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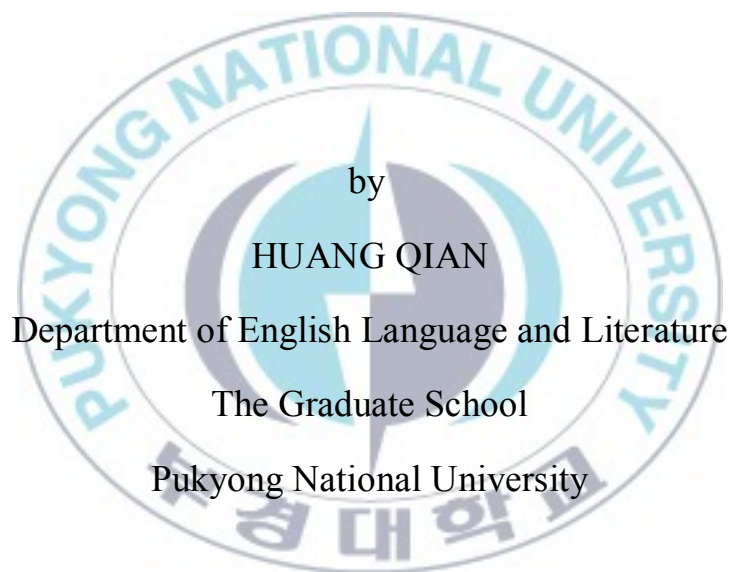
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Thesis for the Degree of Master

Analysis and Research on Chinese Loanwords



August 2014

Analysis and Research on Chinese Loanwords

(중국어에 있는 차용어 연구)

Advisor: John Stonham

by

HUANG QIAN

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Pukyong National University

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A dissertation

by

HUANG QIAN

Approved by:

(Chairman) Kim, Eun-il

(Member) Han, Ji-won

(Member) John Stonham



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Analysis and research on Chinese Loanwords

HUANG QIAN

Department of English Language and Literature, The Graduate School,

Pukyong National University

Abstract

With the tendency of economic globalization, the rapid development of science and technology and frequent cultural exchanges, languages contact, influence and supplement each other inevitably, especially in the field of vocabulary. More and more foreign vocabularies have been introduced into Chinese, becoming an important part of daily life. The approach of absorbing the words from another language is defined as lexical borrowing and the vocabularies introduced by that way are named foreign word or loanword. Loanwords are not generated by the internal evolution of the language; instead they are borrowed from another language through language contact and cultural exchange. Therefore, loanwords in a language are a special type of vocabulary with strong cultural absorption. The thesis is divided into five chapters. Chapter one is the introduction of loanwords. Chapter two is the previous research on loanwords. Chapter three is the classification of loanwords into: Phonetic Borrowing, Literal translation, Letter Loans and Hybrids. Chapter four according to Hallyu to introduce the borrowing words from South Korea, that we can know loanwords can be a guide to foreign cultures. Chapter five some problems in translating the loanwords are pointed out and we must take effective approach to standardize the foreign words. In conclusion, language is one of the

important ways for communicating the standardization of which is for better interaction. The aim and purpose of language development is to achieve healthier and richer language. When we absorb the loanwords, we should pay more attention to standardizing the loanwords.



중국어에 있는 차용어 연구

HUANG QIAN

부 경 대 학 교 대 학 원 영어영문학과

요약

경제 세계화의 경향과 함께 과학 기술과 빈번한 문화 교류의 급속한 발전은 언어접촉과 특히 어휘 분야에서 필연적으로 서로를 보완하였고 점점 더 많은 외국 어휘는 일상 생활의 중요한 부분이 되고 중국에 도입되었습니다. 다른 언어의 단어를 흡수하는 접근 방식은 어휘 차입으로 정의되며, 그 방법에 의해 도입 된 어휘, 외국 단어 나 차용어에 이름이 지정됩니다. 차용어는 언어의 내부 진화에 의해 생성되지 않습니다. 대신 그들은 다른 언어에서 언어의 접촉과 문화 교류를 통해 차용됩니다. 따라서 차용어는 강한 문화 흡수와 어휘의 특별한 유형입니다. 논문은 다섯장으로 구성되어 있습니다. 제 1 장에서는 한 차용어를 소개합니다. 제 2 장에서는 차용어에 대한 이전의 연구입니다. 제 3 장에서는 차용어의 분류입니다. 소리 나는대로 차입, 직역, 편지 대출 및 하이브리드로 분류 합니다. 제 4 장에서는 한류에 따라 한국의 차입단어를 소개 차용어는 외국 문화에 대한 지침이 될 수 있는 것을 알 수 있습니다. 제 5 장에서는 차용어를 번역하는 몇 가지 문제를 지적하고 우리는 외국의 단어를 표준화하기 위해 효과적인 접근 방법을 취해야 합니다. 결론적으로 언어는 더 나은 상호작용을 위해 표준화를 전달하기 위한 중요한 방법 중 하나입니다. 언어 발달의 목표와 목적은 건강하고 풍부한 언어를 달성하는 것입니다. 우리는 차용어를 흡수 할 때, 우리는 차용어를 표준화에 더 많은 관심을 지불해야 합니다.

Chapter One: Introduction

I came into contact with many loanwords in my daily life. The first loanword I came into contact with is “disco” which was very popular in China in my childhood at the beginning of the 1990s. With China’s accession to the WTO, and the frequent international exchanges, as well as the strengthening modern social rhythm, people are often required to say all the things, so there are more and more loanwords introduced into China. They become an integral part of our daily life. Moreover, as I have studied abroad in South Korea, with the influx of Korean culture, I can feel more of the charm of loanwords. So I decided to study the history of loanwords, consulting materials, arranging and classifying loanwords, as well as the existing problems of them, which are the basis of this paper.

1. 1 Definition of Loanwords

Loanwords, also called "foreign language" or "loan words", which is absorbed from another language.

According to dictionaries, “loanword” can be defined in ways such as “a word originally from a foreign language, now used as a member of the language” (Longman Contemporary English-Chinese Dictionary: 1988), “a word taken from another language and at least partly naturalized” (Webster’s Ninth New Collegiate

Dictionary: 1994), “a word in one language that has been borrowed or taken over from another language” (Webster’s Encyclopedic Unabridged Dictionary of the English Language: 1996), “word taken into one language from another” (Oxford Advanced Learner’s Dictionary, Fourth edition: 1997) .

Language itself reflects history and culture. Cultural contact with foreign countries brings new elements into a language and the old and new elements get mixed up in the language. Borrowing is the foreign elements in a language. On one hand it shows the influence on the language after the cultural contact between countries; on the other hand borrowing reflects the cultural contact between countries. (Yan Wei Wei, 2008)

1. 2 Word Borrowing is a Ubiquitous Linguistic Phenomenon

Existence of language phenomena American language scientist Sapir has a well-known thesis: “Languages, like cultures, are rarely sufficient unto themselves. The necessities of intercourse bring the speakers of one language into direct or indirect contact with those of neighboring or culturally dominant languages.” Language is a tool of human communication. During commercial intercourse, cultural exchange, war and immigration between the nations speaking different languages, the languages spoken by different nations inevitably contact with each other and influence each other. This kind of influence is involved with various levels, such as pronunciation, vocabulary and grammar. “The simplest influence of one language on

the other is the word borrowing”. In the long history of the development of a nation, no nation can develop in an isolated or completely closely way, instead, it has to contact and associate with other nations; therefore, the vocabulary in almost any language contains a certain number of words of foreign origin, the loan words, which is a common linguistic phenomenon as well as one of the important issues in general linguistics.

