

ENGLISH LOANWORDS IN JAPANESE

from Print to Discourse

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1 Introduction

I became interested in English loanwords in Japan after meeting the man who would be my husband. At that time he had very limited proficiency in English and was not receiving formal instruction. Nevertheless, we were able to communicate relatively effectively, albeit laboriously. I was quite amazed at the number of isolated words he could produce in English. I had not been exposed to a learner who had such disparity between knowledge of structure of language and knowledge of isolated lexical items. I was intrigued and began to pay more attention to the English that was around me, in written form and spoken. Despite its abundance, the number of Japanese people with whom I could communicate in English was very limited. In the few encounters I had with Japanese English speakers, our conversation invariably included seemingly English words with which I was not familiar either in form or in context. On the other hand, other Japanese speakers seemed to know their meaning and used them in conformity. How did these words get into the vocabulary of these speakers with such unity and how did a nearly non-English speaker like my husband have such an extended vocabulary in English?

The following paper examines possible answers to the question of how English words get infiltrated into the Japanese language, undergo possible mutation, and are used by Japanese speakers in discourse. It begins with some background information on the history and nature of loanwords in Japanese. The next section examines media as the source of infiltration, followed by a look at English loanwords in Japanese discourse. Finally, the results of a pilot study are discussed. The pilot study is a survey of Japanese speakers' knowledge of a sample of loanwords that might shed light on the nature of this infiltration process.

2 Loanwords through Contact

According to Kay (1995) and Stanlaw (1983), beginning in the sixteenth century, borrowing has been continuous up to now, apart from a period of resistance to anything imported starting in the 1930s and culminating with the end of World War II. The Portuguese brought words relating to Christianity, among others. Next, the Dutch introduced vices like coffee and beer, along with words relating to medicine and science. German, English, and French were studied for their medicine, commerce, and fashion and cuisine respectively. Quackenbush (1973) listed three characteristics that describe the way practically all loanwords from English enter Japanese. They were consciously introduced by a small group or an individual, the introduction occurred at one point in time, and the pronunciation of the word was determined by how it was

represented in katakana, a Japanese phonetic script used to show the approximate pronunciation of foreign words.

Foreign words taken in show orthographical, phonological, structural, or semantic integration into the Japanese language. Since the 1980s syllables that were once impossible according to the traditional Japanese sound system of about 100 syllables are now generally accepted and used to pronounce foreign words more closely to their original sound. (Kay, 1995) However, in a critique of an article by Joe Pierce, “Culture, Diffusion, and Japlish” (*Linguistics*, 1976), in which it was claimed the reason loanwords in Japanese take on the form that they do is because the Japanese try to pronounce loanwords as they are spoken in their original language, Quackenbush argued that such an attempt is next to impossible considering the minimal contact the average Japanese has with foreigners and that the Japanese do not borrow loanwords, they are borrowed for them by the media, which is influenced by British pronunciation. It should be noted, however, that there is a possibility that the link between the British and Japanese phonological systems is coincidental rather than influential and that the Japanese phonological representation of foreign words may be more attributable to the original orthographical representation than the way the words are pronounced in their original language. (Ise, not yet published) Other examples of integration include morphological changes such as backclipping and loanblends. According to both Kay and Stanlaw, words borrowed from English occur mostly in compound phrases, while their Japanese equivalents are reserved to represent the words when on their own. Stanlaw gave the example of the borrowing of the Indian cuisine “curry” which is always seen written with its related word “rice”, even though there is a word for rice in Japanese. Semantic change can vary from a slight change in nuance to a completely different meaning. Stanlaw classified types of semantic change as restriction, shift, extension or redefinition. Nevertheless, the English in Japanese is mainly vocabulary items and phrases rather than morphology or syntax.

3 Loanwords in Japanese Media

Stanlaw (1983) stated that while it is true that most informants maintain that advertising is the reason why so many English words appear in Japanese, no one has proved that advertising is the cause, and not a reflection, of the use of English loanwords by Japanese speakers. Nevertheless, simply by observing the conformity and unity with which loanwords are used among the majority of Japanese speakers, we may be able to assume that Japan’s highly developed mass media is the source of the influx of English loanwords. The only other possible source would be English language teaching. However, ELT would not account for the majority’s acceptance of such phenomena in English loan usage as semantic shift, extension, and/or redefinition.

