

**MINISTRY OF EDUCATION AND TRAINING
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**AN INVESTIGATION INTO THE
SOCIO-LINGUISTIC FEATURES OF
ENGLISH LOANWORDS USED IN
VIETNAMESE NEWSPAPERS PUBLISHED
IN THE 2000S**

**Field: The English Language
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**M.A. THESIS ON THE ENGLISH LANGUAGE
(A Summary)**

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CHAPTER 1 INTRODUCTION

1.1 RATIONALE

Language is not only the most important tool for human communication but also a significant reflection of social development, the carrier of human civilization. Therefore, with the development of human society and the expansion of political, economic and cultural exchanges among different nations, language borrowing has become a very common phenomenon in language development. Kuiper, K. and Scott Allan, W. stated: “*The total vocabulary of a language is never static. Nor is that of a speaker. Words pass into and out of both. The normal way this happens in the case of language is through a process that can be called lexical borrowing*”. [36, p.180] We cannot deny that borrowing is a natural result of language contact and exerts a profound impact on both vocabulary enrichment and mutual understanding of cultures. It helps people of different nations to better understand each other, especially in the time of global communication.

In Vietnam, since the implementation of Open Door Policy in 1986, and the breakthrough of mass media such as TV, Internet, and cable...the number of English words enter Vietnam is uncontrollable. In addition, the dominating position of English language in the world made it possible for English to enter Vietnamese in bulks directly and instantly. Vietnamese newspapers - a powerful means to reflect Vietnamese social development - have now been flooded with Elws. For examples:

(1) “*Personal Taste*” không những làm mưa làm gió trong cộng đồng **fan** nữ mà còn khiến các **fan** nam phát sốt với một vest cách tân vô cùng **cute** của anh chàng Lee Min Ho. [B5, p.7]

(2) *Nhiều người cho rằng quan hệ giữa những người đồng tính chỉ xoay quanh chuyện ấy nhưng sự thật không phải vậy. Giới gay hay lesbian có thể cảm nhận tình yêu như tình cảm nam nữ bình thường nên việc nghĩ đến sex cách gì cũng xảy ra.*

[B2, p.88]

Such reality motivates me to do a study entitled “*An Investigation into the Socio-linguistic Features of English Loanwords Used in Vietnamese Newspapers Published in the 2000s*”.

1.2 AIMS AND OBJECTIVES

1.2.1 Aims

This study helps us know about the contribution of Elws used in Vietnamese newspapers published in the 2000s to the development of Vietnamese language.

1.2.2 Objectives

- To identify the socio-political-cultural reasons for the appearance of Elws in Vietnamese newspapers published in the 2000s.
- To describe the phonetic, grammatical, and semantic features of Elws used in Vietnamese newspapers published in the 2000s.
- To discuss the effects of using Elws in Vietnamese newspapers published in the 2000s.
- To analyze the attitudes of Vietnamese people towards the use of Elws in Vietnamese newspapers published in the 2000s.

1.3 SIGNIFICANCE OF THE STUDY

From this study, one will be able to further understand the process of linguistic transfer between English and Vietnamese, the importance of English lexical resources as the “giver” language and be aware of the lexical gaps in Vietnamese in certain areas that need to be filled. Under the socio - linguistic field, drawing conclusions on

the kinds of the lexical gap in Viet Nam and the nature of English lexical borrowing can enable a person to interpret the social, cultural and educational development. In teaching and learning English language, the findings from this study can draw the attention of English teachers on the Elws and loan registers that are normally found in Vietnamese articles so that they can make use of the Elws to teach English vocabulary responsibly. This research will also raise awareness on word borrow ability so that writers will be more selective in borrowing English words in newspapers.

1.4 SCOPE OF THE RESEARCH

Analyzing the linguistic features of Elws in socio-political newspapers published in Vietnam in the 2000s.

1.5 RESEARCH QUESTIONS

(1) What are the socio-cultural features of Elws used in Vietnamese newspapers published in the 2000s?

(2) What are the phonetic, grammatical, and semantic features of Elws used in Vietnamese newspapers published in the 2000s?