Loanwords are the inevitable products of language and culture contact as well as the evidence of the communication between different nations; therefore, the in-depth study of the words of foreign origin is conducive to the understanding of the contact and association between Han nationality and other nations as well as the learning of the features of the cultural development at different historic stages. This is the significance of the research on the words of foreign origin to the culturology and cultural linguistics. In the perspective of linguistics, words of foreign origin are the words from the languages beyond Chinese. To analyze the transformation and absorption of foreign constituents by Chinese is conducive to the clearer understanding of the internal rule of Chinese development.

1. 3 The Necessity of Loanword

1. 3. 1 Cultural Necessity

It is well-known that language is inseparable from culture. Language reflects culture, and culture can also serve as the mirror of language; therefore, when the vocabulary from new cultures cannot be expressed by the corresponding words in the native language, the words of foreign origin are needed to fill the vacancy in the native corpus and serve as the carrier of the new culture.

These words of foreign origin successfully introduce the traditional cultures to the Chinese people. At present, the Chinese people not only know the implications of these designations, but also have a basic knowledge of the cultural connotations of these festivals. In addition, they even consider these festivals as a kind of fashion. With entry of the food brands into the market of China, the traditional cooking culture of China is even changed to some extent, and more and more young people in China are keen on the convenient, fast and relaxed pattern of dining.

1. 3. 2 Economic Necessity

Some famous linguisticians think that language reflects the physical environment, social environment and social value of a nation. A large number of the words of foreign origin are usually in need during social transformation. In the development of modern Chinese along with the impacts on the factors such as economical, political, cultural and etc. (foreign words have become an important linguistic phenomenon, and occupy an important position in the communications with other ethnic groups. Especially developed gradually after the big events which strengthened the relationship with world such as the Opium War and the reform and opening up the

world and with the continuously moving forward of the communication of international economy and political culture.

1. 3. 3 Social Necessity

As China entered the WTO, more and more foreign brands including the brands in the categories of daily use and automobiles enter into the daily life of people. Although the sales of these brands are not desirable when they just entered into the market of China for many reasons, one of which is that no “new designations” in accordance with the market of China were found in the Chinese corpus, great growth has been achieved after these brands are endowed with the corresponding Chinese names; therefore, it can be seen that the usage of the words of foreign origin is the inevitable outcome under the demand of market economy. For example, coffee does not exist in Chinese originally. In the 19th century, coffee was introduced to China. It had been translated to “咖啡” by the direct transliteration. There are many examples like this, such as *vitamin*, *chocolate*, etc. These enriched the vocabulary of Chinese and promoted the development of market economy.

Chapter Two: The Previous Research on Loanwords

Language is a tool for the cultural exchange and human communication. In the exchange process, the language will absorb vocabularies from other languages for its own use, which is the localization phenomenon in language. Chinese characters are typical ideograms.

2. 1 The Development Process of Loanwords

Loanwords, as an important part in cultural communication, have caught the attention of more and more people. Research on loanwords not only can help understand its role in the process of the development of Chinese, but can contribute to the exploration of the national exchanges and cultural exchanges in the development history of the Han nationality. Through this way, cultural differences between different ethnic groups and the influences on the traditional culture of this nationality can be explored. As early as 2000 years ago, there had been the phenomenon of Chinese borrowing from other languages.

Loanwords in Chinese can be divided into three stages by time: Translation of Buddhist scriptures in Han and Tang Dynasties; Translation in western theories in early Qing Dynasties; Comprehensive development of science and culture since

reform and opening up.

2. 1. 1 Translation of Buddhist scriptures in Han and Tang Dynasties

In Han and Tang Dynasties, Buddhism was introduced into China accompanied by a large number of Buddhist scriptures in Sanskrit. In these Buddhist scriptures, there are a large number of profound and abstract concepts written in Sanskrit. While Buddhist scriptures are monosyllabic and ideographic, so it is difficult to translate them accurately and concisely. Therefore, these words were transliterated in Chinese, which are loanwords.

Transliterated words were the earliest among loanwords. Zhang Qian had gone to the western regions twice, smoothing the transport routes of inland Asian, which was the famous “silk road” later. Chinese goods such as *silk*, iron went into western regions, and more than ten kinds of plants in the western region: walnuts, grape, pomegranate, beans etc were also planted in the central plains. Through the research we can find that when first giving names to these foreign words, the method taken is direct transliteration, emerging words like *grape* “葡萄” (pu tao). However, although these words reflect the original name of these things, they do not conform to the Chinese way of expression. Because the Chinese character itself is an expression of both the pronunciation and meaning. If taking only the sound, abandoning its meaning, it would not be easy to be accepted. And reading it is not fluent. It’s very difficult to have any association of it with the food it stands for. So people think of a way to innovate, using radicals to represent the characteristics of the types of things.

From these radicals, their properties can clearly be determined. For example, the Chinese word“葡萄”is made by “艹”+ “匍匐”, “艹” meanings that the word is the kind of plant, and the Chinese pronunciation “葡萄” (pu tao) is decided by “匍匐”. The way to let these words express both ideographic and phonetic meaning has been used by later generations. For example, in the translation of the periodic table of elements of Mendeleev, if it belongs to the metal type, it is to be written with a gold radical, if it belongs to the gas type, it is written with a gas radical, and if it belongs to the mineral type, it is written with a stone radical, so these loanwords are smoothly transformed into the Chinese vocabulary.

2. 1. 2 Translation in western theories in late Ming and early Qing Dynasties

From the 1850s to the 1930s, European countries witnessed great development in science and technology. In the field of humanities and social sciences, various new concepts came into being. The far-sighted people represented by the Westernization Group in Qing Dynasty introduced and translated various thoughts and works with many foreign words.

In this period, transliterated words were the most. For example: 塞恩斯 (sai en si, science) --科学 (ke xue); 德莫克拉西 (de mo ke la xi, democracy) --民主 (min zhu); 布尔乔亚 (bu er qiao ya, Bourgeoisie) --资产阶级 (zi chan jie ji); 士担 (shi dan, Stamp) --邮票 (you piao); 范阿林 (fan a lin, Violin) --小提琴 (xiao ti qin); 巴利门 (ba li men, Parliament) --国会 (guo hui),etc. But only a few words of this kind

survived. It is found through study the words that disappeared have one characteristic in common: they are very long and difficult to pronounce, being inconvenient to remember. For example: “德莫克拉西” (de mo ke la xi) gives a person a very long impression. While at that time, the revolution was at the hottest period, it was top priority to spread information to gain public recognition. So with the advocacy of Kang Youwei and Liang Qichao, the loanwords had fundamental changes. Books translated from Japanese began to surpass books translated from European languages. As terms paraphrased from Japanese to Chinese was easy to understand and had been used in Japan for a long time, most were replaced by characters paraphrased from Japanese to Chinese, and were directly used. For example, “科学 (ke xue)” instead of “塞恩斯 (sai en si)”, “民主” (min zhu) instead of “德莫克拉西 (de mo ke la xi)”. Of course there are some Transliterated words retained. We can find these retained words are easy to pronounce, the meaning of which can be guessed through the characters. For example: 沙发 (sha fa, sofa), 咖啡 (ka fei, coffee), 三明治 (san ming zhi sandwich) and so on.

2. 1. 3 Comprehensive development of science and culture since reform and opening up

During this period, China was opened to the outside world with comprehensive exchanges in science, culture, education and art. Therefore, a variety of new words were introduced into China constantly, bringing the climax of borrowing words from other nations on a large scale in Chinese vocabulary history.

Especially after China's accession to WTO, there is a closer connection between China and the world. More and more words are adopted into Chinese. The new loanwords also have new characteristics, that is, they are directly used in foreign original languages or foreign shorthand. And the number is larger and larger. For example: *AIDS*, *DVD*, *IT*, *WTO* and so on.

2. 2 Research on the origin of loanwords

The research of the origins of words is the basic work in the study of loanwords, mostly in the form of a dictionary presented to the readers. Soon afterwards linguists began to explore it arduously.

