

Lowkey, I Think He's Cringe



A morphological examination of the lexeme *cringe* in online communication by German and English-speaking youth

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28 May 2023

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Introduction- What is “cringe”?

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Conversion/Zero-derivation:

When a lexeme changes word class
without any marking change

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“Cringe: (verb) to suddenly move away from someone or something because you are frightened...(informal) to feel very embarrassed”

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An adjective that describes something “..very embarrassing, because of being so bad or silly”
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“...drückt ein Gefühl des Fremdschämens aus und kann auch als Adjektiv Gebrauch finden...’Cringe’ kann aber auch ein Ausruf des Unbehagens sein und wird oft verwendet, wenn eine Situation peinlich ist” (Langenscheidt 2021).

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 - Examine the morphological conversion in English of cringe
 - Compare & contrast the usage by German & English youth speakers.
 - Analyze language samples using cringe on social media

Theoretical Framework- Why does youth speech online matter?

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- Language Innovation & Online Communication (McCulloch 2019)
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 - Social importance of group identity & belonging
 - They use language & linguistic variation to mark identity, “coolness”/status, & separation from older generations

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“Ein Vergleich der Wortbedeutungen eines Anglizismus mit seinem englischsprachigen Vorbild dokumentiert, dass im Zuge der Entlehnung **nie der gesamte Bedeutungsumfang eines englischen Sprachzeichens übernommen wird**, sondern **meist aus einem bestimmten Anlass** eine Bedeutung”
(Busse 2001, 139).

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 - One of the most popular sites for (American) teens (Vogels 2022).
 - Terms of Service (ToS), account holders: “can only use the Platform if you are 13 years of age or older” (TikTok 2022).

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Findings

English Results

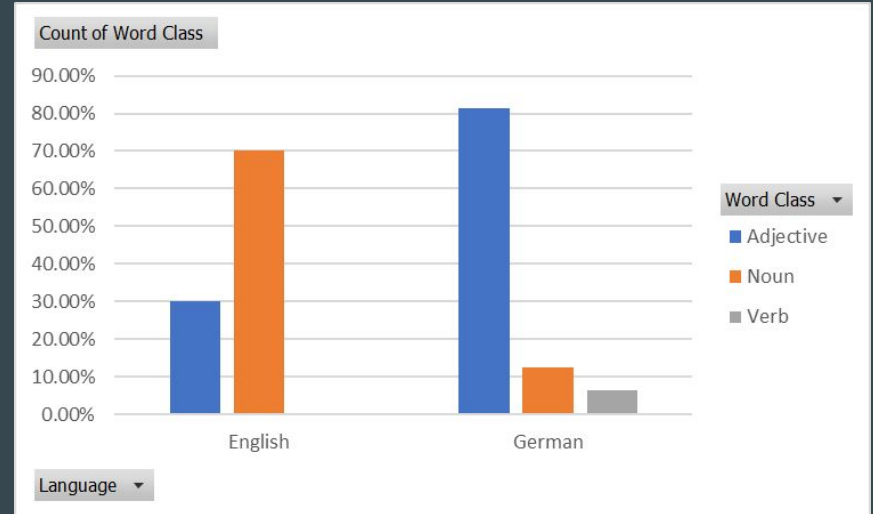


Figure 1: Word usage within language category (as percentage)

