## Table of contents

Eline Zenner and Gitte Kristiansen

Introduction: Onomasiological, methodological and phraseological perspectives on lexical borrowing — 1

Ad Backus

A usage-based approach to borrowability - 19

Eline Zenner, Dirk Speelman and Dirk Geeraerts

What makes a catchphrase catchy?

Possible determinants in the borrowability of English catchphrases in Dutch —— 41

Esme Winter-Froemel

Formal variance and semantic changes in borrowing: Integrating semasiology and onomasiology — 65

Augusto Soares da Silva

Measuring and comparing the use and success of loanwords in Portugal and Brazil: A corpus-based and concept-based sociolectometrical approach —— 101

Alexander Onysko and Andreea Calude

Comparing the usage of Māori loans in spoken and written New Zealand English: A case study of *Maori*, *Pakeha*, and *Kiwi* — 143

Frank van Meurs, Jos Hornikx and Gerben Bossenbroek

English loanwords and their counterparts in Dutch job advertisements: An experimental study in association overlap — 171

Astrid Rothe

On the variation of gender in nominal language mixings - 191

Helge Sandøy

Linguistic globalization: Experiences from the Nordic laboratory — 225

Index — 251