In 1936, 胡行之《外来语词典》is the first dictionary named after the loan word officially. It has great significance in the study of loanwords. This book made a thorough study of loanwords from aspects such as pronunciation, meaning, origin, types and so on, becoming an important reference for future research of loanwords. (胡行之 1936, 上海天马书局)

In 1958, 《现代汉语外来词研究》 by 高明凯, 刘正琰 analyzed the loan words in contemporary Chinese comprehensively and studied the definition, origin and way of creation in detail. (高明凯, 刘正琰 1958, 文字改革出版社)

Later on, 1820 loan words were absorbed in the 《国语日报外来语词典》(1981), which was recognized as the first proper foreign word dictionary. In 1984, 《汉语外来语词典》writer by 高明凯, 刘正琰, 史有为 made a comprehensive

summary about the borrowed words, becoming an important research document. (商务印书馆, 高明凯, 刘正琰, 史有为 1984)

In 1990, 岑麒祥的《汉语外来语词典》embodied 4370 items, covering characters in Greek and Roman Mythology and famous literary works, important foreign names, place names, medicine, chemical elements, global currency and item names. (岑麒祥 1990, 北京商务印书馆)

In 1994, 梁晓红《佛教词语语汉语词汇发展》analyzed the alien words from Buddhist texts and made a summary about the influence on Chinese from Buddhism. (梁晓红 1994, 北京语言学院出版社)

In 2003, 史有为的《汉语外来词》made a deep and sophisticated study on the loan word from the perspective of form, semantic and usage. It discussed the history of loanwords as well as their functions in language (In addition to the insufficiency of Chinese), culture (the culture in it is introduced into China), society (reflecting the social status of the user). (史有为 2003, 商务印书馆)

In 2007, 杨锡彭's《现代外来词研究》carried on a full range research on loanwords from the perspective of linguistics. He put forward two concepts as narrow loanwords and broad loanwords. The narrow loanwords refer to the transliteration, while broad loanwords include transliteration and mixed words. This book also pointed out that there were many words translated upon meaning. If they were neglected, there would not be a comprehensive study of loanwords. (杨锡彭 2007, 上海人民出版社)

Chapter Three: Classification of Loanwords from borrowing English

After the Open Door Policy, more and more contact with the English-speaking, English-speaking is entering our life everyday in different areas that sometimes we find ourselves surrounded by English. China has become the most important market for the English-speaking countries.

3. 1 Loanwords Widely used by Chinese

1990s, with English products KFC (肯德基 ken de ji) and McDonald's (麦当劳 mai dang lao) enter to our life. English companies, books, etc. came to China. The borrowing from English covers almost every field of China, especially the fields of high technology. The followings are some examples for Chinese borrowing from English:

In the financial area: US dollar (美元 mei yuan), rupee (卢比 lu bi), value-added (增值税 taxzen zhi shui), flea-market (跳蚤市场 tiao zao shi chang), credit card (信用卡 xin yong ka), etc.

In the computer area: multimedia (多媒体 duo mei ti), Pentium (奔腾 ben teng), information superhighway (信息高速公路 xin xi gao su gong lu), E-mail (电子邮件 dian zi you jian), Internet (因特网 yin te wang), software (软件 ruan jian), laptop

computer (笔记本电脑 bi ji ben dian nao), database (数据库 shu ju ku), mouse (鼠标 shu biao), hacker (黑客 hei ke), copy (拷贝 kao bei), etc.

In tobacco and alcohol: beer (啤酒 pi jiu), brandy (白兰地 bai lan di), whisky (威士忌 wei shi ji), cigar (雪茄 xue jia), drybeer (干啤 gan pi), champagne (香槟 xiang bin), cocktail (鸡尾酒 ji wei jiu), Marlboro (万宝路 wan bao lu), etc.

In transportation: taxi (的士 di shi), bus (巴士 ba shi), Boeing (波音 bo yin), minivan taxi (面包车 mian bao che), etc.

In beverage: Red Bull (红牛 hong niu), coffee (咖啡 ka fei), Sprite (雪碧 xue bi), Pepsi Cola (百事可乐 bai shi ke le), Coca Cola (可口可乐 ke kou ke le), etc.

In food: salad (沙拉 sha la), wafer (威化饼 wei hua bing), hot dog (热狗 re gou), sandwich (三明治 san ming zhi), hamburger (汉堡包 han bao bao), pizza (比萨饼 bi sa bing), etc.

In medicine: shock (休克 xiu ke), cocaine (可卡因 ke ka yin), nicotine (尼古丁 ni gu ding), etc.

In clothing: Nike (耐克 nai ke), Pierre Cardin (皮尔卡丹 pi er ka dan), blue jean (牛仔裤 niu zi ku), jacket (夹克 jia ke), bikini (比基尼 bi ji ni), 迷你裙 (miniskirt mi ni qun), nylon (尼龙, ni long), etc.

In entertainment: jazz (爵士乐 jue shi yue), guitar (吉他 ji ta), saxophone (萨克斯管 sa ke si guan), mandolin (曼多林 man duo lin), disco (迪斯科 di si ke), samba (桑巴舞 sang ba wu), breaking dance (霹雳舞 pi li wu), bowling (保龄球 bao ling qiu), tango (探戈 tan ge), etc.

In other fields: cloning (克隆 ke long), green card (绿卡 lv ka), smart card (智能

卡 zhi neng ka), bar code (条形码 tiao xing ma), generation gap (代沟 dai gou), shampoo (香波 xiang bo), health club (健身俱乐部 jian shen ju le bu), golf (高尔夫 gao er fu), TOEFL (托福 tuo fu), model (模特 mo te), romance (罗曼史 luo man shi), humor (幽默 you mo), logic (逻辑 luo ji), Jesus Christ (耶稣基督 ye su ji du), neon light (霓虹灯 ni hong deng), sauna (桑拿浴 sang na yu), mosaic (马赛克 ma sai ke), dink (丁克 ding ke), etc.

3. 2 Classification of loanwords

Scholars have different ideas about the definition of loanwords. Their divergence is around whether free translated words are included or not. Some argue that free translated words are not included in that borrowed words are sounded-loanwords. Loanwords are borrowed from the other language as is. But free calque are new words created in our means of word-building with concepts from words of other language (刘正琰 Liu zheng yan, 高明凯 Gao ming kai). Some others think that some loanwords are half sound-borrowed and half-free translated. If we only the first half is regarded as loanwords, we separate the evolution process of loanwords, which is to the disadvantage of the study of loanwords (史有为 Shi You Wei, 罗常培 Luo Chang Pei) .

In my opinion, free translated words are included in loanwords. Sound, form and meaning are the three aspects of loanwords. Meaning is the core; form and sound are only the manifestation form of meaning. The borrowing of sound and form are

accompanied with the borrowing of meaning. If free translated words are excluded, the form and meaning of a borrowed is separated. The word-formation rule of a free-translated word is Chinese, but the meaning of it is from a foreign language and it is influenced by foreign culture and language. It's not good for our research on culture communication and culture influence to deny this. Therefore, as far as I am concerned, a word can be considered as a loanword if any of its sound, meaning or form is borrowed from a foreign language. It's certain that free translated words are included. Foreign words enter into the Chinese system and then conform to Chinese pronunciation habits with their sound, grammar and word-building being reformed by Chinese. In the following, I would classify loanwords from the perspective of word-building into: Phonetic Borrowing, Literal translation, Letter Loans and Hybrids.

3. 2. 1 Phonetic Borrowing

The borrowing of phonetic loans is a process in which a word or phrase is created in Chinese on the basis of the phonological pattern of its foreign mode, but its meaning is borrowed. Transliteration means to transcribe a word in one alphabet into corresponding letters of another alphabet.