Findings

English Results

- 20 Samples

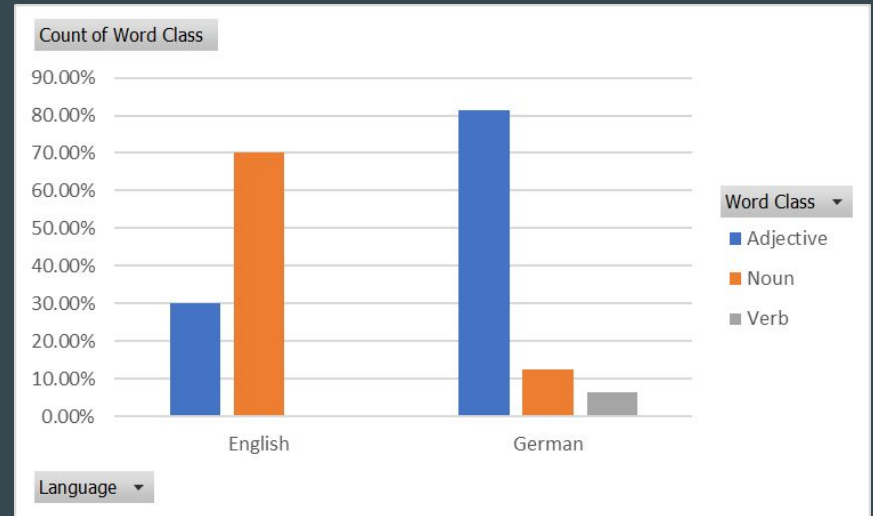


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English Results

- 20 Samples
 - 70% are nouns

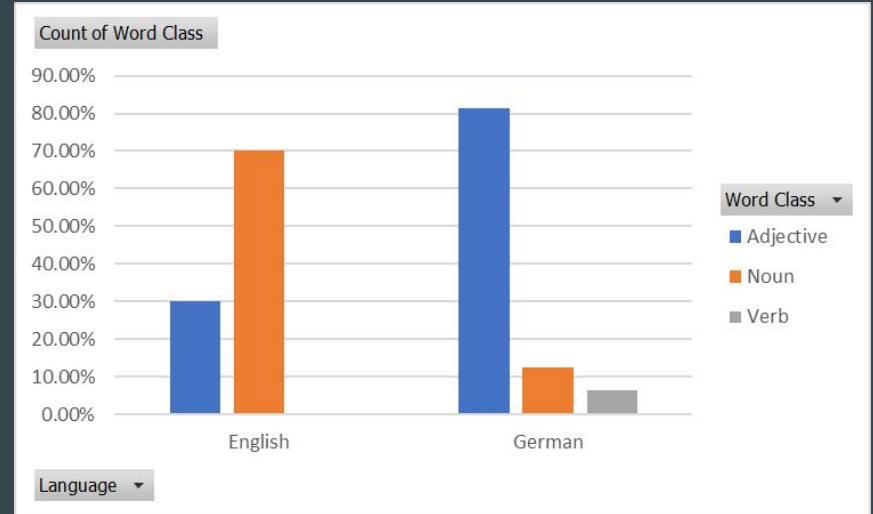


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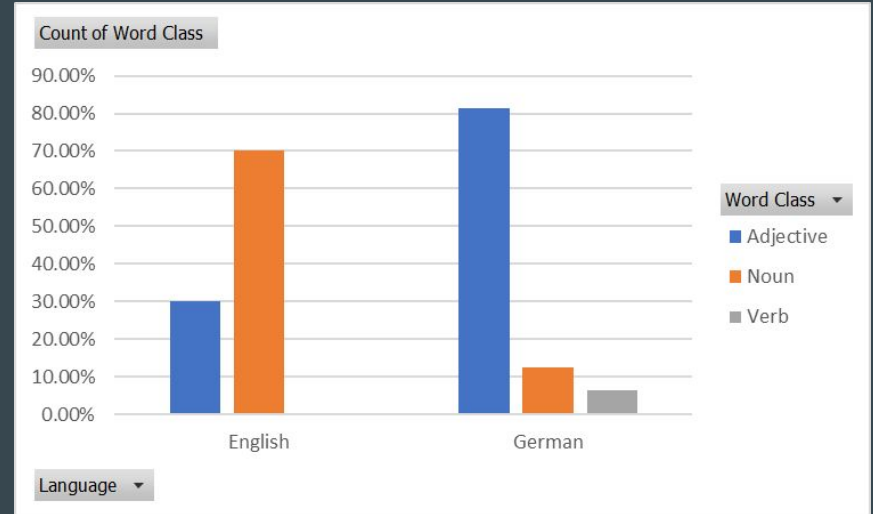


