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**JOB TITLES IN GERMAN: CORPUS-BASED COMPARATIVE ANALYSIS****L. S. Ivashkevych***Kyiv, National Technical University of Ukraine**“Igor Sikorsky Kyiv Polytechnic Institute”*

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The article is devoted to the job titles in the modern German. The author has conducted a corpus-based research of German titles of the vacancies on employment in four areas, information technology, trade, blue-collar jobs and cleaning services. The aim of the study was twofold. First, to check whether the usage of English and euphemistic elements is equally represented in all investigated corpus and to reveal the functions of the usage of these components in each area. Secondly, to prove the possible interferences of the job titles' wordings between different spheres. The study was conducted using computer searching and counting. As a result of the comparative analysis, it was found that in the mentioned employment areas Anglicisms are used with different quantitative and qualitative functions. Thus, for the IT sector, the use of Anglicisms is characterized with the terminology function, while in the cleaning services area they play purely euphemistic function. In the areas of workers' and trade professions a significant level of stereotypy has been detected in the use of Anglicisms. The representation euphemisms were also different in the studied areas: unlike in the IT sector, trade and blue-collar jobs, in vacancies of cleaning services they were represented not only in a large number, but also in a wide range of lexical forms. Besides, some cases of an influence of the wording of the job titles of some areas onto others were found.

**Keywords:** job titles; denomination of a person by profession; anglicisation; anglicisms; euphemization; neology of German language; low qualified professions.

**Introduction.** The research of the denomination of a person by profession, represented in the job titles, is crucial in terms of neology of the language and in terms of sociolinguistics. First, the job titles have a high social value and a wide range of areas of usage, and secondly, the system of job titles has a paradigmatic nature and is linked to many other lexical-semantic fields, thirdly, they have the ability to quickly adapt to changes in society and language trends, thus serving as a convenient subject for study of the neology of the language.

Obviously, the interest to the job titles of local and foreign linguists is explained with these considerations. The linguistic researches of job titles were conducted in both theoretical and empirical areas, namely by the professional titles of various languages, including German, Russian, and Ukrainian. In particular, the classification of job titles was developed [4, p.142], their relationship with the social processes was investigated [3], word building and semantic patterns of professional agent names were revealed [1], the gender peculiarities of professional names were described in Germanistics [8], [10], [5], [2] and functioning of the borrowings in the job titles system in German [9], [6], and the empirical sociolinguistic researches were conducted on the influence of job titles on the choice of profession among the young people [13]. So, the system of job titles in German was investigated concerning the structure and derivation, as well as new trends, including feminization, anglicisation, euphemisation and social correctness.

However, there were conducted no researches aimed at comparing professional names in various areas of employment regarding the prevalence of certain lexical-semantic trends and possible interferences between different typologies of job titles in different areas. The **aim** of this study is to compare the professional names in the German in job vacancies in different areas in terms of anglicisation and lexical representation of means of lexical easing. The **working hypothesis** of the study is 1) the changes in the wording of job titles in different areas, particularly concerning the spreading of Anglicisms, are presented in different degrees or occur at different speed, 2) the typology of professional names of some areas have some influence on others. In particular, we supposed that job titles in the cleaning area of both low-skilled and low-paid labor would contain more euphemistical components than job titles in other areas that require high skills or have greater prestige, and that professional names in the field of IT will include more Anglicisms than professional names of the other areas of employment. Thus, this study will, firstly, determine the homogeneity of the trends that are marked by modern researchers of job titles for different areas of employment and, secondly, suggest in what direction the development of the paradigm of modern job titles is going.

**Method.** To confirm or refute the formulated working hypothesis, we conducted the comparative corpus-based research which was about the comparison of the relevant parameters to the aim of the research in four corpora. Thus, the data for the study were four corpora of 200 job vacancy titles in the following four areas of employment: Vertrieb (trade); Handwerk, gewerblich-technische Berufe (production and technical jobs); IT, Software development, Software-Entwicklung (Information Technology); Sauberkeit & Hygiene (cleaning and hygiene).

All corpora represent solid selections and were formed as follows: the first three corpora were downloaded from the relevant site categories of the German online employment agency *stellenanzeigen.de* in January 2016, the fourth corpus was downloaded with the subheading “Sauberkeit & Hygiene” in the category of Jobs Portal of *Meinestadt.de* in December 2015. The choice of sources of buildings corpora was made with the following considerations: the online employment agency *stellenanzeigen.de* is one of the most important internal recruiting platforms in Germany, however, within this platform the headings of the vacancies in the sphere “cleaning” are not presented, and a working hypothesis was to verify the level of representation of the euphemistic components particularly in this area and to compare them with prevalence of English components in others, more prestigious and skilled labor fields, we referred to *Meinestadt.de* portal, where the needed for the research topic “Sauberkeit & Hygiene” was available.