When foreign things, concepts and objects cannot be fully understood and counterparts of their names cannot be found in already existing Chinese words, this process of borrowing tends to be adopted. In modern Chinese, most of the words borrowed through this process are scientific and technological terms, place names,

country names, person names and commodity names (Feng and Mao 1998, Y. H. Wei and C. J. Wei 1996).

3. 2. 1. 1 Direct Transliteration

It uses the Chinese characters with similar pronunciation to the borrowed word.

It is noteworthy that the Chinese characters used for direct transliteration will not keep the original meanings, only retaining the pronunciations and written forms.

English	Chinese	Chinese pronunciation
Sofa	沙发	sha fa
Vitamin	维他命	wei ta ming
Sandwich	三明治	san ming zhi
Logic	逻辑	luo ji
Model	模特	mo te
Chocolate	巧克力	qiao ke li
Bus	巴士	ba shi
Pudding	布丁	bu ding
Pence	便士	bian shi
Disco	迪斯科	di si ke
Oscar	奥斯卡	ao si ka
Coffee	咖啡	ka fei
Syndicate	辛迪加	xin di jia
Bourgeois	布尔乔亚	bu er qiao ya

Tatami	榻榻米	ta ta mi
Kawaii	卡哇伊	ka wa yi
* Karaoke	卡拉 OK	ka la ou kei

3. 2. 1. 2 Significance and Pronunciation

This method fully reflects the influences of ideographic Chinese on the borrowing words. It considers both the similar pronunciation and the meaning of the Chinese character. When foreign words are translated into Chinese, not only the pronunciation of the words should be taken into consideration, but also the selected Chinese characters should have some significance. In general, it can be concluded in the following three aspects:

(1) The Significance And Pronunciation

The selected characters should have some syntagmatic relations, and the characters can remind people of the significance,

Utopia-乌托邦 (Wu tuo bang): The ideal society and unrealistic perfect world. It is translated from new Latin Language, means “unrealistic place”. The “Wu” means “non” in ancient Chinese. The word can be considered as “unreal and illusional country”.

Bandage-绷带 (Beng dai): The gauze belt used for binding up a wound. In literal, it can be regarded as “tighten strips”, which was used for binding up a wound.

Hacker-黑客 (Heike): Proficient in network technology and able to control others’ computer system. In Chinese, “Hei” also means “secretly, illegal and framing.

Beatles-甲壳虫乐队 (Jia ke chong yue dui): The members of the band have

their hair in the style of hard shell of beetles, which is translated from English Betties.

Gene-基因 (Ji yin): The fundamental unit of biological inheritance, gene . Literally, it means “fundamental factors” in Chinese.

Shampoo-香波 (xiang bo): It means “fragrant liquid”, shampoo. In fact, it is the liquid used for hair washing and shampoo smell good.

(2) Humorous Transliteration

When transliteration is conducted, a kind of syntagmatic relation can be formed between characters. However, the significance of syntagmatic words is far from the original meaning of the words and they are used for having fun.

Eg: 粉丝잡채 (fen si): The “fen si” in Chinese means vermicelli food made by bean starch. Later, it is used as the transliterating words of fans, means people who have celebrities worship. “fen si” is a pun that one is meaning a name of food, another is meaning fans, because of “fen si” and fans pronunciation similar.

Coca cola-可口可乐 (ke kou ke le): At first glance, one can immediately get an idea from it that this word must represent something edible and delicious. “ke kou ke le” is the homophonic pronunciation translation of Coca cola, while in Chinese “ke kou” is meaning delicious, and “ke le” is meaning be happy. So, “ke kou ke le” is a drink that told us not only delicious but also can make you happy.

(3) Transliteration of Using Chinese Character Patterns

There are no significant syntagmatic relations between monosyllabic transliteration words and multi-syllabic transliteration words. However, the Chinese characters selected must have some connections with the original words. Some

Chinese characters are even created for these words specially. For example, in the Chinese translation of chemical elements, the Chinese characters component are used to express the category of the element. For example:

The Chinese characters with “金” are used to represent metallic elements.

Eg: 钡 bei (barium), 钙 gai (calcium), 镁 mei (Mg)

“钡” (bei barium) is made by “金 (gold)”+“贝”, and “金”explain that the word is the metal, the Chinese pronunciation “bei” is decided by “贝”.

“钙” (gai calcium) is made by “金 (gold)”+“丐”, and “金”explain that the word is the metal, the Chinese pronunciation “gai” is decided by “丐”.

“镁” (mei Mg) is made by “金 (gold)”+“美”, and “金”explain that the word is the metal, the Chinese pronunciation “mei” is decided by “美”.

The Chinese characters with “气” are used to represent gas elements.

Eg: 氟 fu (fluorine), 氧 yang (oxygen), 氛 fen (atmosphere)

Also, “氟”is made by “气 (gas) + 弗 (fu)” meanings that the word is the gas, the Chinese pronunciation “fu” is decided by “弗”.

“氧”is made by “气 (gas) + 羊 (yang)” meanings that the word is the gas, the Chinese pronunciation “yang” is decided by “羊”.

“氛”is made by “气 (gas) + 分 (fen)” meanings that the word is the gas, the Chinese pronunciation “fen” is decided by “分”.

葡萄 pu tao (grape) 茉莉 mo li (jasmine) “艹” is used to present plants.

The Chinese word“葡萄”is made by “艹”+ “匍匐”, “艹” meanings that the word is the kind of plant, and the Chinese pronunciation “pu tao” is decided by “匍匐”.

The Chinese word“茉莉”is made by “+”+ “末利”, “+” meanings that the word is the kind of plant, and the Chinese pronunciation “mo li” is decided by “末利”.

Phonetic Borrowing		Examples
Direct Transliteration	Direct Transliteration	沙发 (sofa) 巴士 (bus)
Significance and pronunciation	Significance and pronunciation	黑客 (hacker) 乌托邦 (Utopia)
	Humorous transliteration	粉丝 (fans)
	The transliteration of using Chinese character patterns to express meanings	钡 (barium) 钙 (calcium)

3. 2. 2 Literal Translation

Literal translation is formed in accordance with the morphemes and composition rules of Chinese.

It is easy to understand the meaning of the whole word from each component, because Chinese is featured by monosyllabic morpheme. Therefore, the Chinese

language tends to borrow the words in this method means a word or a phrase translated from other languages with already existing Chinese characters as the medium on the basis of the literal meaning of the foreign model. Most of the words borrowed through this process are connected with ideology, new things and new phenomena (Y. H. Wei, C.J. Wei 1996).

For example, the Chinese word “代沟 (dai gou)”, generation gap is borrowed through this process from the English generation gap.

The following tables show us the literal translation of loanwords:

Chinese:	Chinese pronunciation	English:
水泥	shui ni	cement
电脑	dian nao	computer
维生素	wei sheng su	vitamin
电视	dian shi	television
望远镜	wang yuan jing	telescope
水果	shui guo	fruit
电冰箱	dian bing xiang	fridge
电话	dian hua	telephone
黑市	hei shi	black market
足球	zu qiu	football

3. 2. 3 Letter Loans

The borrowing of letter loans, including letter combinations and letter-Chinese

character combinations, is a special process of borrowing. Based on the MCD, 38 words have come into Chinese through this process. The borrowing of letter combinations involves the combination of one or more initial letters of English words, that is, some borrowings in Chinese are formed by making use of letters derived from the Latin alphabet.

The words that use foreign letters directly have two forms:

(1) The phoneticized words introduced from foreign countries have used the original writing form and the foreign pronunciation is taken into consideration.

CD ---- Compact Disc

VCD ---- Video Compact Disc

IP---- Internet Protocol

DNA ---Deoxyribonucleic Acid

CPU ---Central Processing Unit

MTV ---Music Television

WWW ---World Wide Web

(2) Chinese-borrowed English abbreviations. There should have some Chinese forms and then the translation will be expressed through the abbreviation of initial letters.