Haarmann (1984), in analyzing ethnocultural stereotyping in Japanese society, a feature he said is indicative of the country’s long isolation, asserted that Japanese commercial managers rely on the public’s familiarity of ethnocultural stereotypes to appeal to and attract the attention of the majority of consumers. Evoking a prestigious image is the goal, even at the expense of consumer comprehension of a foreign borrowing. In turn, the consumers’ acceptance of foreign elements, linguistic or otherwise, is a result of their desire to be a part of

a 'cosmopolitan' society and feeds their subjective impression of 'modern fashionable style' . (p.110) This notion, Haarmann contended, can be used to explain why there are so many more foreign loanwords in Japanese mass media than in colloquial Japanese, and why a more adverse effect of alienation has not arisen from the Japanese public as a consequence. In his critique, Quackenbush (1973) made many of the same claims as Haarmann in his assertion that foreign words used in advertising are not a part of the general vocabulary and that it is very difficult to distinguish among true loanwords and unassimilated foreign words. Quackenbush also mentioned the existence of a possible transition state between these two. In his study, Haarmann listed foreign language components (i.e. single words, then combinations in nominal and prepositional phrases, in single speech acts, and in speech act sequences) in Japanese commercials that are unknown in colloquial Japanese. He also listed hybrid borrowings, which are a two-word combination of borrowings used only in commercials and real borrowings, which are used both in commercials and colloquially. In his conclusion, Haarmann said these hybrid borrowings are an indication of a step in the process of lexical innovation since many real borrowings were originally foreign elements in commercial language usage. He concluded by saying that "the transfer process of such elements from commercial Japanese to colloquial Japanese is often nebulous and can seldom be fully explained." (p.120).

Takashi (1990) took spoken and written samples in Japanese advertising and hypothesized that the primary reason for their use is to make the product seem more modern and sophisticated, and that their function and the profile of the audience are relational. She used 506 Japanese TV commercials and 413 print advertisements from 24 different magazines and newspapers. She referred to the difficulties researchers have had in drawing a line between integrated and non-integrated loans. Due to the innovative nature of advertising and the impossibility of knowing which words will prove to be nonce and which will be fully integrated, she accepted all English words found for analysis. These words were then classified into five well-defined and illustrated functional types; lexical-gap fillers, technical terms, euphemisms, special-effects-givers, and trade names. The highest percentages of English loanwords fell in the categories of special-effects-givers and brand names. Next were lexical-gap fillers, but to this category were included such words as the names of foreign countries. Technical terms followed and euphemisms were last. Next Takashi analyzed the intended audience in terms of gender, age, and occupation/background of each advertisement, although indisputable categorization proved difficult to detect for a large portion of the samples. Overall the most remarkable discovery was that the penetration of loanword use extends to all age groups. Gender did not seem to play a role in determining use, but age and occupation/background did have more influence. Since the few monolingual advertisements were for traditional Japanese or Chinese items, Takashi concluded that her hypothesis that the primary function of English loans in contemporary advertising is to show modernity and sophistication was proved.

4 Loanwords in Japanese Discourse

To get an idea of the extent to which loanwords have assimilated into Japanese, Reedy (1999) analyzed

level one of the Japanese Language Proficiency Test for the years 1990, 1992, 1994, 1996, and 1998. He found that the number of loanwords appearing on the test since 1990 had nearly doubled, from 25 in 1990 to 43 in 1998. In addition, he analyzed whether there has been a shift in the type of loanwords used on the test. He distinguished culturally-differentiated loanwords or those without Japanese character translation from loanword synonyms for Japanese terms. In 1990, there were 15 culturally-differentiated and 10 synonyms. In 1998, these numbers increased to 20 and 23 respectively. It may be interesting to note that the author concluded that this rapid increase in the number of loanwords on the Japanese Language Proficiency Test is evidence that loanword absorption is moving toward the appropriation of English loanwords in Japanese rather than towards a variety of English. Several other researchers have made the same claim in other articles, including Stanlaw (1983) in which he compared Japanese English and other non-native Englishes to support the claim.

Stanlaw (1983) noted that little research on English loanwords in Japan has concentrated on how loanwords are brought into the cognitive systems of Japanese speakers and thus nativized. He did a preliminary study to describe the way English loanwords were used in Japanese discourse by three male and two female college students. The results showed that Japanese men tend to use English loanwords more frequently than women when engaging in discourse of an academic nature, and that women use loanwords more frequently when talking about everyday subjects than in academic discourse. Stanlaw, however, did point out that because of the methodological shortcomings of the number and balance of subjects and their sex, and differences in student majors and English ability, definitive conclusions can not be drawn. He adds a broader conclusion as being that loanword usage is contingent upon individual personality or speaking style and context rather than on the sex of the speaker. Stanlaw's notion that the use of loanwords stems from the motive of personal and highly creative expression was referred to in Hayashi and Hayashi (1995).

Hayashi and Hayashi examined the use of English loanwords in discourse taken from various settings at faculty meetings and interviews. Their cognitive model of discourse was derived from three assumptions. The first was that production and comprehension of text is processed both globally and locally in a two-way top-down, bottom-up process. The second was that this process is carried out by relational coherence between statements. The third was that these two processes involve the retrieval of schematic knowledge of the words used to be combined into larger units of environment. They proposed that when a speaker uses an English loanword, it is chosen with specific motivation and the statement in which it occurs relates coherently with other statements also supporting the speaker's goal, global or local. The data was classified by coherence type: explanation, elaboration, backgrounding, exemplification, and generalization. The authors concluded that English loanwords in Japan are often used with special connotations and provide schematic world knowledge associated with them. The more assimilated the words are in the Japanese language, the more the delivery of the message is facilitated.