(3) What are the effects of using Elws in Vietnamese newspapers published in the 2000s?

1.6 ORGANIZATION OF THE STUDY

The thesis consists of five chapters. Chapter 1 is Introduction. Chapter 2 is Literature Review and Theoretical Background. Chapter 3 is Research Methods and Procedures. Chapter 4 is Findings and Discussions. Chapter 5 is Conclusions, Teaching Implications and Suggestions for further research beyond the limits of the study.

CHAPTER 2 REVIEW OF LITERATURE

AND THEORETICAL BACKGROUND

2.1 A REVIEW OF PREVIOUS STUDIES

Language borrowing has so far attracted much attention of linguists. As “the father of modern linguistics”, Saussure (1919) clearly pointed out the existence of language “intercourse” and language importation in his linguistic lectures. David Crystal (1997), Tom Mc Authur (2000), Charles Barber (1992) have mentioned about the borrowings from English of many countries all over the world including the South East nations. In Vietnam, previous works on lexical importation mainly focus on historical, etymological and phonetic descriptions of language borrowing from Chinese, French and English in general such as Nguyen Kim Than, Nguyen Trong Bau, Nguyen Van Tu (1981), Hoang Tue (2001), Nguyen Thien Giap (2008), Tran Thanh Ai (2009). Especially, Nguyen Van Khang (2006) provided the first systematic research of this type. He discussed the history of word borrowing into Vietnamese, the issues of language planning concerning the adaptation and the use of loanwords. He also gave one chapter to touch upon phonetic, semantic and morphological adjustments of Elws. In the author’s other book (2003), he examined the issues of language planning and language standardization regarding new terminology borrowed from foreign languages.

Study has also been made in certain limited aspect such as in commercial advertising by Nguyen Thi Hoai Hanh (2009) in her mater thesis entitled “*An Investigation into English Borrowed word Used in Vietnamese Television Advertisements*”.

2.2 THEORETICAL BACKGROUND

2.2.1 Borrowing Theory

2.2.1.1 Definition of Loanwords or Borrowed Words

According Howard Jackson and Etienne Ze' Amvela [33] when speakers imitate a word from a foreign language and, at least partly, adapt it in sound or grammar to their native language, the process is called "*borrowing*", and the word thus borrowed is called a "*loanword*" or "*borrowing*". Crystal [22] defined "*borrowing*" as the introduction of word or other linguistic feature from one language to another. Vocabulary borrowings are known as "*loanwords*". "*Loanwords*" therefore viewed as "*filling a semantic or stylistic gap not occupied by a native word*".

In dictionary "*borrowing*" is defined as "*a word or phrase which has been taken from one language and used in another language*". When a single word is borrowed, it is called a "*loan word*". (*Longman Dictionary of Language Teaching & Applied Linguistics*)

2.2.1.2 Loanword, Code Switching and Code Mixing

a. Code Switching and Loanword

Nguyen Van Khang [9, p.43] states that in bilingual societies, there exist some words used as code switching. When these words are used repeatedly and in a long time they become loanwords. Therefore, we can say that code switching and loanword are two stages of a continuous process. However, the phenomenon of code switching only happens among bilingual or multilingual speakers and it is completely not the case of loanword. Moreover, loanword often undergoes the process of integration (assimilation) while code switching has tendency to keep the standard of each language.

b. Code Mixing and Loanword

Code mixing refers to a speaker's/ writers' switches from one language or variety of language in communication. It normally occurs in places where two languages are in contact with each other. According to Nguyen Van Khang [9, p.44] the difference between code mixing and loanword lies in the point that loanword is a linguistic phenomenon taking place in monolingual languages while code mixing is a common linguistic phenomenon in bilingual societies. Before one expression has become widely accepted, they are kinds of mixed-coded; after they are recognized and admitted into the standard vocabulary, they are loanwords. So it can be said that code mixing lays the stones for foreign words to become loanwords.