CCTV --China Central TV

As far as I concern, Chinese used CCTV instead of China Central TV, because “CC” is “China Central” first letter, and “TV” is English "television" abbreviation.

The Borrowed Chinese Phonetic Alphabets by Formation	The Phonetical Words Derived from the Abroad by Formal Translation Eg: CD VCD
	The English Abbreviations Derived from Chinese Eg: CCTV

3. 2. 4 Hybrids

The borrowing of hybrids is a process in which a word or phrase is created by combining a phonetic loan with a semantic addition an already existing Chinese component added to represent the semantic feature of the borrowed word or by combining a phonetic loan with a loan translation. For example, “啤酒” (pi jiu), in which “啤” (pi) is the transliteration of *beer*, and the character “酒” (jiu) is added to indicate its meaning. “艾滋病” (AIDS ai zi), in which “艾 (ai)”, “滋 (zi)” imitates the phonetic feature of the word AIDS, and “病 (bing, sick)” is a Chinese semantic component added to mean “illness”.

Free translation and formal translation (form/meaning combination) are the basic three ways to deal with the words of foreign origin for Chinese; besides, other ways of translation are generated by combining the three different ways, other ways of translation are all derived from the above three ways. The most conventional ways among the other ways of translation mentioned above include. Foreign words fall into

two parts which are dealt with different methods, that is, “half... ” and “half ... ”.

3. 2. 4. 1 “half... ” and “half ... ”

(1) Semi-Pure Transliteration and Semi-Literal Translation

This method is mainly used for the borrowed compound words. Half of the compound words are translated into transliterated characters with similar Chinese pronunciation according to pure transliteration method; and the other half is translated into its Chinese according to its meaning.

道林纸 *dao lin zhi* (Daolen paper) : “*Dao lin*” is the translation of *Daolen* from pure pronunciation, “*Zhi*” is translated into *paper* in meaning.

华尔街 *hua er jie* (Wall-Street) : “*Hua er*” is the translation of *Wall* from pure pronunciation, “*Jie*” is translated into *street* in meaning.

爱克斯光线 *ai ke si guang xian* (X-ray) : “*ai ke si*” is the translation of *X* from pure pronunciation, “*guang xian*” is translated into *ray* in meaning.

因特网 *yin te wang* (internet) : “*yin te*” is the translation of *inter* from pure pronunciation, “*wang*” is the translated into *net* in meaning.

冰淇淋 *bing qi ling* (ice cream) : “*bing*” is the translation of *ice* in meaning, “*qi ling*” is the translation of *cream* from pure pronunciation.

奶昔 *nai xi* (milk shake) : “*nai*” is the translation of *milk* in meaning, and “*xi*” is the translation of *shake* from pure pronunciation.

T 恤 (*ti xu*): “*T*” is translated in the *shape*, while “*Xu*” is the translation of *shirt* from pure pronunciation.

(2) Semi-Homophonic Translation

The front part of the compound words is transliterated into Chinese characters with similar pronunciation; the later part is translated into Chinese according to its English meaning.

迷你裙 mi ni qun (mini-skirt) : “Mini” is the pronunciation translation of *mini*, while “Qun” is the translation of *skirt* in meaning.

霓虹灯 ni hong deng (neon lamp) : “ni hong” is the pronunciation translation of *neon*, while “Deng” is the translation of *light* in meaning.

呼啦圈 hu la quan (hula hoop) : “hu la ”is the pronunciation translation of *hula*, while “quan” is the translation of *hoop* in meaning.

奇异果 qi yi guo (kiwi) : “qi yi” is the pronunciation translation of *kiwi*, while “guo” is the translation of *fruit* in meaning.

(3) Semi-Formal Translation

This is the special combination of Chinese-English translation method for borrowed compound words. The front part directly quotes English alphabets, and the later part is translated into Chinese according to its English meaning.

X 光 (X-ray): “X” is translated in the shape, while “Guang” is the translation of *ray* in meaning.

A 字裙 (ei zi qun): “A” is translated in the shape, while “Qun” is the translation of *skirt* in meaning.

V 领 (V-necked): “V” is translated in the shape, while “Ling” is the translation of *necked* in meaning.

3. 2. 4. 2 “...annotated transliteration”

After processing the original words by using some basic means, an ideographic component is added, which can be taken as the outcome of free translation.

In fact, we can call it Transliteration and Chinese Morpheme: The most common method is to increase the morpheme that describes the category of the word, and the other one is to add a determiner before the transliterated word.

Transliteration with Annotation

(1) Pure Transliteration with Annotation:

披萨饼 pi sa bing (pizza): “pi sa” is the pronunciation translation of *pizza*, because this kind of food is similar to “bing” (bread cake) in Chinese, so “bing” is annotated transliteration in pizza that make it has Chinese own character.

酒吧 jiu ba (bar): “ba” is the pronunciation translation of *bar*, in the front, “jiu” is annotated transliteration in wine that tell people bar is a place to drink.

沙丁鱼 sha ding yu (sardine): “sha ding” is the pronunciation translation of *sardine*, “yu” is annotated transliteration in fish that tells people sardine is a kind of the fish.

啤酒 pi jiu (beer): “pi” is the pronunciation translation of *beer*, “jiu” is annotated transliteration in wine that tells people beer is a kind of the wine.

卡片 ka pian (card): “ka” is the pronunciation translation of *card*, “pian” is describe the shape of the card.

(2) Homophonic Translation with Annotation:

保龄球 bao ling qiu (bowling): “bao ling” is the homophonic pronunciation translation of *bowling*, “qiu” is annotated transliteration in ball that tells people

bowling is a kind of the ball

雪纺呢 xue fang ni (chiffon): “xue fang” is the homophonic pronunciation translation of *chiffon*, and add the Chinese units of textile.

Formal Translation with Annotation

Direct Formal Translation with Annotation. Direct copying of foreign letters in the word followed by a word that prompt Chinese morpheme meaning

PC 机 pi ci ji (PC, personal computer): “PC” is the direct formal translation of the word, “ji” means machine in English that tell us PC is a kind of machine.

Letter Abbreviations with Annotation

Not directly borrowed from formal translation, instead, they use Chinese way and more abbreviated, finally plus tips meaning of Chinese morpheme.

三 C 认证 san ci ren zheng (CCC, China Compulsory Certification)

The following tables show us the classification of Chinese loanwords:

Phonetic Borrowing	Direction Transliteration	sofa vitamin
	Significance and Pronunciation	hacker
	Humorous Transliteration	fans
	The Transliteration of using Chinese Character Patterns	钡 氛
Literal translation	Translated From Other Language with Already Existing Chinese Characters	computer vitamin
Letter Loans	Borrowing From Letter Loans	CD VCD

	Borrowing From Letter Loans with Chinese Characters	CCTV (China central TV)
Hybrids	Semi-Pure Transliteration and Semi-Literal Translation	X-ray (爱克斯光线 ai ke si guang xian)
	Semi-Homophonic Translation	mini-skirt (迷你裙, mi ni qun)
	Semi-Formal Translation	A 字裙 (ei zi qun)
	Pure Transliteration with Annotation	pizza (披萨饼, pi sa bing)
	Homophonic Translation with Annotation	bowling (保龄球, bao ling qiu)
	Direct Formal Translation with Annotation	PC, personal computer (PC 机 pi ci ji)
	Letter Abbreviations with Annotation	CCC (三 C 认证, san ci ren zheng)

Chapter Four: Loanwords borrowing from Korea

4. 1 Introduction of “Korean Wave”

“Korean Wave”, a collection of Korean popular culture, usually refers to the influence of Chinese regions after the Korean entertainments, such as TV dramas, movies, music spread in China. The phenomenon of “Korean wave” is widespread in many countries in Asia and gradually develops in other areas besides Asian. In the 1990s, Korean wave entered into China. In 1993, the Korean TV <질투> was played on CCTV, which was the first time that Korean TV was played on China mainland; in 1997, the popularity of Korean TV <사랑이 뭐길래> had brought in many Korean entertainment programs in China and formed a trend of Korean wave. In 2005, the popular broadcast of Korean TV series <대장금> (Dae Jang Geum) brought the Korean wave to a climax and brought Korean food into Chinese daily life, such as Korean barbecue, kimchi, etc.