In another paper analyzing Japanese speech, Mahootian and Tsuruga (1996) classified loanwords taken from a Japanese daily newspaper into two categories; 'necessary' borrowings, those words which fill lexical gaps and those that are economically used to describe something that requires a long explanation in Japanese,

and 'unnecessary' borrowings, those words that have a Japanese equivalent. The unnecessary borrowings were further divided into categories that referred to loan-use strategies. Words in these categories, according to the authors, shed a little more light on the question of why such English loanwords would be chosen over their Japanese equivalents. Words in the generalizing category have a broader semantic scope than their Japanese equivalents, specializing loans have a narrower scope, upgrading or modernizing loans convey a more positive connotation, and isolating loans use only one of many semantic features of the English word from which it came. The authors then used these data to shed light on the controversy of whether codeswitching and borrowing are two different phenomena according to whether they involve the same morphosyntactic processes. The authors concluded that because Japanese/English bilingual speakers engaging in codeswitching and Japanese monolingual speakers using borrowed words both use the same processes/constraints in using Japanese derivational morphemes in conjunction with English loanwords in discourse, codeswitching and borrowing are morphosyntactically the same.

To summarize, we have seen that the number of English loanwords in the Japanese language has been steadily increasing throughout this decade and the katakana script has been widened to allow for pronunciation of foreign syllables. Most of the borrowed items are vocabulary items or phrases and are highly subject to varying degrees of semantic change, leading to a sort of Japanized English rather than Japanese English. Loanwords are introduced mainly through media for the purpose of showing modernity and sophistication and are done so indiscriminately of gender or age of intended audience. Such borrowed words have a possibility of becoming integrated into the general Japanese lexicon, but little is known about the transition from unassimilated foreign word to real borrowing used in colloquial Japanese or the movement of loanwords in media to the cognitive systems of Japanese speakers. In order to examine this relationship further, results of a pilot study, which surveyed Japanese speakers' knowledge of a selection of loanwords, will be discussed below.

5 Approach and Methodology

This pilot study was fairly qualitative in that no general hypothesis about the nature of English loanwords in Japanese was formulated before the study, and participant answers to the survey were of an introspective nature. The participants (TABLE 3) were 10 native Japanese speakers (5 men and 5 women) of varying age, length of time in the United States, and English proficiency (as self-rated).

Ten loanwords were selected from two Japanese fashion magazines. Men's Nonno and JJ were chosen because they were two of the magazines used in Takashi (1990) which generated the highest number of loanwords for her study. In contrast to Takashi's samples, which were from advertising, the language samples in the present study were taken from the body of the magazine. It was reasoned that because magazine readers are more likely to more thoroughly read the body of the magazine than the advertisements, the loanwords presented in the body have more possibility of being integrated into the Japanese cognitive system. Because they are fashion magazines, however, the majority of the language samples are descriptions of a clothing item,

style, or hair design. (TABLE 2)

The ten target loanwords were “minimal”, “random”, “nerd”, “gauge”, “bohemian”, “outer”, “ennui”, “rib”, “regimental”, and “blow”. Each word was searched for in *A Dictionary of Katakana Words* (Gakken, 1996), which lists loanwords written in the katakana script and defines them in Japanese kanji (Chinese characters), and *Koujien, 5th Edition* (Iwanamishoten, 2004), which is a Japanese language dictionary. It was reasoned that words that are listed in these dictionaries have been relatively more integrated into the Japanese language than words not listed. (For a translation of the definitions, see TABLE 5) The target words found listed in both the katakana dictionary and the Japanese language dictionary were “random”, “gauge”, “bohemian”, “outer”, “rib”, and “blow”. “Regimental” was not found in either dictionary, but “regimental tie” was found in the Japanese language dictionary and was used in this same context in the magazine. (see TABLE 2) Intended meaning for the remaining words (“minimal”, “nerd” and “ennui”) cannot be inferred from context. (see TABLE 2) Two of the words found in the dictionaries appear to have had some semantic change from English. “Outer” has undergone semantic shift and is used as a noun in the magazine to refer to a spring coat. Both dictionaries listed its apparently more conventionalized synonym as being in Japanese English “out wear” or “outer wear”. “Blow” has been clipped from the English ‘blow dry’. In addition, its meaning has been extended to include style, set or arrange, according to the katakana dictionary. In turn, “rib” proved problematic in that the same katakana word is used to denote the “rib” bone of the chest or in a “rib roast”, and women’s “lib” (-eration), as well as the meaning used in the magazine, which was that of a ‘type of knitting’. “Regimental” seems to be an example of a specialized loan with a narrowing scope as it does not seem to have an isolated meaning of its own, but is used only when coupled with ‘tie’ to describe ‘a striped necktie’.

