the field of economy, but the size-limitations of this study make it difficult to formulate any clear statements or predictions about the subject. The field of economy, however, is by no means a small niche that only concerns specialists, but rather a field that concerns most adult Swedes. The fact that English seems to hold such a strong influence over this field is perhaps a sign that the question of English influence over Swedish cannot be brushed away casually.

## **Conclusion**

The main question of this study is, as previously mentioned; how frequent, and of what nature are English borrowings in the economy section in some Swedish online news publications? The result of this study gives, at the very least, a partial answer. The borrowings are relatively frequent compared to earlier studies, averaging at about 7.8 borrowings per every 1,000 words. The nature of the English borrowings does not seem to have changed compared to earlier studies. It is still mostly nouns that are borrowed and direct loans are very common.

When reviewing the history of global affairs since the last major studies were carried out in the field in the 1980s, it is perhaps not surprising that English has continued to influence the Swedish language. The USA came out victorious of the Cold War, new technical innovations, such as the Internet, were launched and the entertainment industry in the USA continues to prosper. Perhaps the proper question to ask, with these facts in mind, is why the frequency of English borrowings is not even larger?

As Ljung states, English borrowings will continue to find their way into the Swedish language as long as the English speaking countries continue to dominate globally. Ljung

continues by arguing that this merely is a sign that the Swedish language is a living language (*Skinheads* 151). Yet today there are, unlike in the late 1980s, signs that suggest that the influence of America and the English language might not continue indefinitely. There are, for example, looming economic troubles in the USA (Quinn) and other brewing changes on a global scale (Hoge) which could spell the end of the global dominance of the English language. So far, there are no clear indicators of another language that could take over the role of English today, but history has shown that it is bound to happen sooner or later.

Until then, English borrowings will continue to enter and leave the Swedish vocabulary. So far, this mostly seems to enrich Swedish as a language, even if the danger of domain loss is quite real.

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## Appendix

This table illustrates the found loanwords, and is arranged according to frequency. It also gives information about word class, type of borrowing (see 6.3) and from which publication(s) the loanword originated.

Word	Frequency	Word class	Type of borrowing	Publication*
Mejl	14	Noun	Dir.L. Word	E24
sajt	10	Noun	Dir.L. Word	DN, E24
Insiderbrott	9	Noun	Dir.L. Compound	E24, GP
Trend	6	Noun	Dir.L. Word	DI, E24
back	5	Noun	Dir.L. Word	GP
insiderinformation	5	Noun	Dir.L. Compound	E24
nyemission	5	Noun	Dir.L. Word	DN
emission	4	Noun	Dir.L. Word	E24, DI
OECD-länder	4	Noun	Dir.L. Compound	DN
policy	4	Noun	Dir.L. Word	DN, E24
rally	4	Noun	Dir.L. Word	Abl
daytrading	3	Noun	Dir.L. Word	Abl
emittera	3	Verb	Dir.L. Word	E24, DI
e-post	3	Noun	Trans.L. Proper	DN
gigabyte	3	Noun	Dir.L. Word	GP
Hedgefond	3	Noun	Dir.L. Word	E24
lkon	3	Noun	Trans.L. Meaning	DN
inflation	3	Noun	Dir.L. Word	DN
internet	3	Noun	Dir.L. Word	DN, E24
investmentbolag	3	Noun	Dir.L. Compound	DI
karriärcoach	3	Noun	Dir.L. Word	E24
krascha	3	Verb	Dir.L. Word	DN, E24
Nio till fem jobb	3	Phrase/exp	Trans.L. Proper	Abl
peak oil	3	Noun	Dir.L. Word	DI
affiliate-nätverk	2	Noun	Dir.L. Compound	DN
applikationerna	2	Noun	Dir.L. Word	E24
crossoversegmentet	2	Noun	Dir.L. Compound	GP
Extremt	2	Adverb	Dir.L. Word	DN, GP
franchising	2	Noun	Dir.L. Word	DN
krasch	2	Noun	Dir.L. Word	E24
lyxhobby	2	Noun	Dir.L. Compound	DN