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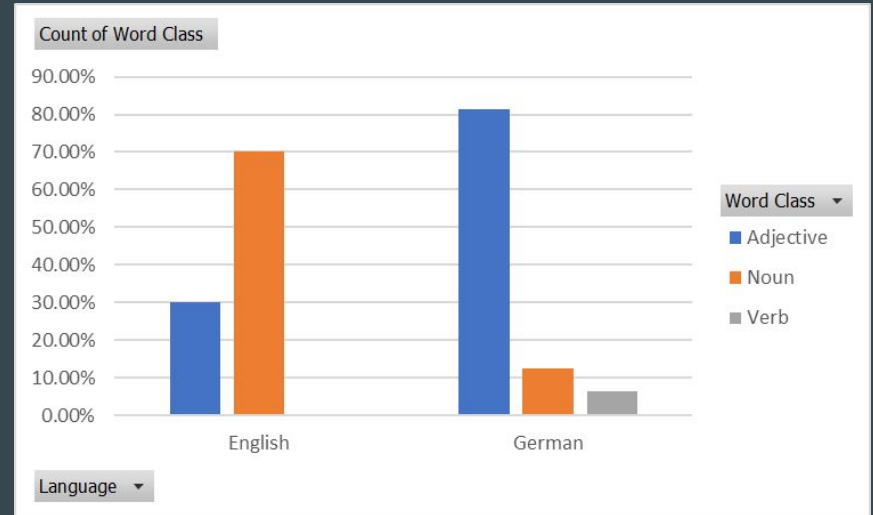


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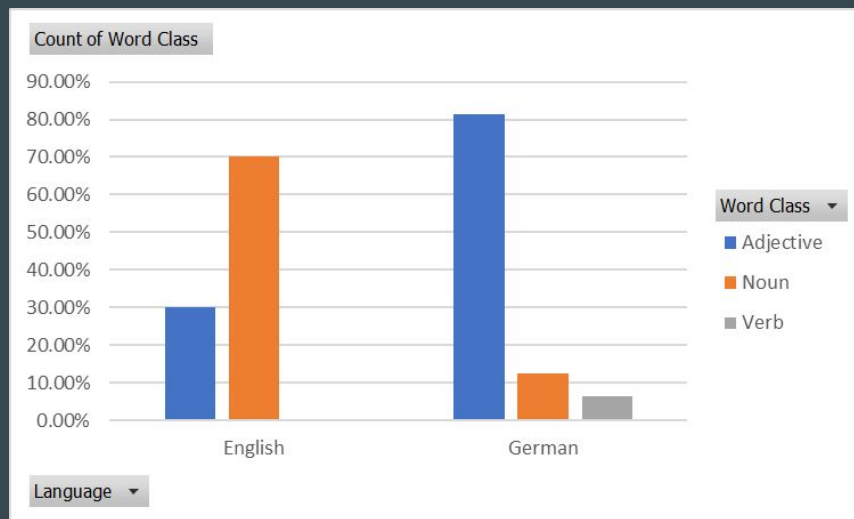