The survey (TABLE 1), which was in both English and Japanese, consisted of six questions for each of the ten target words. The participants were instructed to read the target word first, which was in isolation at the top of the page, and then answer questions 1-5. These questions regarded the extent to which the participant had been exposed to the word in written and spoken form and the language and country in which the word was first encountered, as well as participant knowledge of the meaning of the word. The answers to these questions were hypothesized to reflect the extent to which the target loanword has been integrated into the lexicon of these 10 participants. After question 5, the target loanword was presented in the context of the sentence from which it had been taken in the magazine. The final question asked the participants if, after reading the sentence, the meaning had become clearer, and if so, if they wanted to rewrite their former definition of the target loanword.

6 Results and Discussion

The words with which the participants were relatively less familiar either in written or spoken form (questions 1& 2) were “minimal”, “nerd”, and “regimental”. The participants were most familiar with “random”, “bohemian”, “rib”, “ennui”, and “blow”, with a split consensus for “gauge”, and “outer”. On the

other hand, of the words that were more familiar to the participants, only “random”, “rib”, and “blow” were reportedly used in Japanese discourse (question 3) by half or more of them. Only one participant reported having used “bohemian”, “ennui”, and “regimental”. For the words of split consensus, only about half of the participants who reported having seen or heard “gauge” before, reported having used it as well. However, most of the participants who reported having seen or heard “outer”, reported having used it in speech. Therefore, it can be suggested from comparing these data with the list of words found in the dictionaries that, of the target loanwords, the words most integrated into the Japanese lexicon of these participants are “random” and “blow”. When comparing the answers to question 3 to those of question 5, it can be seen that “outer” and “rib” also appear to have integrated somewhat into the lexicon of some of the participants. These two words can be said to be of the fashion domain in that they are used to describe a piece of clothing and a type of knitting, respectively. It may be that knowledge of these words presupposes a certain familiarity with the fashion world. These words may have less possibility of being integrated into the lexicon of people who have not been exposed much to this domain.

For the most part, if the participants reported having seen or heard the target word before, they reported having seen or heard it in Japanese in Japan before coming to America (question 4). Participant #8 reported having heard “random” in Japanese in America. This participant had been in the U.S. the longest and was one of only two who reported having heard “nerd” in English in America. The other participant (#2) had been living in America less time but reports a higher level of English ability. These two cases are the only ones in which length of stay may have affected knowledge of a target loanword. Other words reportedly having been heard in English in America were “outer” and “blow”. However, this data proves problematic due to the semantic nature of these words, which was discussed above. Therefore, while it is possible that the participants have heard these words in English in America, it is not possible that they were used with the same connotations with which they were used in the target sentences from the magazines. For the target loan “rib”, those participants who answered question 5 with the definition for either of the other two non-target definitions of “rib” as explained above changed their definition after reading the target word in context.

The results to question 5 (TABLE 5) were interesting in that they showed the extent to which the target words may or may not be integrated into the lexicon of these participants. Most of the participants who reported having been familiar with a target word or reported having heard the target word in English in America, attempted to define the word in question 5, with the exception of “bohemian” and “ennui”. These two words were familiar in some way to almost all of the participants. However, only 6 out of 10 attempted to define “bohemian” and 5 out of 9, “ennui”. Despite both definitions of “bohemian” as being a person living freely and ignoring the customs of the world or a person leading a self-indulgent life who considers the secular society’s rules secondary, half of the participants who attempted to define the word defined it as representing someone who travels aimlessly. One participant explained this conformity as being a possible result of a song popular in Japan about 15 years ago in which the word was used with such a connotation. Interestingly, the three participants who gave this same answer are all in their thirties. It may be possible that their understanding

of the word was affected by the song. It may also be that the connotation of “bohemian” as wanderer is an effect of an ethnocultural stereotype of a gypsy. In any case, there may be evidence here of the beginning of a semantic change for this word. “Ennui” was, for the most part, defined with relative accuracy. “Random”, “blow”, “gauge”, and “outer” were also defined by all with relative uniformity and accuracy. For the most part, if the participants reported having used a word in Japanese discourse, they were able to define it with relative accuracy in question 5. However, participant 3 reported having used “gauge” and then defined it as ‘the number of days’. Participant 9 reported having used “regimental” as meaning a ‘stripe pattern style’ without specifying whether it was a pattern on a necktie or not. In addition, participants 1 and 6 defined “regimental” as being the name of a stripe design as well after having read the word in context. Curiously the “regimental” tie in the magazine photo was striped. Since the photo was not supplied in the survey and striped pattern connotation cannot be inferred from the context of the sentence, we can surmise that the narrowing semantic change occurring in loan “regimental” is fairly integrated, at least within the fashion domain.