**Procedure.** All four corpora are the lists of job titles (without the actual texts describing jobs). However, the names of vacancies in corpora can be formulated not only in one word – particularly professional names (e.g. *Organisationsprogrammierer (m / w)* or *Gebäudereiniger / in*), but also with syntactically deployed structures, and sometimes even as a sentence (e.g. *Reinigungskraft (m / w) dringend gesucht!*). Such statements have been included in the analysis, as they do accomplish in this case the same nominative function as the actual professional names.

The corpora were analyzed for the presence of English and euphemistic components, the number of fixed components was checked and counted by computer search including regular expressions in a text editor *Sublime*.

**Results.** After analyzing the corpora, we found that the vacancies of the processed employment areas in total have common features. Thus, the typical is deployed, detailed wording of the vacancies. A common situation is when the vacancies are formulated in 3-5 semantic units: *Projektleiter / Projektmanager (m/w)* *medizinisch-pharmazeutisches Service Center / In- und Outbound Projekte*, *Hardwareentwickler (m/w) für hardwarenahe Programmierung für elektrische Antriebstechnik*, *Leiter/in Service für weltweiten Kundendienst CNC-gesteuerter Blechbearbeitungssysteme* etc. In this aspect, modern job titles significantly differ from those in 1980-90s. Thus, in the officially approved Classification of professions in 1988 [12], most job titles are formulated in one word (*Fließbandmeister*, *Möbeltechniker*, *Betriebswirt* et al.), the smaller part consists of two semantic components (*Techniker für Abwassertechnik*, *Verkäuferin im Nahrungsmittelhandwerk*, *Kaufmann und Gastwirt* etc.). The usage of three- or more components in names and occupations are met not so often.

In a similar Classifier 2010 [11] we see the opposite situation: most job titles are formulated with several semantic components. In many cases one-word job titles were gradually replaced by those with several elements (often with more general meaning): *Metallschleifer/in - Fachkraft für Metalltechnik*, *Planungstechniker/in - Fachkraft für Straßen- und Verkehrstechnik*, *Postverkehrskaufmann/-frau-Kaufmann/-frau für Kurier-, Express- und Postdienstleistungen* etc.

It should be noted, however, that the vacancies in the section “cleaning” in this aspect differ because there are more than in the other processed corpora represented one-word job titles, and among multicomponent vacancies the significant proportion is after those which have not specialized and commonly used lexical units corresponding to the nature of work that does not require high skills: *Hauswirtschaftlicher Mitarbeiter Reinigung (m/w) in Teilzeit 23,4 Std./Woche*, *Gebäudereiniger/in für die Treppenhausreinigung gesucht*, *Helfer für die Metzgereiproduktion (m/w) mit Übernahmeoption* etc.

Of course, the growth of usage of Anglicisms belongs to the changes in the wording of job titles. Thus, if in the Classifier of 1988 the Anglicisms are practically not used (for example, the word *Service* throughout the Classifier for all specializations is used only two times, the word *Manager* 10 times, and the common nowadays Anglicisms like *Customer*, *Consultant*, *Business*, *Team*, *Development* do not occur even once), for the current job title the Anglicisms have become an integral part, what is both postulated by the researchers of job titles [6], [7] and proved in the conducted corpus-based research.

In particular, we have marked a number of vacancies, in the wording of which there was used at least one English component. The greatest number of such vacancies, 113 vacancies (56,5%), was marked in the IT area. In the area “Vertrieb”, there were 90 vacancies (45%), in the area “Handwerk” there were 45 vacancies (22,5%), in the area “Sauberkeit & Hygiene” (19,5%), 39 vacancies.

We also registered the number of vacancies fully formulated in English. They were found in such areas: programming – 40, trade – 30, blue-collar jobs – only 3, among the advertisements of cleaning services personnel - 0.

