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The pragmatics of English loans in conflict situations

Lexical borrowing research has largely been conducted from a systemic and structuralist perspective, focusing on processes of adaptation and nativization of loanwords and on the borrowability of various parts of speech. Recently, however, more attention has been paid to the pragmatic effects of using loanwords (e.g. Furiassi et al. 2012; Zenner & Kristiansen 2013).

This paper aims to contribute to this emerging trend by studying the use of lexical borrowing as a discourse strategy. More specifically, we present a local interactional analysis of the English loans used in the Dutch reality TV show *Expeditie Robinson*. The utterances from one series were carefully transcribed, resulting in a dataset of 3,120 utterances - 314 of which contain English insertions. Our analysis zooms in on English multi-word units (e.g. *home sweet home*), which are mainly used by three male participants on the show.

By means of quantitative and qualitative analysis, we demonstrate how two of these participants form an ingroup; they form a community of practice that has its own discursive norms, of which the regular use of English multi-word units forms an important part. Focusing in on ingroup delineation in times of conflict, both within the ingroup and between the ingroup and

other participants to the show, we demonstrate how strategic use of English multi-word units allows both ingroup members to acquire and maintain a firm social position on the island.

An interesting opposite is found in the third male participant who uses English highly frequently. In his case, this does not help him attain any notable social prestige on the island. Through conflicts with various team members, he quickly becomes an outcast on the island. This outcast identity is corroborated instead of overruled by the interactional processes concerning his use of English multi-word units in discourse.

Overall, contrasting these two case studies allows us to illustrate the pragmatic effect of borrowed phraseology in discourse.

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