MBA-stipendiat	2	Noun	Dir.L. Compound	DI
MBA-stipendiet	2	Noun	Dir.L. Compound	DI
nischat	2	Adjective	Dir.L. Word	Abl
OECD-genomsnittet	2	Noun	Dir.L. Compound	DN
outsourcat	2	Verb	Dir.L. Word	E24
pc	2	Noun	Dir.L. Word	DI, E24
piratkopiering	2	Verb	Trans.L. Proper	DN
piratkopirade	2	Adjective	Trans.L. Proper	DN
recession	2	Noun	Dir.L. Word	DN
royalty	2	Noun	Dir.L. Word	DI
Spotlights	2	Noun	Dir.L. Word	DN
Stagflation	2	Noun	Dir.L. Word	DI
subprimekrisen	2	Noun	Dir.L. Compound	DI
TED-spreaden	2	Noun	Dir.L. Word	DI
telekombranschen	2	Noun	Dir.L. Compound	E24
WTO-förhandlingar	2	Noun	Dir.L. Compound	DN
"baby"	1	Noun	Dir.L. Word	GP
"Pizza Training Academy"	1	Noun	Dir.L. Word	DN
"second opinion"	1	Noun	Dir.L. Phrase	GP
"startup"	1	Noun	Dir.L. Word	DN
"to whom it may concern"	1	Phrase/exp	Dir.L. Phrase	DN
"What recession"	1	Phrase/exp	Dir.L. Phrase	DI
back-office	1	Noun	Dir.L. Word	DI
Best regards	1	Phrase/exp	Dir.L. Phrase	DN
best wishes	1	Phrase/exp	Dir.L. Phrase	DN
breakeven	1	Noun	Dir.L. Word	DN
chefscoach	1	Noun	Dir.L. Word	DN
Citysafety teknik	1	Noun	Dir.L. Compound	GP
codec	1	Noun	Dir.L. Word	DN
crossover	1	Noun	Dir.L. Word	GP
Dear Madame	1	Phrase/exp	Dir.L. Phrase	DN
Dear Mr	1	Phrase/exp	Dir.L. Phrase	DN
Dear Ms	1	Phrase/exp	Dir.L. Phrase	DN
Dear Sir	1	Phrase/exp	Dir.L. Phrase	DN
digital	1	Adjective	Dir.L. Word	GP
diskar	1	Noun	Trans.L. Meaning	GP
displayer	1	Noun	Dir.L. Word	GP
emissionsplaner	1	Noun	Dir.L. Compound	E24
emissionsrekordet	1	Noun	Dir.L. Compound	E24
Executive MBA:n	1	Noun	Dir.L. Word	DI
exploderar	1	Verb	Dir.L. Word	Abl
explosion	1	Noun	Dir.L. Word	E24
explosiva	1	Adjective	Dir.L. Word	GP
fajtas	1	Verb	Dir.L. Word	E24
filmtrailers	1	Noun	Dir.L. Word	DN

franshisetagare	1	Noun	Dir.L. Compound	DN
frontspoiler	1	Noun	Dir.L. Word	GP
googla	1	Verb	Dir.L. Word	DN
gruppservrar	1	Noun	Dir.L. Word	DI
Hello	1	Interjection	Dir.L. Word	DN
Hi	1	Interjection	Dir.L. Word	DN
hobby	1	Noun	Dir.L. Word	Abl
inflationsoro	1	Noun	Dir.L. Compound	DN
inflationstryck	1	Noun	Dir.L. Compound	DN
informationsinfrastrukturer	1	Noun	Dir.L. Word	GP
insiderbrottslingar	1	Noun	Dir.L. Compound	E24
insiderhandel	1	Noun	Dir.L. Compound	E24
insiderhärva	1	Noun	Dir.L. Compound	E24
insiderkunskap	1	Noun	Dir.L. Compound	E24
insidermål	1	Noun	Dir.L. Compound	E24
insiderreglerna	1	Noun	Dir.L. Compound	E24
insiders	1	Noun	Dir.L. Word	E24
interbanklån	1	Noun	Dir.L. Compound	DI
interbankmarknaden	1	Noun	Dir.L. Compound	DI
interbankkräntan	1	Noun	Dir.L. Compound	DI
interfacedokumentation	1	Noun	Dir.L. Word	DI
internationella	1	Adjective	Dir.L. Word	GP
internetbaserade	1	Noun	Dir.L. Compound	GP
internetbeteende	1	Noun	Dir.L. Compound	E24
internetbubblan	1	Noun	Dir.L. Compound	DI
internetjättens	1	Noun	Dir.L. Compound	DN
internetrival	1	Noun	Dir.L. Compound	DN
internetskämt	1	Noun	Dir.L. Compound	DN
Internet-uppkopplingen	1	Noun	Dir.L. Word	DN
interoperabilitet	1	Noun	Dir.L. Word	DI
interoperabilitetsdokumentation	1	Noun	Dir.L. Compound	DI
interoperabilitetsinformation	1	Noun	Dir.L. Compound	DI
investera	1	Verb	Dir.L. Word	DN
investeringar	1	Noun	Dir.L. Word	DN
investmentbank	1	Noun	Dir.L. Compound	DI
it aktier	1	Noun	Dir.L. Compound	DN
IT-bolag	1	Noun	Dir.L. Compound	E24
IT-jättar	1	Noun	Dir.L. Compound	DN
IT-profilen	1	Noun	Dir.L. Compound	DN
it-säkerhet	1	Noun	Dir.L. Compound	DN
jeanspionjären	1	Noun	Dir.L. Word	GP
jättecommunity	1	Noun	Dir.L. Compound	E24
kommunikationssajten	1	Noun	Dir.L. Word	DN
Kreditmarknaden	1	Noun	Dir.L. Compound	DI, DN
Köpraid	1	Noun	Dir.L. Compound	DN

