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Denglish and Franglais in the framework of the modern European linguistic landscape

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Abstract

The article examines the impact of the English language as an international communication agent on the nation language protecting policy in two highly-developed European countries - Germany and France. To this end, the authors make an insight into such sociolinguistic phenomena as Denglish and Franglais as a means and consequence of the globalisation process. Each of the countries and languages under study has developed its own language policy that aims at preserving its unique national heritage: language and culture. However, the global communication affects the development of each European country; and the role of English in the linguistic landscape development is becoming increasingly important. The research seeks to examine, adapt or deny some experience of European countries in question.

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Keywords

Communication agent, Denglish, Franglais, Globalization, Linguistic landscape