The results to question 6 (TABLE 6) may be used in some way to show potential ability of participants to learn loanword meanings from context and therefore to show the movement of a loanword from media to cognitive system of speaker. It is important to keep in mind, however, that this knowledge may remain passive vocabulary in that the participant may never actually use the newly acquired word in discourse. Nonetheless, in a study on the relationship between passive and active vocabularies, Laufer and Paribakht (1998) found that although the passive vocabulary of both EFL and ESL students was proportionately larger than their active vocabulary, as their passive vocabulary grew, so did their levels of active vocabulary increase indicating among other findings that the passive-active relationship is affected by passive vocabulary size. The answers to question 6 show that participants 1 and 2 appear to have learned the meaning of “minimal” from context since they had no prior knowledge of the word and accurately defined it in question 6. Participant 10 appeared to have learned “outer”, participant 5 learned “rib”, and participant 8 learned “blow”.

Of relevance also is the inaccuracy with which the participants inferred meaning from context. As was previously mentioned, most sentences were not thought to supply enough context in order for meaning to be inferred. However, if participants had been given the photo that accompanied the sentence, meaning may have been more easily and accurately inferred. Cases where context may have hindered comprehension of loan appear in the examples of “nerd”, “gauge”, “outer”, and “rib”. The photos of “gauge”, “outer”, and “rib” might possibly have aided comprehension and thus yielded different answers. However, the sentence in which “nerd” appears is actually the description of the photo. In this case the writer is presenting an image of the word as seen in the style of the model’s clothes described as “wonderfully his own personal nerdy style”. This description led participant 1 to define “nerd” as “unique”, a definition the accuracy of which is difficult to deny given the context from which it was inferred. Therefore, we see the influence one writer’s use of an English loanword may have on the potential colloquial use and understanding of the loanword and its assumed semantic features as it becomes integrated into the Japanese language.

7 Conclusion

We can see, in just this sample of ten loans, the wide range of types of loanwords Japanese fashion magazine writers use, from fairly technical terms describing a type of knit (“rib”) to Americanisms describing a type of person (“nerd”). Of equally wide range was the degree of familiarity these participants reported having with the 10 target loanwords. Even the status of Japanized English (“outer”, “blow”) does not appear to guarantee use of the word by majority in discourse. From this study we have also seen several factors that may be contributors to the process of semantic change an English word might go through on its way to the Japanized form. Popular culture, e.g. music, may be one component adding to the construction of a collective knowledge of a particular word by a particular group in society. One such example may possibly be seen in the participants’ definition of “bohemian”. Another interesting example of this nature was seen in the mental image of “stripes” from the word “regimental” in three of the participants, even before they saw the word couple with ‘tie’. I think these cases are unlikely to be incidental and more likely to be the result of some other force. It may be the force of the individual writer applying the loanwords in his or her own way to create a special effect. If inference is possible, the readers then might acquire, at least passively, a new loan that has been changed from its original. These English loanwords appeared to have been to these participants reading them equal to any other esoteric word in their native language they might encounter reading a passage that contained no loanwords. In both cases, the writer would have had to make a lexical choice, whether between using a word in the native or foreign language or between using a word of high or low frequency. The high frequency of occurrence of semantic change may be indicative of the nature of the borrowing of foreign words into Japanese as constituting a kind of lexical input into Japanese clauses rather than another variety of English. This study shows that the percentage of users of a particular loanword may reflect the transition stage that word is in on its way to becoming a real borrowing. However, the percentage of users of a particular loanword is dependent on the domain(s) in which the loan is used as well as the consistency with which it is used. Of question still are factors involved in pushing a word from the cognitive pool of passive vocabulary to active vocabulary in speech. What is needed for an unassimilated foreign word to become a real borrowing? We can speculate from this study that perhaps words with a relatively more abstract sense, such as “bohemian” or “ennui”, are more likely to remain passive vocabulary. Indeed, a considerable number of participants reported having knowledge of these two words but hardly any of them had ever used them in speech. Conversely then, vocabulary items which denote a relatively more concrete object or notion would be presumed to become active vocabulary more readily. That the participants reported having actually used in discourse loanwords such as “outer”, “rib”, “blow”, and “random” seems to attest to such a tendency. Additionally, repeat exposure to the vocabulary of a particular domain, i.e. fashion, computers, etc., may be another factor that enables the movement of a lexical item from passive to active to occur. In order to investigate further the answers to these questions, it may be pertinent to include in a possible future study loanwords taken from several different domains, as well as a larger number of participants with varying degrees of experience in each particular domain. In addition, it may be interesting to see the differences in results a future study might yield with

participants in an EFL setting in Japan rather than an ESL setting in America. Finally, the question of whether a large number of English loanwords in a Japanese speaker's passive vocabulary positively affects the percentage of overall vocabulary used actively when communicating in English also warrants further research. If confirmed, studying the English in Japanese may be of help to ESL/EFL pedagogy and SLA research.

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TABLE 1: Survey Questions for each of the ten words. Japanese translation was provided.