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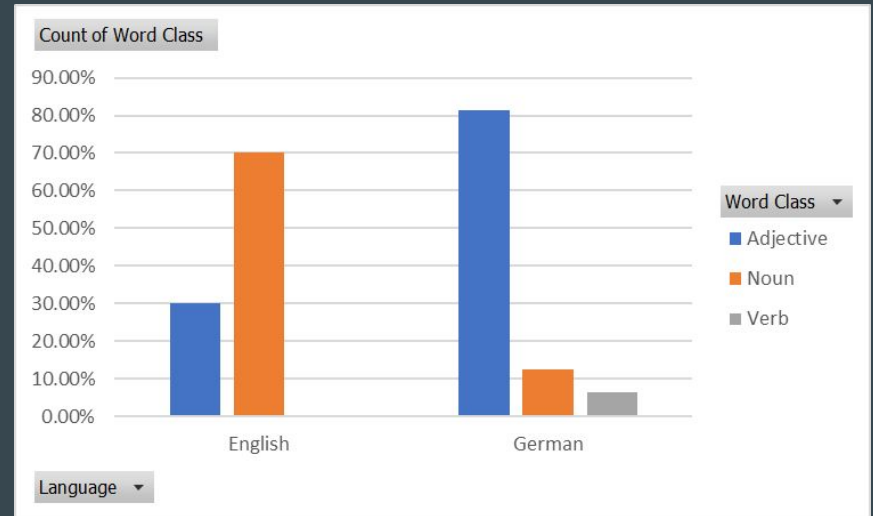


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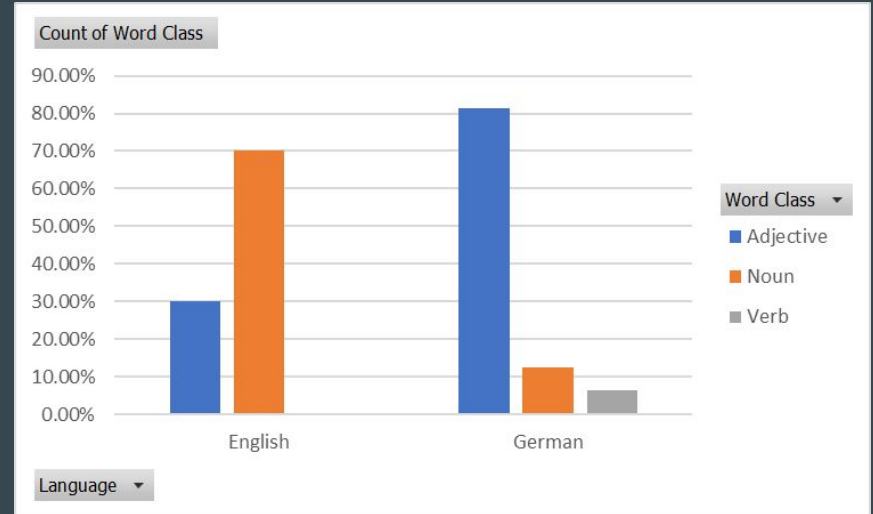


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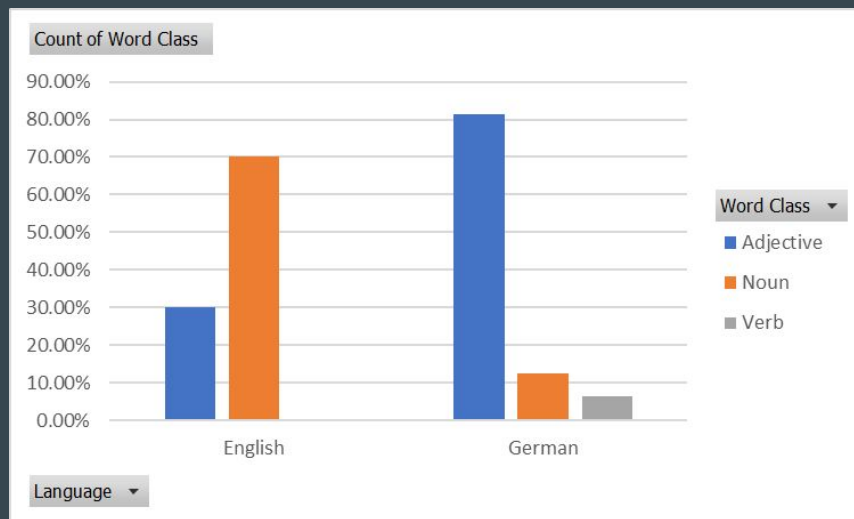