The significant differences were found in the nature of the use of borrowings in vacancies of different areas. Thus, among the vacancies in the section “Handwerk, gewerblich-technische Berufe” 34 out of 45 cases of the usage of English components is the usage of the word *Service*, in the section “Vertrieb” 40 cases out of 101 of the usage of Anglicisms is the word *Manager*. At the same time, the field of “IT, TC, Software-

Entwicklung” doesn't have such stereotypical usage of words. The most repeated words turned to be Engineer (20 times in 113 cases the use of Anglicisms), even less repetitive components were English Developer and Senior (16 and 7 times respectively). The areas of the usage of Anglicisms also varied. Thus, in the field of trade and IT English components were often used in the area describing the scope of activities (25 and 22 cases, respectively), for example, Manager Filialen (m / w) in Beauty- & Lifestylekette, (Senior-) Berater (m / w) Big Data, IT-Mitarbeiter (m / w) Logistic Support, Portal Entwickler (m / w) Web Applications etc. For working professions and jobs in cleaning area, this trend is much less characteristic (13 and 6 cases, respectively).

Specific anglicisation was marked in the IT area: despite the fact that in this category the highest percentage of English-language components was set, as well as the largest number of vacancies fully formulated in English, in some cases substantially repetitive job titles were actually German ones, not English. For instance, in the corresponding corpus we found 69 times of the usage of the word Entwickler and only 7 times the job title Developer was used, German Spezialist and also English Specialist dominated (6 and 1 times respectively).

It was also found that in different areas of employment, presented in the studied corpora, the dominant role of English components usage may vary. Thus, in IT area the Anglicisms mostly play the **terminological role** nominating clearly defined the professional concepts: Softwareentwickler (m/w) Embedded Security, Web-Frontend Entwickler, Experte (m/w) MS SharePoint etc. In the section “Sauberkeit & Hygiene” the Anglicisms are rather used like **euphemisms**: for example, in the job title Zimmermädchen / **Roomboy**, **Housekeeping** (m / w) the Anglicisms are used as an alternative to the traditional wording. In the area of “Handwerk, gewerblich-technische Berufe”, where the most frequent usage of the English component is Service, this component provides specific wording of abstraction and allows to refuse the nomination through specific production steps, thereby softening and raising the status of the profession can be achieved: **Service**monteur für Palfinger-Produkte (m/w), **Service**ingenieur/-in oder **Service**techniker/-in. For the sphere “Vertrieb”, higher than in other processed sections frequency of usage of the Anglicisms in parallel with the actual German counterparts is characteristic: **Verkaufsberater** (m/w) als **Sales Professional** im Vertriebsaußendienst, **Customer Care Agent** / Telefonischer **Kundenbetreuer** (m/w), **Vertriebsmitarbeiter** als **Salesmanager** (m/w) für den Outbound-Kundenkontakt etc. Generally, in the trade section there were recorded 8 such cases, while for the other studied categories the figure was much smaller, from 0 to 3 cases.

We should highlight the frequency of usage in cleaning vacancies of generalizing components that play a euphemistic role, namely -kraft, and Helfer / in. So, -kraft was used 49 times, 42 of them as a component of a compound word Reinigungskraft, 4 were used in a composite Fachkraft, besides, there were marked worlds Servicekraft, Küchenkraft, Vertretungskraft; a word Helfer / in was recorded 31 times.

In other processed areas of the usage of these items was as follows:

trade area: -kraft 3 times, Helfer / in – 0

IT sector: -kraft, Helfer – 0

workings specialties: -kraft – 3, Helfer / in – 0.

So, we can see that in the cleaning area, which is low-skilled and low-paid labor, the usage of abstract components is the most often.

Emotive-evaluative components, designed to enhance the status of the proposed vacancy or aimed to get the positive attitude, were found not in all processed corpora. Thus, in the fields of information technology and jobs of working professions such items were not recorded at all. For the trade area, the only element that can be considered as emotional-evaluative was the word “erfahren” (“skilled”), which was used 3 times. Instead, in cleaning service area, 17 emotional-evaluative components were identified. They were:

1. Elements or substitutes of the job titles: Reinigungs**fee** für TZ-Stelle auf Lohnsteuerkarte, **Perle** für die Büroreinigung (w/m) gesucht;
2. Adjectives which go with the job titles: **Motivier**te/r Rentner/in für Autohaus in Ahrensburg, **Nette** Reinigungskräfte m/w gesucht, **Fleißige** Reinigungskräfte m/w für Berlin gesucht, **Zuverlässige** Reinigungskräfte (m/w) - auch ungelernt!!;
3. Whole syntactic phrases which allow to avoid direct nomination: Abwechslungsreiche Tätigkeit gesucht?, Nebenjob für Nachteulen (m/w), Reif für die Insel? Arbeiten wo andere Urlaub machen!, Sie säubern gerne? hier bitte!!.