4. 2 The Generation and Development of “Korean Wave”

With Korean singers appearing on the stage in China, “HOT”, “NRG” and other Korean pop group singer’s names are spreading in China. There is an upsurge of Korean pop music, TV dramas and Korean diet. Some Chinese newspapers named

this phenomenon as “Korean wave”. Korean media took over this word. Currently, this “Korean wave” is more and more popular, and diffusing in the regions of Southeast Asia, Australia and America.

4. 2. 1 Influenced By the Confucianism

Both Korean and Chinese belong to East Asian cultural circle and had the cultural tradition of Confucianism. Since the period of the Three Kingdoms, the Confucianism began to spread towards Korean peninsula from China. With the communication for thousands of years, there are many similarities between the philosophical thought of two countries. For example, the concept of loyalty, filial piety, benevolence and righteousness are reflected in Korean TV series. It is also the reason that why Korean culture is easier to be accepted and acknowledged by Chinese than European culture.

4. 2. 2 The Modernization Process of Korea

The modernization process of Korea is earlier than that of China and some globalization concepts are proposed, which means that Korea has opened up and had wide horizon with the integration with the world. Korea not only conducts economic globalization, but also keeps its traditional culture. Different from many songs from China mainland, Hong Kong and Taiwan which expresses emotions and feelings, most Korean songs emphasize the development of the personalities of the young and

are full of the desire for bright future. The Chinese are deeply attracted by the modern life style and the concept of the combining its own culture with western culture.

4. 2. 3 Korean Culture Development

The Korean government always pays great attention to the ethical culture development and the output of its local culture. After the rising of the Korean wave culture, many well-known Korean universities have set majors for further study of Korean wave culture to develop and export Korean culture. Until 2013, Korea has established diplomatic relations with China for 21 years. The culture communication and tourism development between Korea and China have played an important role in prompting the development of Korean wave.

4. 3 Borrowing Words from South Korea

Chinese borrows words from Korean in a variety of methods. In the Chinese translation of some popular Korean TV series and movies, some are literal translated and some translation with Chinese features are conducted to deepen the impression on Chinese, which is benefit for the transmission and development of Korean culture in China.

In recent years, Korean culture has become increasingly popular in China, with Korean TV dramas and Korean pop music as representatives, and quite a number of

Chinese, the old and the young, men and women, are deeply attracted by the unique exotic culture. The Korean foods and Korean life culture also attract Chinese a lot and draw much influence. Even some Korea snacks raise our interest and become popular, such as Korean barbecue (불고기 烤肉 kao rou), spicy fried rice cake (라볶이 辣炒年糕 la chao nian gao), laver roll (김밥 紫菜包饭 zicai bao fan), miso soup (된장찌개 大酱汤 da jiang tang), cold noodles (냉면 冷面 leng mian), 삼계탕 (参鸡汤, sen ji tang).

Chinese have become familiar with and frequently use these new concepts in daily life. Korean cars also occupy significant share in Chinese market, Hyundai (현대 现代 xian dai), Kia (기아 起亚 qi ya), Samsung (삼성 三星 san xing) as representatives that are commonly seen on roads and frequently talked about by the public in China.

Chinese prefer foreign things in nature. For example, quite a few females like Korean cosmetics a lot, and some Chinese are familiar with the names of Korean cosmetics even if they have not used the products. For example: LANEIGE (라네즈 兰芝 lan zhi), INNISFREE (이니스프리 悦诗风吟 yue shi feng ying), THE FACE SHOP (菲诗小铺 fei shi xiao pu).

According to the words borrowing from South Korea, we can classify them:

	Korean	Chinese	Pronunciation
Direct translation	냉면	冷面	leng mian
	라면	拉面	la mian
	삼계탕	参鸡汤	sen ji tang
	현대	现代	xian dai
	기아	起亚	qi ya
	삼성	三星	san xing
	THE FACE SHOP	菲诗小铺	fei shi xiao pu
	후 Whoo	后	hou
	미샤	谜尚	mi shang
Literal translation	불고기	烤肉	kao rou
	*라볶이	辣年糕	la nian gao
	*김밥	紫菜包饭	zicai bao fan
	된장지개	大酱汤	da jiang tang
	김치 지개	辛奇汤 (泡菜汤)	pao cai tang
Letter Loans	SKIN FOOD	SKIN FOOD	
	BYOND	BYOND	
	IOPE	IOPE	
	TOOL FOR SCHOOL	TOOL FOR	

		SCHOOL	
Hybrids	*ETUDE HOUSE 에뛰드 하우스	爱丽小屋	ai li xiao wu
	LANEIGE 라네즈	兰芝	lan zhi
	*INNISFREE 이니스프리	悦诗风吟	yue shi feng yin

*라볶이: 라볶이's Chinese name is “辣年糕”. The homophonic translation of “라” in Chinese is “辣” (맵다), and “떡볶이” translated into Chinese is “年糕”.

*김밥: 김밥's Chinese name is 紫菜包饭 (zi cai bao fan). Because of the translation of “김” into Chinese is “紫菜” (seaweed), while “밥” is translating of “饭” (rice), “包” is the verb that means rice wrapped in seaweed.

*에뛰드 하우스: Translated into Chinese name is “爱丽小屋” (ai li xiao wu), the homophonic translation of “ETUDE” in Chinese is “爱丽” (ai li), “爱” meanings “love”, “丽” meanings “beautiful”, so when people heard “爱丽小屋” that knows it is a cosmetics shop. Because all the decorations of the brand are pink, which is closer to girl's character, in Chinese transliteration, the word "small" can highlight the warmth and caring of the brand.

*이니스프리: The Chinese name is “悦诗风吟” (yue shi feng yin) that is not the direct translation in Chinese, but also we can find it from the brand concept, “이니스프리” is made by the South Korean NO. 1 cosmetics group Amore Pacific that developed naturalism cosmetics.

4. 4 “Kimchi”---“world intangible cultural heritage” of UNESCO

On November 2nd, 2012, <조선일보> reported that Korea was planned to make the application for listing kimchi and kimchi culture into “world intangible cultural heritage” of UNESCO and 비빔밥 and 떡볶이 as the candidates. 박영근, the director of “flexible usage of cultural heritage bureau” of Korean culture heritage bureau, said that, “it is agreed that besides kimchi, the kimchi culture of eating food after being pickled should be applied to better spread Korean traditional food culture to the world.”

4. 4. 1 “辛奇” (xin qi) ---The New Name of “kimchi” in China

UNESCO has approved the unique value and outstanding characteristics of Korean culture and has begun to list some Korean culture treasures in the list of world culture heritage since 2001. It was reported by Seoul News (2013) that in order to highlight the Korean features of Kimchi, Korean Ministry of Agriculture, Fisheries, and Food decided that the Korean Kimchi to be exported to China will be marked with the characters “辛奇” and related trademark will be registered. Korean Ministry of Agriculture, Fisheries, and Food has admitted that it had applied for the registration of the trademark “辛奇” in China mainland, Taiwan and Hong Kong etc, through Agricultural & Fishery Marketing Corporation. It was the first time that Korean government made registration of trademark overseas. Almost a year is needed for the

whole application process in the three places. Besides that, the Korean Ministry of Agriculture, Fisheries, and Food decided to conduct the investigation of consumers' feedback of “辛奇” through the advertisements on the buses in Hong Kong.