Indeed, code-mixing and code-switching should be seen as normal and powerful communicative features of informal bilingual interactions. Code mixing and code switching belong to language communicative strategies while loanword belongs to lexical development.

2.2.1.3 The Channels of Borrowing

The channels of borrowing from one language to another can be traced back to the ancient times due to the development of trade especially slave trade among countries. In modern times, the direct contact between different language countries makes it possible for borrowing take place by translating. Nowadays, loanwords multiply in an unprecedented scale as a result of all dimensional contact between the two languages: political, economic, cultural, scientific, and social exchange; public media, especially the internet; immigration and the existence of bilingual areas.

2.2.1.4 The Reasons for Borrowing

One of the initial reasons for borrowing is when one language

has a semantic gap in its lexicon and needs to borrow a term to express the necessary ideas or concepts. Weinreich [55, p.56- 61] lists a number of specific reasons for borrowing and emphasizes that borrowing is a result of language contact and thus a result of culture contact. Fishman, J.A., Cooper, L. R., and Conrad, A.W. [25, p.80-82] list domains of contact including urbanization, economy, education, religion, and politics as the reasons for borrowing. Hockett [29] identifies prestige as one of the reasons for borrowing and it is often involved in situations where one language is thought by its speakers to have more prestige than other.

2.2.1.5 The Classification of Loanwords

Tracing to the etymology of language Fromkin, V., Rodman, R., Collins, P., Blair, D. [26, p. 296-299] suggest the division of loanwords into direct and indirect borrowing whereas Bloomfield [19, p.488] proposes a classification of loanword into dialect borrowing and cultural borrowing. Trask [51] divides loanwords into straightforward borrowing, calque and hybrid. Vietnamese scholar Nguyen Thien Giap [4, p.310-314] classifies loanwords into six groups: aliens, denizens, translation-loans, semantic borrowings, hybrid and loan abbreviation.

2.2.2 The Linguistic Characteristics of Loanwords

2.2.2.1 The Phonetic Features of Loanwords

Loanwords are usually assimilated to the phonetic sound classes and the phonological patterns of the borrowing languages, with the original consonants and vowels being replaced by consonants and vowels as close to them as possible.

2.2.2.2 The Grammatical Features of Loanwords

When a large number of words of one grammatical class are taken from a single source language, grammatical inflections may be

borrowed as well. However, it should be noted that this does not necessarily mean grammatical rules of the donor language are taken in without discrimination. In most cases, this extension is only limited to morphological phase; the borrowing language normally resists grammatical rules of other languages and tries to assimilate them.

2.2.2.3 The Semantic Features of Loanwords

There has been a trend to distinguish between three kinds of semantic change after a loanword came into use in a country. The first is semantic narrowing, that is to retain only a part of the original meaning and discard the other meanings of loanword. The second kind is semantic broadening or semantic extension in which the original meaning of the loanword is extended after it enters the borrowing language and the third is the kind which acquires some new senses or meanings.

2.2.3 Newspaper Theory

2.2.3.1 Newspaper Styles

2.2.3.2 Functions of Newspapers

CHAPTER 3

METHODS AND PROCEDURES

3.1 RESEARCH METHODOLOGY

Descriptive method is supposed to be the main method for my thesis. It is phonetic, grammatical, semantic, as well as sociolinguistic oriented. This is a combination of qualitative and quantitative methods. A small survey with 5 questions is also conducted to analyze the attitudes of readers towards the using of Elws in Vietnamese newspapers published in the 2000s.

3.2 RESEARCH PROCEDURES

- Discussing the social and cultural factors influencing Elws in Vietnamese newspapers published in the 2000s.

- Collecting samples in selected newspapers and the contexts for their appearance to determine the grammatical as well as the semantic features of these Elws.

- Classifying the corpus data according to the approach by which they are adapted into Vietnamese and according to the semantic fields.

- Making tables and calculating the frequency of occurrence to decide which kind of newspapers and which semantic field imports more Elws.

- Describing qualitatively and quantitatively the phonetic, grammatical, and semantic features of Elws in Vietnamese newspapers published in the 2000s.