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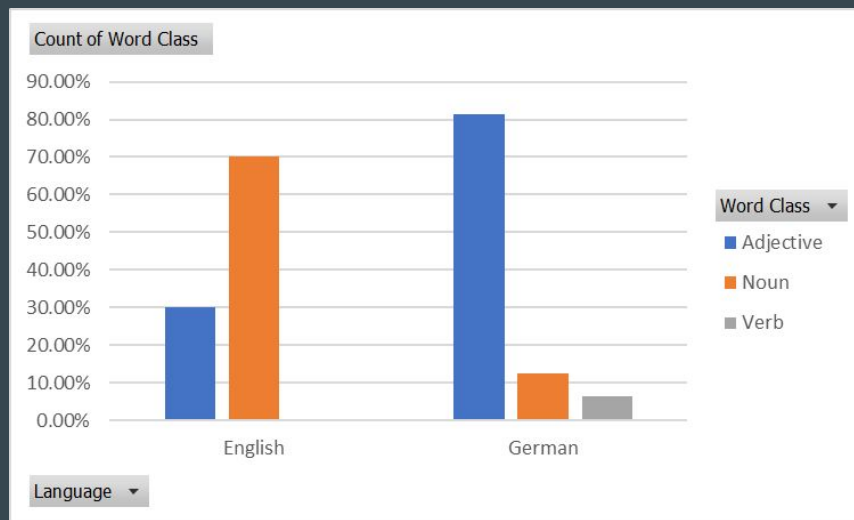


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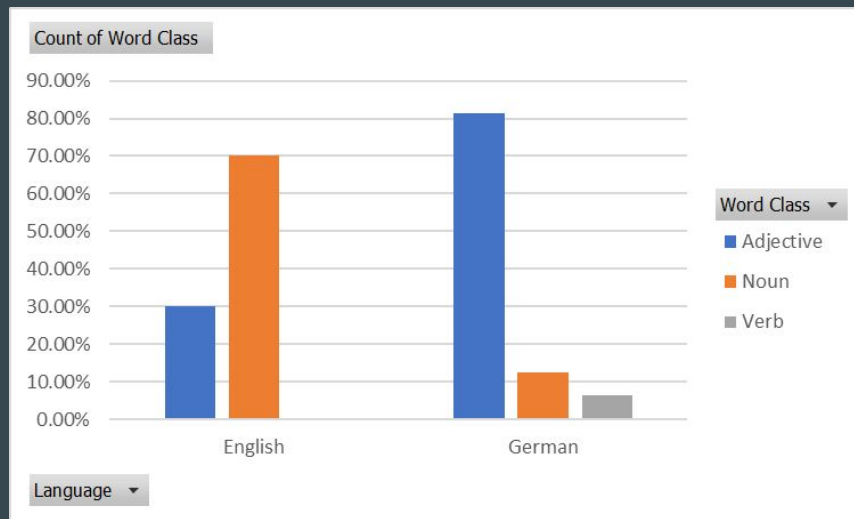


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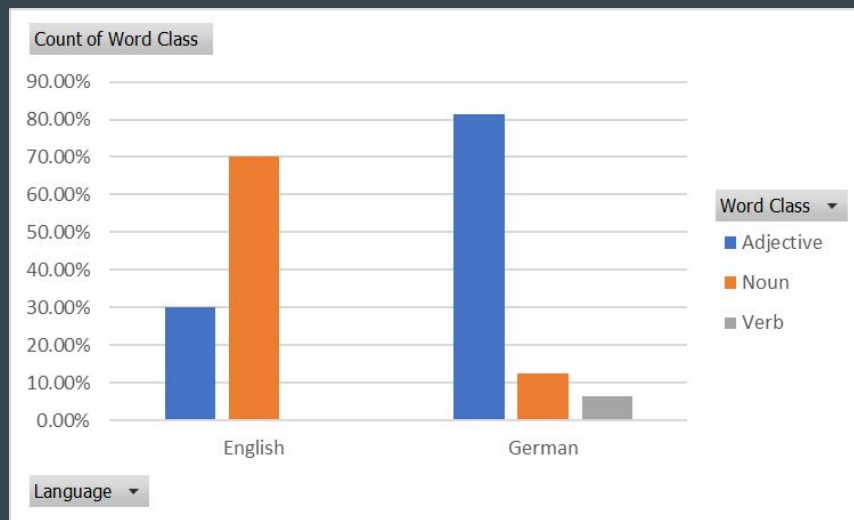


