

# American Language Transfer – How television is able to influence Irish English

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There has been a perceived trend of erosion of Irish English, with the tendency towards American English. The aim of this research paper is to investigate one of the avenues of influence, the television. To illustrate this process, this thesis will highlight language learning, as it is a key component to language influence. The second part will highlight the types of influences on a language, focusing on the television. Linking this the thesis will highlight the language transfer, using the German – English influence as a template. After these foundations the American TV market is described, as it is key to why it has been so successful. Sitcoms, the dominant US genre and one of the major exports will be used as the example to highlight the structure underlying a genre. The final two chapters will link these concepts and explore the route of influence on the Irish English and the Irish culture. The final chapter will provide two ways of backing this theory of language erosion with further research.