- | | | |
|---|------------------------------|-----------------------------|
| 1. Have you ever seen this word in Katakana before? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 2. Have you ever heard this word in Japanese speech? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 3. Have you ever used this word when speaking Japanese? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| 4. When was the first time you heard/saw this word in Japanese? | (circle one) | |

- a. In Japanese in Japan before coming to America
 - b. In English in Japan before coming to America
 - c. In Japanese in America
 - d. In English in America
 - e. I have never seen or heard this word before
5. Can you write what this word means in Japanese? Yes No
6. Read the word in this sentence.
- If #5 is “No” , can you write what this word means now? Yes No
- If #5 is “Yes” , do you want to change your answer to #5? Yes No

TABLE 2: The sentences (survey question #6) from which each word was taken from the magazine. The words in quotations are English loanwords. The one underlined is the target loanword for the survey. The words taken from the magazines were alternated so that words 1,3,5,7,9 were taken from *Men's Nonno* and words 2,4,6,8,10 were taken from *JJ*.

1. Minimal

Zanshin na kumiawase to “yuniiku” na kikonashi kata de “minimaru” na “aitemu” no miryoku ga saidaigen ni hakki sareta.

Because of this creative combination and unique wearing style, this minimal item’s charm is maximally exerted.

2. Random

“Randamu” ni “senta” “paatsu” ni wakete kara “wakkusu” o tsuketa tegushi de sotohane gimi ni “sutairingu” shita dake.

After randomly separating the part in the center, with wax spread on hands, the sides are just lightly styled outward.

3. Nerd

“Jyakketto”, kurobuchi no megane, “rejimentaru” no “tai” nado de, migoto ni kareryu no “naado” na “sutairu”.

Jacket, black-framed glasses, regimental tie, etc. wonderfully his own personal nerdy style.

4. Gauge

Kichin to shita “kajuaru” ni shiagaru to teihyo no aru “roo-geeji” “nitto” wa tsuunen no ninki “aitemu”.

Properly and casually complete with reputation, this low-gauge knit is an item popular throughout the year.

5. Bohemian

Komono de, “bohemian” na ajitsuke ni shite.

Create a bohemian flavor with small articles.

6. Outer

Kon “shizun” no tokuchoo no hitotsu wa, ookime “botan” o tsukatta “karafuru” na “autaa” ga ooi koto.

One of this season’s strong points, there are many colorful outers with big buttons.

7. Ennui

“annyui” na gaiken kara wa soozoo no tsukanai seikaku no mochinushi.

From this appearance of ennui, the owner’s personality cannot be imagined.

8. Rib

Ochitsuita iromiya, karada ni pittari no “ribu” dakara, “koodineeto” ni seiketsukan ga deru no desu.

Because of this tight-fitting rib in relaxed colors, a coordinately neatness comes out.

9. Regimental

“Jyakketto”, kurobuchi no megane, “rejimentaru” no “tai” nado de, migoto ni kareryu no “naado” na “sutairu”.

Jacket, black-framed glasses, regimental tie, etc. wonderfully his own personal nerdy style.

10. Blow

“Buroo” go no kami o “airon” de kesaki kara yuruku uchimaki ni “randamu” ni maku.

After blowing hair, with an iron loosely curl under rolling randomly from the ends.

TABLE 3: Participant Information

| Participants | Sex | Age (decades) | Time in U.S. | English Ability (1-10;10=ative) |
|--------------|-----|---------------|--------------|---------------------------------|
| 1 | F | 30s | 4 months | 2-3 |
| 2 | F | 30s | 3.5 years | 6 |
| 3 | F | 40s | 8 months | 1 |
| 4 | F | 40s | 6 months | 3 |
| 5 | F | 50s | 2 years | 2 |
| 6 | M | 20s | 6 years | 5 |
| 7 | M | 20s | 5 years | 6 |
| 8 | M | 30s | 8 years | 3 |
| 9 | M | 30s | 1yr 8mos. | 7 |
| 10 | M | 30s | 3 years | 2 |

TABLE 4: Results from Survey The following table shows each participant’s answer to each question for each word. (Numbers inside TABLE 4 refer to participant number as shown in TABLE 3.)

| Q | Minimal | Random | Nerd | Gauge | Bohemian | Outer | Ennui | Rib | Regimental | Blow |
|---|--------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 1 | yes=10 no=1,2,3,4,5,6,7,8,9 | yes=1,2,3,4,5,6,7,8,9,10 no= | yes=4 no=1,2,3,5,6,7,8,9,10 | yes=2,3,4,5,6,9 no=1,7,8,10 | yes=1,2,3,4,5,6,7,9,10 no= 8 | yes=1,3,6,7,9 no=2,4,5,8,10 | yes=1,2,3,4,6,9,10 no=5,7,8 | yes=1,2,3,4,6,9,10 no=5,7,8 | yes=5,9 no=1,2,3,4,6,7,8,10 | yes=1,2,3,4,5,6,9,10 no=7,8 |