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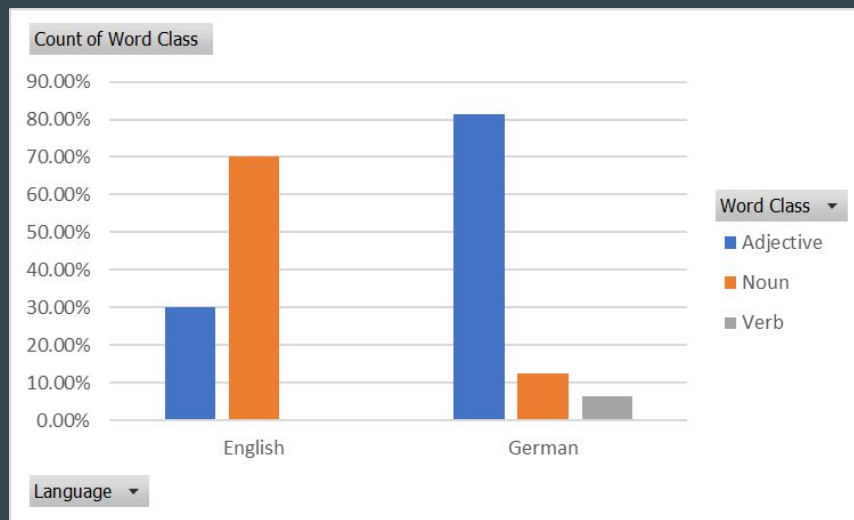


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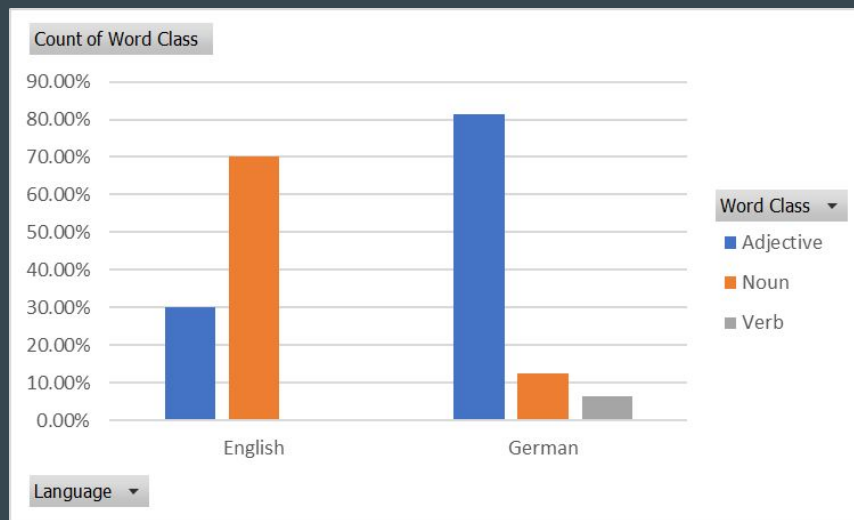


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German Results

- 16 Samples
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 - Attributive
 - Without inflection or in a title
 - Predicative
 - Often combined with adverbs