Based on the study and comparison of the corpora certain trends of interference in formulations from different areas were also found. Thus, the cases of the usage in the trade area of job titles elements which are more characteristic for the information technology, namely Junior and Senior: Junior Makler oder Senior Makler Vermietung , Junior Vertriebsassistent (m/w), Junior-Berater / Junior-Software-Ingenieur (m/w) IT-Lösungen im Bereich Automotive, (Junior) Kooperationsmanager (m/w) für unseren B2B-Bereich. The total number of cases when the component Junior was used in the trade area was 7, the component Senior was

used 2 times. In turn, some job titles which are common for the trade area, were registered among the titles of the blue collar jobs. These were such job titles as Merchandiser – 2, Supervisor – 1, Manager – 3.

**Discussion.** Consequently, the fact of the growing number of English names in modern German job titles is marked by many researchers. Comparison of current job titles with professional names of 1980-90s shows that the number of Anglicisms has significantly increased. However, in the introductory section we have expressed the hypothesis that the prevalence of Anglicisms in job titles differs depending on the specific areas of employment. The study showed that such dependence really exists. Thus, the proportion of vacancies with English components in the processed four areas significantly differs: the lowest number of the Anglicisms was recorded in the areas of cleaning services (19.5%) and blue collar jobs (22.5%), almost twice more Anglicisms were marked in the trade area (45%), the biggest number of them were detected in the field of information technology (56.5%). The same dependence is observed in the number of vacancies fully formulated in English, namely, in the IT sector they are 20%, in the trade they make 15%, while among blue collar jobs they were barely represented (1.5%) and in the vacancies in the area of cleaning service they are not observed at all.

In our opinion, this is due to the fact of the presence on the German employment market of international companies in the fields of IT and trade, where they used English in the documentation. Overall, the difference in the use of English elements defined in the study indicates that the penetration of Anglicisms is characterized, first of all, in the dynamic sectors that are rapidly developing. In job titles of low-skilled and traditional areas of employment the prevalence Anglicisms, as the research suggests, is much less. However, this assumption needs to be reviewed on a larger range of employment areas, as well as with a bigger number of corpora.

Also, the significant difference is not only in quantity but also in the quality of the usage of Anglicisms. For example, the research shows that in the area of the information technology a big variety of English elements are used while in the areas of trade and working professions the usage of Anglicisms is mostly stereotyped, there are many multiple repeats of some typical Anglicisms. Obviously, this is due to the fact that the IT sector is integral to the English terminology, and a big number of Anglicisms in the vacancies in this sector is represented by the terminology and it is a needed clarification on the programming languages, software and other work conditions for a specialist. In the areas of trade and blue collar jobs the usage of Anglicisms in some way does not play the terminology and specifying function, but an image function: with a help of Anglicisms the formulation gets more abstract character, or the English elements are used in parallel with the German counterpart to create the effect of “modernity”, while in the vacancies in the area of cleaning services the usage of Anglicisms has a frank euphemistic nature.

This fact of different functions of Anglicisms in different areas of job titles, found in our study, allows in a slightly new way to look at the complaints about the incomprehensibility of vacancies with English elements [9], which in recent years sounds louder in the scientific spheres and in journalism. In particular, in cases where the Anglicisms play a terminology role, such complaints are, to our mind, unjustified, because specialists on whom such vacancies are orientated, understand the English nomination. Misunderstandings arise, obviously, when it comes to the so-called “social correctness”: the attempts to reformulate traditional demeaning profession using softer or more modern lexems, which, on the one hand, do not have negative connotations, and on the other, give a very few information to most Germans.

Another working hypothesis of the study was the assumption that the typology of the job titles of less skilled employment areas is influenced by the specific formulations of the job titles of the prestigious professions. The conducted comparative analysis showed that this assumption has a certain basis, particularly from the area of IT the typical elements of job titles move to the area of trade, from the trade area – to the job titles wordings for the blue collar jobs. Now it is not about the paradigmatic changes. However, the repetitiveness of the elements borrowed from some areas to other indicates that a certain interference is happening, particularly in the direction from more prestigious jobs to less prestigious ones. This let us suggest that over time the system of job titles of unpopular professions will adopt the wording characteristics of the prestigious areas of employment, and thus the crucial for the future development of the paradigm of job titles is mostly those lexical trends that are shown nowadays in the job titles in the “peak” professions which are represented, among others, by the information technology area.