| | | | | | | | | | | |
|---|------------------------------------|---------------------------------|----------------------------------|-------------------------------------|---|----------------------------------|--|----------------------------------|---|----------------------------------|
| 2 | yes=5,9 no=1,2,3,4,6,7,8,10 | yes=1,2,3,4,5,6,7,8,9 no=10 | yes=4,5 no=1,2,3,6,7,8,9,10 | yes=2,3,4,5,9 no=1,6,7,8,10 | yes=1,2,3,4,5,6,7,8,9 no=10 | yes=1,3,6,9 no=2,4,5,7,8,10 | yes=1,2,3,6,9,10 no=4,5,7,8 | yes=1,2,3,4,6,9 no=5,7,8,10 | yes=5,9 no=1,2,3,4,6,7,8,10 | yes=1,2,3,4,5,6,9 no=7,8,10 |
| 3 | yes= no=1,2,3,4,5,6,7,8,9,10 | yes=1,2,3,4,6,9 no=5,7,8,10 | yes= no=1,2,3,4,5,6,7,8,9,10 | yes=2,3,9 no=1,4,5,6,7,8,10 | yes=1,2,3,4,5,6,7,8,9,10 no=2,3,4,5,6,7,8,9,10 | yes=1,3,6,9 no=2,4,5,7,8,10 | yes=9,2,3,4,9 no=1,2,3,4,5,6,7,8,10 | yes=1,2,3,4,9 no=5,6,7,8,10 | yes=9,4,5,6,7,8,10 no=1,2,3,4,5,6,7,8,10 | yes=1,2,3,4,5,6,9 no=7,8,10 |
| 4 | A=5,9,10 E=1,2,3,4,6,7,8 C=8 | A=1,2,3,4,5,6,7,9,10 C=8 | A=4,5 D=2,8 E=1,3,6,7,9,10 | A=2,3,4,5,6,7,9 E=1,8,10 | A=1,2,3,4,5,6,7,8,9,10 | A=1,3,6,9 D=2,7 E=4,5,8,10 | A=1,2,3,4,6,9,10 D=7 E=5,7,8 | A=1,2,3,4,6,9,10 D=7 E=5,8 | A=5,9 E=1,2,3,4,6,7,8,10 | A=1,2,3,4,5,6,9,10 D=7 E=8 |
| 5 | yes=9,10 no=1,2,3,4,5,6,7,8 | yes=1,2,3,4,6,7,8,9,10 no=5 | yes=2,8 no=1,3,4,5,6,7,9,10 | yes=2,3,4,5,6,8,9 no=1,7,10 | yes=1,2,4,5,6,8 no=3,7,9,10 | yes=1,2,3,6,8,9 no=4,5,7,10 | yes=1,2,4,9,10 no=3,5,6,7,8 | yes=1,2,3,4,9,10 no=5,6,7,8 | yes=8,9 no=1,2,3,4,5,6,7,10 | yes=1,2,3,4,5,6,7,9,10 no=8 |
| 6 | yes=1,2 no=3,4,5,6,7,8,9,10 | yes= no=1,2,3,4,5,6,7,8,9,10 | yes=1,2 no=3,4,5,6,7,8,9,10 | yes=9,10 no=1,2,3,4,5,6,7,8,9,10 | yes= no=1,2,3,4,5,6,7,8,9,10 | yes=5,7,10 no=1,2,3,4,6,8,9 | yes= no=1,2,3,4,5,6,7,8,9,10 | yes=2,5,10 no=1,3,4,6,7,8,9 | yes=1,6 no=2,3,4,5,7,8,9,10 | yes=8,10 no=1,2,3,4,5,6,7,9 |

TABLE 5: Participant answers in Japanese to Question 5 (meaning of target word in isolation)if “Yes”:

Definitions next to target word were taken from both *A Dictionary of Katakana Words*, Gakken,1996, and *Koujien 5th Edition*, Iwanamishoten, 2004. Participant answers and dictionary definitions were translated using two editions of the *New College Japanese-English Dictionary*, Kenkyusha, 1995 and 2003 as well as the *Japanese-English English-Japanese*, Random House, 1997. Japanese is given in italics where translation (in quotation) was slightly obscure.

Minimal = (no definition given either in *A Dictionary of Katakana Words* or *Koujien*, although there was an entry for “minimum” and “minimal art” in *A Dictionary of Katakana Words* and one for “minimal music” in *Koujien*.)

P9 = minimum limit

P10 = minimum

Random = haphazard, random - *A Dictionary of Katakana Words* and *Koujien*

P1 = in no special order, *tekitooni* “take it easy”

P6 = a few things taken irregularly

P2 = in no special order, random

P7 = random CD play

P3 = *tekitooni*, use violence, half-heartedly

P8 = *tekitooni*, frankly

P4 = haphazard, random

P9 = random

P10 = irregular

Nerd = (no definition given either in *A Dictionary of Katakana Words* or *Koujien*.)

P2 = a person or fanatic who stays home a lot

P8 = someone not cool, studies a lot, a bookworm

Gauge = (only listed as “gauge theory” in *A Dictionary of Katakana Words*); 1. The width between railroad rails. 2. An instrument used in measuring. A general term for a tool. 3. As a guide, a fixed set of a number of items or steps. — *Koujien*.