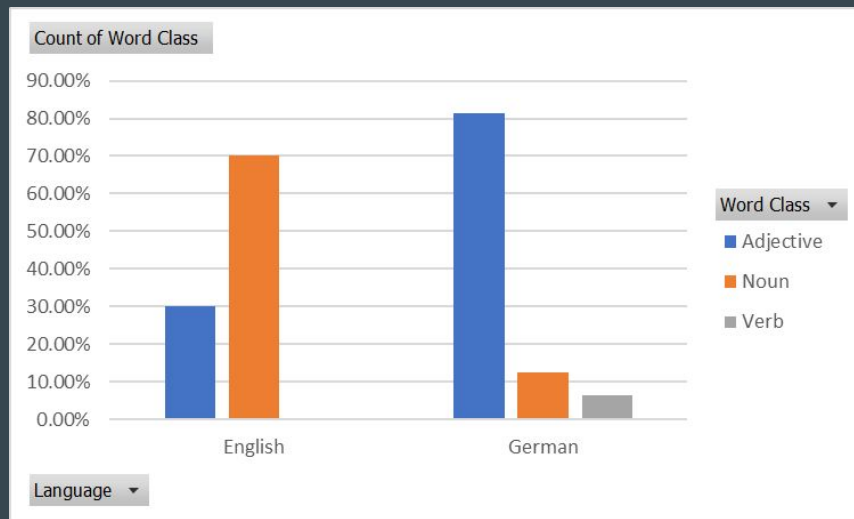


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Discussion



Figure 2: Sample integrating *cringe* as a noun



Figure 3: Sample integrating *cringe* as Partizip II

Discussion

- Evidence of advanced integration into German systems



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“Es ist aber auch häufig der Fall, dass sich ein Anglizismus, **sobald er im Deutschen Fuß gefasst hat**, durch seine Feldnachbarn beeinflusst wird, und **Bedeutungen entwickelt, die er in seiner Ursprungssprache nicht besaß**, also semantisches Eigenleben losgelöst von der Modellsprache führt [...] In dieser Hinsicht **unterliegen Anglizismen den gleichen Bedingungen des Sprachwandels wie indigene Lexikoneinheiten**” (Busse 2001, 139).



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 - Small, limited sample

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Implications

- Limitations
 - Small, limited sample
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 - Oral vs written speech
 - Native speaker status & nationality
 - Sample retrieval
 - Limited time & resources
- Future research
 - Effects of conversion/zero-derivation in L1 on L2 when a word is borrowed
 - Effects of internet & social media on loanword integration

Thanks! Questions, comments or critiques?

Email, LinkedIn & digital feedback form:

Email:

hanna.celeste.elstad@stud.uni-hannover.de



Appendix

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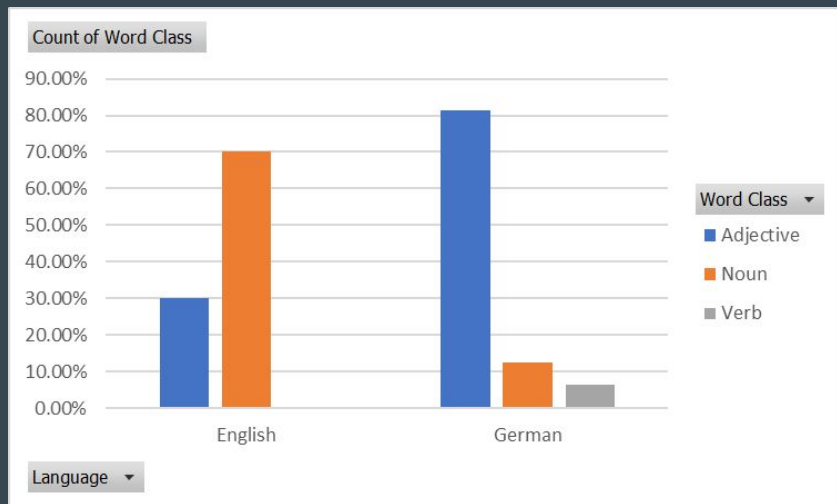


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References

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