In 2011, International Food Committee provided the English name “Kimchi”, however, the Chinese name was not offered and it was translated as “韩国泡菜” (Korean pickle) in Chinese. In accordance with people from Korean Ministry of Agriculture, Fisheries, and Food, the domestic enterprises of Korean exported Kimchi to China with the name “韩国泡菜” (Korean pickle) and it will be changed into “韩国泡菜” (Korean pickle), which will further stabilize the position of Kimchi in Chinese market.

4. 4. 2 Interesting findings of Kimchi's Chinese name

As far as I concern, it is interesting and worthy to conduct investigation of the Chinese name of Kimchi. Firstly, “辛奇” (xin qi) has the same pronunciation of “新奇” (xin qi, which means novelty and originality). In Chinese, “新” (xin) means new and the reason why it is not named with “新” (xin) is that Kimchi has been well known by Chinese as one of the most distinguished Korean food. Taken the awareness of Kimchi into consideration, it is not a new word for Chinese. Secondly, the homophonic translation of “辛奇” in Korean is 신기 (novelty), which is the feature of Korean. It is a sign of Korean culture and the first Korean food that is listed into world culture heritage, which strengthened the stable position of “辛奇” (xin qi) in the world.

Chapter Five: The problems in loanwords

For the communication and contact with foreign cultures become more frequent in recent years, foreign cultures have penetrated the social and cultural fields of our country. Then many loanwords frequently appear in the newspapers, periodicals, magazines and even in everyday communication. As a result, loanwords are gradually being accepted and being widely used. The emergence and development of the words are the record of cultural transmission, which enriches the modern Chinese lexicology. On the other hand, how to use these loanwords correctly is still a big problem. Unprincipled and random use will pollute our native language. However, non-standard use of these words exactly exists.

In Hu Chang rui's *Standardization of Modern Chinese*, he mentioned the first thing to make the loanwords standard is to solve the problem of how to borrow words from foreign languages, which is the fundamental method to eliminate disagreement and disorder of borrowed words. If agreement can be reached, translation can be processed in agreed ways and borrowed words can also be absorbed in agreement. (胡昌瑞, 1996). Therefore we can see that to standardize loanwords are becoming more and more important.

5. 1 Non-standard used of loanwords

Foreign words enable Chinese' vocabulary to be developed and enriched, but it does not mean that any foreign words are standard to modern Chinese. It is inevitable to appear some issues if the language needs to be developed. Some individual foreign words could not be applied to the developing laws of Chinese. On the contrary, it will play a counteraction to the healthy development of language and thus influences the norm of language.

5. 1. 1 Coexistence of transliteration and literal translation

Transliteration and literal translation are the main ways to borrow loan words, but these two forms are often used in the same loanword. Therefore allographic synonyms appear.

	English	pure transliteration	literal translation
Examples	angle	安琪儿 (an qi er)	天使 (tian shi)
	taxi	的士 (di shi)	出租车 (chu zu che)
	violin	梵亚琳 (fan ya lin)	小提琴 (xiao ti qin)
	bus	巴士 (ba shi)	公共汽车 (gong gong qi che)
	lace	蕾丝 (lei si)	花边 (hua bian)
	laser	镭射 (lei she)	激光 (ji guang)
	ounces	盎司 (ang si)	英两 (ying liang)

5. 1. 2 Differences of literal translation

That is to say, the same original word has different forms of literal translation.

Examples:

UFO 飞碟 (fei die) (O) 不明飞行物 (bu ming fei xing wu) (X)

GPS 全球卫星定位系统 (quan qiu ding wei xi tong) (O) 卫星跟踪定位系统
(wei xin gen zong xi tong) (X)

ABC 基础知识 (ji chu zhi shi) (O) 入门 (ru men) (X)

Radar 雷达 (lei da) (O) 无线电探测试器 (wu xian dian tan ce shi qi) (X)

5. 1. 3 Differences of translated terms or names in transliteration

Many transliterated words appear in more than one written forms, which causes variant words in transliterated foreign words. The same original word has different transliterated forms, such as homophones and near-homophones.

Examples:

Salad	沙拉 (sha la)	色拉 (se la)
Ice cream	冰淇淋 (bing qi lin)	冰欺凌 (bing qi lin)
Toast	吐司 (tu si)	多士 (duo shi)
Sauna	桑拿 (sang na)	桑拿房 (sang na fang) 桑拿浴 (sang na yu)

5. 1. 4 Different introducing ways of transliteration and free translation

Chinese is used in mainland China, Taiwan and Hong Kong. Chinese ancient language culture was integrated in above areas. However different history, politics and cultures have restricted direct exchanges between both sides of the Taiwan Straits for many years. Accordingly language has strong era and district characteristics. The differences existing in intercoastal Chinese will weaken the social function of Chinese, which is not only good for the development of Chinese itself, but also not beneficial for the transmission of Chinese around the whole world. Nowadays, as the intercoastal communications are becoming more and more frequent, different language phenomena blend mutually. The communication of language will influence the cultural communication directly.

Examples:

English	Mainland	Taiwan	Hong Kong
David Beckham	贝 克 汉 姆 (bei ke han mu)	贝 克 汉 (bei ke han)	碧 咸 (bik ham)
Titanic	泰 坦 尼 克 号 (tai tan ni ke hao)	铁 达 尼 号 (tie da ni hao)	铁 达 尼 (tit da ni)
New Zealand	新 西 兰 (xin xi lan)	扭 西 兰 (niu xi lan)	纽 西 兰 (niu sai lan)
Disneyland	迪 士 尼 乐 园 (di shi ni le yuan)	狄 士 尼 乐 园 (di shi ni le yuan)	地 士 尼 乐 园 (di sai ni le won)
Bush	布 什 (bu shi)	布 殊 (bu shu)	布 希 (bu xi)

AIDS	艾滋病 (ai zi bing)	爱滋病 (ai zi bing)	爱滋病 (ai zi beng)
Shampoo	洗发水 (xi fa shui)	香波 (xiang bo)	香精 (heang jing)
Pizza	披萨饼 (pi sa bing)	披萨饼 (pi sa bing)	比萨饼 (bi sa bing)
Cheese	奶酪 (nai lao)	起司 (qi si)	芝士 (zhi si)
Nixon	尼克松 (ni ke song)	尼克森 (ni ke sen)	尼克逊 (ni ke shun)
Apple pie	苹果派 (ping guo pai)	苹果派 (ping guo pai)	苹果批 (ping guo pi)
Puff	泡芙 (pao fu)	泡芙 (pao fu)	卜 (bo)
Bicycle	自行车 (zi xing che)	脚踏车 (jiao ta che)	单车 (dan che)

5. 2 Standardization of loanwords

Standardization is beneficial for communication. The suggested objects of standardization are mainly borrowed words of social terms, which will be good for interacting internationally and introducing technologies.

In Zou Yu Hua's 《Standardization of Chinese Foreign Words》, she proposes an idea that people should comprehensively evaluate the foreign words with combined

rationality and vigor, simple forms, clear meaning and accurate pronunciation according to standardization in different languages. (邹玉华, 2009)

Language workers should perform an overall and detailed research and analysis on loanwords. Thereby they can find the real reason why loanwords are in disorder and also can put forward the specific solution to standardize the loanwords.

5. 2. 1 Standardizing the language

When a kind of language absorbs the loanwords, it must be based on the correspondence of its inner rules and the pronunciation of the original loanwords. Language standardization means establishing the agreed rule.

Language is conventional in nature. Therefore, the fundamental principle should be obeyed in the transliteration of foreign words and it is the original principle which should be followed by any language rules. As people is the manufacturers and users of languages, it is better for us to keep the habits of some fixed transliteration words used in daily life and avoid change and reform casually in case of the confusion in the application of language. Many words, such as “tank, coffee, sofa”, which have been widely applied should be fully acknowledged by us.