- Studying the effects of using Elws in Vietnamese newspapers published in the 2000s.

- Conducting a survey to analyze the attitudes of readers towards the appearance of Elws in Vietnamese newspapers published in the 2000s.

- Finding out some problematic situations in foreign language teaching and leaning as well as putting forwards some suggestions for the problem.

3.3 DESCRIPTION OF THE SAMPLE

For the purpose of this study, a corpus of 426 Elws extracted randomly from 35 articles in 7 kinds of newspaper published from January 2000 to November 2010 was compiled.

As one method of gathering my own data for this project, I created a survey that asked native Vietnamese readers to comment about their feelings and attitudes towards the use of Elws in

Vietnamese newspapers. The survey was distributed in Danang City with three different target groups according to their age: 16-25, 26-35 and 36-55. I decided to use 100 participants from each group with an equal number of male and female ones. Five questions were presented and the results of the different age groups were compared.

3.4 DATA COLLECTION

Primary data for this research, of course, were extracted from seven major newspapers : “*The Nhan Dan*”, “*The Thanh Nien Cuoi Tuan*”, “*The Sinh Vien Viet Nam*”, “*The Gioi Tin Hoc*”, “*The Quan Doi Nhan Dan*”, “*The Suc Khoe Va Doi Song*” and “*The Thoi Bao Kinh Te Sai Gon*”. I have chosen these kinds of newspaper because they are so far the most popular newspapers in Vietnam and each kind of newspaper presents different aspect in economic, social and political life of Vietnam.

3.5 DATA ANALYSIS

Data are analyzed on the basis of the knowledge of: Phonetics, Morphology, Semantic and Socio-linguistics.

Phonetically, all the data were classified whether they were fully- assimilated or partly- assimilated. If the loanwords fell into the latter group, they were then examined by what ways they are adjusted: replacement, epenthesis, or deletion.

Grammatically, as Vietnamese people have the way to use English words as building blocks for constructing their own words, collected data in this case were analyzed according to word formation such as compounding, acronym, clipping, hybridization or change of grammatical function of word class. The classification of the data into word class was carried out and the percentage of each category was also calculated.

Semantically, the classification was done on the basis of the semantic fields such as technology, people/feelings and emotions, entertainment,... All the extracted data were also checked both their English origin meaning and Vietnamese one to find out the processes of semantic development when these Elws used by Vietnamese journalists such as semantic reduction, semantic narrowing, semantic broadening or semantic change.

The statistical tables were set up to show the frequency of Elws in different kinds of newspaper as well as in different semantic fields. Some explanations about socio-political factors affecting these frequencies were also presented.

Finally, a small survey with 5 questions was conducted to examine the attitudes of Vietnamese readers towards the Elws used by Vietnamese journalists in recent ten years. The results of the survey were described in bar chart and the different results in different age groups in the survey were compared and explained.

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1 THE SOCIAL - CULTURAL BACKGROUND OF ELWS USED IN VIETNAMESE NEWSPAPERS PUBLISHED IN THE 2000s

4.1.1 English as a Global Language: The Vietnamese Context

It cannot be denied that English is now the international language which is officially spoken in the international political, academic and community meeting. In order to keep pace with the social- political- commercial development current of the world, the desire to know international language has always urged among countries. Today English is the official language of 53 countries and

it is taught as a foreign language world-wide, sometimes as the main second language. The Vietnamese language contact with the English language has always had educational, economic, social, political and information technology motivations.