**Conclusions.** Thus, by examining four corpora of vacancies in Germany in different 4 employment areas, namely, information technology, trade, blue collar jobs and cleaning services, we have concluded that the trends that are marked in a job titles paradigm by the most modern researchers, are represented in different employment areas in different ways. In particular, the significant differences were found on the level of anglicisation of the vacancies' formulations: the number of the identified English components varied depending on the area of employment from 56.5% to 19.5%. Moreover, the received data show that the operation of English elements in different employment areas differs not only quantitatively but also

qualitatively: in high-skilled and prestigious areas of employment Anglicisms play mainly the terminological or nominative role, shaping the definition of a job title, while in the job titles of non-prestigious and low qualified professions the English elements are mainly used as euphemisms or to enhance the prestige.

The research shows that the paradigm of job titles in the modern German language in their direct functioning on the labor market is not homogeneous, and new lexical processes penetrate into the different areas or on a different level at different speed. Together with the tendency to interference between the different areas this lets us suggest that the development of the system of job titles occurs in stages. At first, some new phenomena appears in prestigious and dynamic areas of employment, later it spreads to less prestigious activities. However, this kind of spreading does not provide the mechanical side of the process because, as it is illustrated in the article by the usage of Anglicisms, certain linguistic phenomena operates in different employment areas differently.

The results of the study should be checked on corpora of other areas of employment, as well as on the numeric corpora. Also, the research needs to be continued in the diachrony that would give the possibility not only to confirm the results, but also to track the pace of the identified trends.

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**Л. С. Івашкевич Найменування осіб за професією в німецькій мові: корпусний порівняльний аналіз.** Статтю присвячено питанню розвитку найменувань осіб за професією в сучасній німецькій мові. Автором проведено корпусне дослідження німецьких найменувань вакансій про працевлаштування чотирьох сфер зайнятості — інформаційних технологій, торгівлі, робітничих спеціальностей та послуг прибирання. Метою дослідження було, по-перше, перевірити, чи однаковою мірою представлена у досліджуваних корпусах тенденція до вжитку англійських та евфемістичних елементів, виявити характер та функції вжитку таких компонентів у кожній сфері, по-друге, встановити, чи впливають формулювання найменувань осіб за професією одних сфер зайнятості на такі формулювання в інших сферах і, якщо так, який характер носить така інтерференція. Дослідження проводилося з залученням комп'ютерного пошуку та підрахунку. У результаті порівняльного аналізу було встановлено, що для названих сфер зайнятості характерні істотні кількісні та якісні відмінності у вжитку англійських. Так, для сфери ІТ характерним є вжиток англійських в термінологічній функції, тоді як у сфері прибирання вони відіграють суто евфемістичну функцію. У сферах робітничих спеціальностей та торгівлі був виявлений значний рівень стереотипів у вжитку англійських. Різною виявилася і представленість у досліджуваних сферах евфемізмів: на відміну від сфер ІТ, торгівлі та робітничих спеціальностей, у вакансіях про прибирання вони були представлені не лише значною кількістю, але і широким спектром лексичних форм. Були виявлені випадки впливу формулювань професіоністів одних сфер на інші. Результати дослідження дозволяють припустити, що розвиток системи професіоністів відбувається поетапно — спочатку певні нові явища з'являються в престижних та динамічних сферах працевлаштування, пізніше вони поширюються на менш престижні види діяльності.

**Ключові слова:** найменування особи за професією; англізація; англійськи в німецькій мові; евфемізація; неологія німецької мови; низькокваліфіковані професії.

**Л. С. Івашкевич. Наименования лиц по профессии в немецком языке: корпусный сравнительный анализ.** Статья посвящена вопросам развития наименований лиц по профессии в современном немецком языке. Автором проведено корпусное исследование немецких наименований вакансий о трудоустройстве четырех разных сфер. Целью исследования было, во-первых, проверить, одинаковой ли мерой распространены в профессионалах разных сфер занятости англоязычные и евфемистические компоненты, определить характер употребления и функции таких элементов в каждой сфере; во-вторых, определить, влияют ли формулировки профессионалов одних сфер занятости на такие формулировки в других трудовых сферах, и если да – определить, какой характер носит такая интерференция. Исследование показало, что для профессионалов разных сфер занятости характерна разная частотность употребления англицизмов и евфемистических компонентов, к тому же, в разных сферах эти компоненты используются с неоднаковыми целями. Кроме этого, были обнаружены случаи заимствования формулировок профессионалов из одних сфер в другие, что позволяет допустить, что развитие системы профессионалов происходит поэтапно – изменения распространяются от более престижных сфер к менее престижным.

**Ключевые слова:** наименования лиц по профессии; англизация; англицизмы в немецком языке; евфемизация; неология немецкого языка; низкоквалифицированные профессии.