luncha	1	Verb	Dir.L. Word	DI
makroagenda	1	Noun	Dir.L. Word	Abl
Maximera	1	Verb	Dir.L. Word	DI
MBA	1	Noun	Dir.L. Word	E24
MBA executive-utbildningen	1	Noun	Dir.L. Compound	DI
medlemsfederation	1	Noun	Dir.L. Compound	DI
megaemissioner	1	Noun	Dir.L. Word	E24
mejlar	1	Verb	Dir.L. Word	DN
Mejlbluffen	1	Noun	Dir.L. Compound	DN
Mejlkulturen	1	Noun	Dir.L. Compound	DN
Million barrels per day	1	Phrase/exp	Dir.L. Phrase	DN
mingla	1	Verb	Dir.L. Word	DI
Minimuminsättningar	1	Noun	Dir.L. Word	DN
mix	1	Noun	Dir.L. Word	DN
mobilen	1	Noun	Trans.L. Meaning	Abl
mobilt internet	1	Noun	Dir.L. Word	DN
multimediaanvändare	1	Noun	Dir.L. Compound	E24
multimediamobiler	1	Noun	Dir.L. Word	DN
Nedladdningshastighet	1	Noun	Trans.L. Proper	DN
Nio till fem	1	Phrase/exp	Trans.L. Proper	DN
Nischbanker	1	Noun	Dir.L. Compound	E24
nyemissionsstatistiken	1	Noun	Dir.L. Compound	E24, DI
nätverka	1	Verb	Trans.L. Proper	E24
OECD-ländernas	1	Noun	Dir.L. Compound	DN
OPEC-länder	1	Noun	Dir.L. Compound	DI
out of the box	1	Phrase/exp	Dir.L. Phrase	Abl
Outsourcing	1	Noun	Dir.L. Word	DI
peak oil-profeterna	1	Noun	Dir.L. Compound	DI
piratforumet	1	Noun	Trans.L. Proper	DN
piratsajt	1	Noun	Dir.L. Word	DN
policyefterlevnad	1	Noun	Dir.L. Compound	E24
rating	1	Verb	Dir.L. Word	Abl
rekordsiffra	1	Noun	Dir.L. Compound	DN
seniorlån	1	Noun	Dir.L. Compound	GP
shippingkontrakt	1	Noun	Dir.L. Compound	DI
snabbmatsimperium	1	Noun	Trans.L. Proper	DN
snabbmatskedjor	1	Noun	Trans.L. Proper	DN
spotmarknad	1	Noun	Dir.L. Compound	GP
storstrejk	1	Noun	Dir.L. Compound	GP
strejk	1	Noun	Dir.L. Word	GP
sub prime	1	Noun	Dir.L. Word	DN
subprimemarknaden	1	Noun	Dir.L. Compound	DI
suvens	1	Noun	Dir.L. Word	GP
säkerhetskoncernen	1	Noun	Dir.L. Compound	GP
tacklingar	1	Noun	Dir.L. Word	GP

tajma	1	Verb	Dir.L. Word	Abl
telekommunikation	1	Noun	Dir.L. Compound	E24
telekomkraschen	1	Noun	Dir.L. Word	E24
telekommogulen	1	Noun	Dir.L. Compound	DN
thinking outside the box	1	Phrase/exp	Dir.L. Phrase	DI
trendbrottet	1	Noun	Dir.L. Compound	DI
uppringt internet	1	Noun	Dir.L. Compound	DN
Webben	1	Noun	Dir.L. Word	GP
webbfrågan	1	Noun	Dir.L. Compound	E24
webbsidor	1	Noun	Dir.L. Compound	DN
Vinstestimat	1	Noun	Dir.L. Compound	DI
WTO-möte	1	Noun	Dir.L. Compound	DN
WTO-samtalen	1	Noun	Dir.L. Compound	DN
Your faithfully	1	Phrase/exp	Dir.L. Phrase	DN
Yours sincerely	1	Phrase/exp	Dir.L. Phrase	DN
Yours truly	1	Phrase/exp	Dir.L. Phrase	DN
zooma ut	1	Verb	Dir.L. Phrase	DN
mbd	3	Phrase/exp	Dir.L. Word	DI
Total:	294			

\*DN= Dagens Nyheter, DI= Dagens Industri, Abl= Aftonbladet, GP= Göteborgs-Posten, E24= E24.se