For example, phonetic alphabet /s/ corresponds with Chinese Character 斯, so Smedy should be translated into “斯梅迪” instead of “史梅迪”. Therefore I hope authoritative organizations should review the transliteration standardization of foreign words. On the basis of above standardization, simultaneous tables and translation

dictionaries will be written and published.

5. 2. 2 Make regulations for Transliteration

The expression tendency of Chinese phrases is that since Chinese is a language with the emphasis on expressing thoughts and ideas, most Chinese phrases have the full expression function and the main idea can be inferred literally, such as Chinese, foreign countries, schoolbag etc. However, even though Chinese phrases are used in the transliteration, they are just a composition of Latin letters and lack the function of full expression. Therefore, free translation should be made full use of as much as possible and the number of transliteration words in Chinese should be reduced.

In modern Chinese phrases, the disyllable is widely used, while some single syllable, three-syllable and four-syllable are taken advantage of. Therefore, in the transliteration of foreign words, disyllable is preferred and other syllables will be considered if disyllable is not suitable. However, four-syllable is the limitation.

On one hand, it is suitable for the habits of Chinese words and the exotic feature of transliteration and people's resistance to the words will be reduced. On the other hand, the transliteration words is weak in expressing thoughts and the multi-syllable will strengthen people's burden of memory and writing and influence normal application.

The selection of words in target language should be cautious. The words which are close to the original pronunciation and sense are selected. It is better to

use the words with multi-meanings and the words should be suitable for the language environment.

5. 2. 3 Standardizing semantic meaning

In the process of introducing the loanwords, both transliteration and free translation are conducted. In this case, differences between them appear. In this situation, we should try our best to show the original meaning based on the principle. Chinese is a kind of ideograph, which is more beneficial for understanding the foreign words.

UFO is also called “不明飞行物”. Comparatively speaking, there are more advantages to replace 不明飞行物 with UFO. What’s more, UFO is now being widely used. I suggest that the authorities should formulate the language policies about foreign words standardization based on researches and studies.

5. 2. 4 The principles for proper nouns

After the reform and opening-up policy was issued, our nation has set or entrusted special institutes to make some rules and regulations and the problems have been greatly solved. When we make arrangements of previous or new foreign words, the achievements should be taken into consideration. For example, the translation of people’s names should be conducted in accordance with the foreign names translation manual and “Names of World’s People” written by the

Xinhua News Agency. Besides that, the phenomenon that there are many names for the same person should be reduced. In the translation of the name of places, the general principle of foreign geographic translation translated and written by the China Place Name Commission and related units, the geographic names translation of many countries, such as America, British, German and the Soviet Union, together with some normative documents and general rules are taken as the standards for translation.

The transliteration and free translation are equally important. In general, new words will not be created and the achievements won by national natural science nouns authorized committee. Since the establishment, the committee has established 44 scientific nouns authorized committees, about 1500 experts in various scientific field have been invited to conduct the authorization and the terms in 30 scientific subjects have been arranged and published, which is the main reference for our standard scientific terms.

Since trademarks and the name of products are individual behaviors of various merchants and enterprises conducted in accordance with the feature and commodity performances, the selection of Chinese characters have great influence on the advertisement and sales of products.

5. 2. 5 The combination of flexibility and rigidity principles

Flexibility principle means acknowledging the uncertainties in making rules

and regulations and there are many factors that influence standards. Essential flexibility should be kept between Chinese and foreign languages and the final agreement will be reached in the practices. It is better to find the tendency in practices, such as the translation of grape and coffee. However, the flexibility principle needs a long period of time and may mislead people at first, therefore, some rigid regulations should be made. The foreign words which do not meet the standards should be cleared out in accordance with existing regulations and achievements, even some interference methods can be used. For example, AIDS is generally translated into “爱滋病”. However, “爱” is a Chinese word representing good things, which is easily misunderstood and it is changed into “艾滋病” with the requirements of the ministry of health. Therefore, different principles should be applied on different words in different situations. As it mentioned that the development of foreign words is limited by different factors and conditions, the standards for transliteration should not be limited to a single form and different standards should be made to pave a healthy and normative road for the development of foreign words.

5. 2. 6 Make agreement on foreign words standardization

As for mainland China, in the aspect of system, we should adopt agreed rules for translated terms or names, strengthen the editing and revising work as well as cultivate the readers to have a good habit of referring to the dictionaries.

We should also conduct academic exchanges with Hong Kong, Macao and Taiwan regions and make agreement on foreign words standardization. When

absorbing the foreign words, we should use the same standardization. We must appeal to all to pay more attention to loanwords standardization and strengthen management and supervision. Department of Press and Publication guards a pass according to the principles and standardization. Don't rush to unite the translated terms or names in Hong Kong, Taiwan and mainland China. As more and more frequent communication in language and other fields, the translated terms and names will be united eventually.



Conclusion

Loanwords advance the development of Chinese vocabularies. Absorbing loanwords has a positive influence on enriching native vocabularies and strengthening expressing ability while abusing the loanwords will damage the purity. To standardize the loanwords should be paid much attention to. Language is one of the important ways for communicating the standardization of which is for better interaction. The aim and purpose of language development is to achieve healthier and richer language. When we absorb the loanwords, we should pay more attention to standardizing the loanwords. Standardization is the important and active power to promote the development of Chinese.

Differences of loanwords in Hong Kong, Taiwan and mainland China are inevitabilities of history; however, they will cause a lot of negative influences. For example, it is not good for the communication between Taiwan and mainland China; it is not good for normalizing and standardizing language as well as the development of Chinese itself. Thus, when facing those differences, we need do something to standardize the loanwords to reduce the negative influences caused by differences, which is necessary to strengthen the communication and contact between three places of two sides.

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Appendix

Chinese		English:
水泥	shui ni	cement
电脑	dian nao	computer
维生素	wei sheng su	vitamin
电视	dian shi	television
望远镜	wang yuan jing	telescope
水果	shui guo	fruit
电冰箱	dian bing xiang	fridge
交响乐	jiao xiang yue	symphony
世界语	shi jie yu	Esperanto
火车	huo che	train
激光	ji guang	laser
水泥	shui ni	cement
电话	dian hua	telephone
维生素	wei sheng su	vitamin
总统	zong tong	president

语法	yu fa	grammar
红十字会	hong shi zi hui	the Red Cross
软件	ruan jian	software
硬件	ying jian	hardware
微软	wei ruan	Microsoft
电子邮件	dian zi you jian	E-mail
热线	re xian	hot line
冷战	leng zhan	cold war
黑市	hei shi	black market
机器人	ji qi ren	robot
温室	wen shi	greenhouse
超市	chao shi	supermarket
话筒	hua tong	microphone
动画片	dong hua pian	cartoon
激素	ji su	hormone
蜜月	mi yue	honeymoon
手球	shou qiu	handball
黑板	hei ban	blackboard

绿卡	lv ka	green card
白领	bai ling	white-collar
黑马	hei ma	dark horse
足球	zu qiu	football

English	Mainland		Taiwan		Hong Kong	
Motor	电动机	(dian dong ji)	马达	(ma da)	摩达	(mo da)
Cabbage	大白菜	(da bai cai)	高丽菜	(gao li cai)	椰菜	(ye cai)
Cannes	戛纳	(jia na)	砍尼斯	(kan ni si)	康城	(kang cheng)
Bush	布什	(bu shi)	布希	(bu xi)	布殊	(bu shu)
Reagan	里根	(li gen)	雷根	(lei gen)	列根	(lie gen)
Hacker	黑客	(hei ke)	骇客	(hai ke)	骇客	(hai ke)
Internet	因特网	(yin te wang)	网路	(wang lu)	网络	(wang luo)