P2 = the criterion for how the number and size are handled when knitting.

P5 = measurements

P6 = smallness

P3 = the number of days

P8 = width limits, the expression of something's size

P4 = shape or form

P9 = quantity, measure

Bohemian = a person living freely, ignoring the customs of the world - *A Dictionary of Katakana Words*; 1. Same as a gypsy. 2. A person leading a self-indulgent life who considers the secular society's rules secondary. Seen as an artist. — *Koujien*.

P1 = wandering or vagabond people, gypsy

P5 = old Europe

P2 = a traveller who travels aimlessly

P6 = name of a country

P4 = tropical

P8 = nomads

Outer = (“out wear” was an entry indicated as Japanese English, but no entry for “outer” in *A Dictionary of Katakana Words* and under “outer” in the *Koujien* was written “outer wear” letting it define itself.)

P1 = something you wear outside, coat, jacket

P6 = outerwear

P2 = outerwear, jacket, etc.

P8 = outerwear

P3 = protection against the cold, most outer clothes

P9 = outside

Ennui = (no definition given in *A Dictionary of Katakana Words*); tedium, boredom, dullness, monotony, ennui. Weariness, fatigue, languor, ennui. — *Koujien*.

P1 = ennui, lethargic

P9 = vagueness, faded

P2 = ephemeral, a little gloomy

P10 = soft, easy

P4 = boring

Rib = (no entry for ridged knitting, but same katakana is used for “lib”eration and a “rib” of the chest in both *A Dictionary of Katakana Words* and *Koujien*. *Koujien* also listed it as an abbreviation for “rib roast”.)

P1 = the name of a type of knitting

P4 = one form of a knitted thing

P2 = to claim freedom

P9 = wave impressed shape,

uneven, not flat

P3 = a knitted piece's knitting type (one pattern)

P10 = bone

Regimental = (no definition given in *A Dictionary of Katakana Words or Koujien*, but *Koujien* had the following under "regimental tie", [regimental = of a regiment] A necktie with large slanting stripes. Something of standard use with different regimental stripes used by a regiment of the British army.)

P8 = army ceremony

P9 = stripe pattern style

Blow = dry hair with dryer, arrange shape- *A Dictionary of Katakana Words*; 1. To blow. Apply blowing. Especially, to prepare the hair by applying wind from a dryer [treatment received in a beauty salon.] 2. To play a wind instrument by blowing. 3. To hit a person hard in boxing [body blow.] - *Koujien*

P1 = to arrange, set

P6 = to dry hair

P2 = to dry hair, set

P7 = to dry hair with dryer

P3 = to dry and arrange hair with dryer

P9 = to fan, to blow, to hit

P4 = to dry

P10 = to blow

P5 = to wash hair

TABLE 6: Participant answers in Japanese to Question 6 (meaning of target word in context sentence) Same indications as Table 5 above

Minimal

P1 = minimum limit

P2 = lowest limit, minimum limit

Rib

P2 = rib of chest

P5 = shape

P10 = shape

Nerd

P1 = unique

P2 = intellectual

Regimental

P1 = a geometric-like design that causes a flickering to the eyes

P6 = name of stripe design

Gauge

P9 = low level knit

P10 = a hem

Blow

P8 = dryer

P10 = to dry

Outer

P5 = a method, a way

P7 = outerwear, jumper, jacket

P10 = outerwear

ENGLISH LOANWORDS IN JAPANESE

from Print to Discourse

Kelly Ise

Abstract

Stanlaw (1983) stated that while it is true that most informants maintain that advertising is the reason why so many English words appear in Japanese, no one has proved that advertising is the cause, and not a reflection, of the use of English loanwords by Japanese speakers. While this statement may be true, others contend that we can safely assume that Japan's highly developed mass media is the source of the influx of English loanwords simply by observing the conformity and unity with which loanwords are used among the majority of Japanese speakers.

Researchers of English loanwords in Japanese media have shown that they are used mainly for the purpose of showing modernity and sophistication (Haarman, 1984) and are done so indiscriminately of gender or age of intended audience. (Takashi, 1990) Such borrowed words have a possibility of becoming integrated into the general Japanese lexicon, but little is known about the transition from unassimilated foreign word to real borrowing used in colloquial Japanese or the movement of loanwords in media to the cognitive systems of Japanese speakers.

In order to examine further the relationship of English loanwords in media and in colloquial Japanese, a pilot study which surveyed Japanese speakers' knowledge of a selection of loanwords was conducted. The results showed that while it may be true that media is the main source of English loanwords in Japan, other factors (e.g., repeat exposure through music or knowledge of a particular domain) may be deemed necessary in order for such borrowings to infiltrate colloquial Japanese discourse and be used in conformity. The influence of such factors also renders the loanword susceptible to semantic change of some sort. However, the Japanization of an English loanword does not seem to guarantee its use in discourse.