As early in 1968 and 1972, The Prime Minister promulgated instruction No 43/TTg, 11 /04/ 1968 and resolution No 251/ TTg, 07/09/1972 on the issue of innovation the teaching and learning foreign language in secondary schools, vocational centers, universities as well as the scientific, technological and economic staff. The role of English has also been quoted clearly in the term No. 23 and No. 24 of educational policy. In the school year 2010 - 2011, the instruction of English begins even at the primary school level in big cities such as Can Tho, Da Nang, Ha Noi, Ho Chi Minh and Hai Phong. Recently, many Vietnamese universities began to require that all university students, regardless of majors, must pass with a score of at least 450-500 in TOEFL or IELTS in order to receive their Bachelor's degree. The implementation of open door policy to the world (1986) has brought about significant changes in Vietnamese economy, politics and society. However, the real outbreak of English words in Vietnam happened in the later half of the 1900s (20th century) when "Innovation- Opening- Integration" policy was fully aware of and came into effect. The fact that Vietnam became the member of ASIAN and WTO offers Vietnamese more opportunities to contact with English language. The spread of American pop culture in Vietnam from International cables, internet, English newspapers, magazines, MTV... is also one of the main channels importing Elws. With the influence of electronic items and openings for new fields in the media and IT, there seem to be less resistance even by the purists to prevent the flow of loan words with little or no change to the original English terms.

However, because of the national consciousness and cultural identities, Elws in Vietnam have been assimilated according to the Vietnamese language system. This makes English origin words seem more “Vietnamese”. Therefore, besides the common characteristics of an English variety, English used by Vietnamese has their own distinctive socio- linguistic features.

4.1.2 Reasons for the Use of Elws in Vietnamese Newspapers Published in the 2000s

4.1.2.1 Modern Social Development

4.1.2.2 Creating a Modern, Sophisticated and Exotic Atmosphere

4.1.2.3 Euphemisms

4.1.2.4 Varying the Vocabulary

4.1.2.5 Flexibility in Use

4.1.2.6 Appropriate Collocations

4.1.2.7 Length of Word

4.1.2.8 Adequacy

4.2 THE CLASSIFICATION OF ELWS FREQUENTLY USED IN VIETNAMESE NEWSPAPERS PUBLISHED IN THE 2000S

Table 4.1: Relative Frequency of Elws Used in Vietnamese Newspapers Published in the 2000s According to Borrowing Method

Method of borrowing	Occurrence	Percentage
Alien	221	52%
Abbreviation	98	23 %
Denizen	47	11 %
Translation loans	30	7 %
Hybrid	21	5 %
Loan shift	9	2 %
Total	426	100 %

4.3 THE LINGUISTIC CHARACTERISTICS OF ELWS USED IN VIETNAMESE NEWSPAPERS PUBLISHED IN THE 2000S

4.3.1 The Phonetic Features of Elws Used in Vietnamese Newspapers Published in the 2000s

4.3.1.1 The Overall View on the Phonetic Assimilation of Elws

4.3.1.2 The General Phonetic Adjustment Strategies in Elws Adaptation

a. Replacement

Some English consonants and vowels do not fit the phonological criteria of the Vietnamese language. Therefore, they are often substituted with corresponding segments. For examples:

/k/ → /s/: chocolate [ˈtʃɒkəlɪt] → [sokola]

/ʃ/ → /s/: show [ʃəʊ] → [səʊ]

/ai/ → /i/: valentine [ˈvæləntaɪn] → [valentɪn]

b. Vowel epenthesis

Vowel epenthesis to adjust English source words in Vietnamese loanword adaptation can occur in two main positions: word-initial and word-medial in the word. For examples: *scandal*: xì-căng - đăn [sɪ kəŋ a n]; *stop*: xì- tốp [sɪt p] / sò- tốp [sə t p]; *refresh*: rì- phờ-rếch [ri fə ec]; *gangster*: găng- sò- tơ [aŋ ə t ə]..

However, this rule, which shows the flexibility and ability of Vietnamese to cope with foreign words, does not apply to Elws recently. The tendency to keep the initial consonant cluster untouched is put in common usage such as *bl* in *blóc* [bl k], *br* in *brếch đăn* [brɛk aŋ], *cr* in *crây- di* [crɛj i], *cl* in *clác- síc* [clak ik], *dr* in *đrim* [drɪm], *fr* in *phri* [f ri], *gr* in *grao* [gra], *pl* in

plây [pla], *sk* in *scan* [sken], *sl* in *slai* [sla]. When this happens, these consonant clusters are regarded as a foreign feature.

c. Deletion

Deletion of consonants usually occurs in three main ways, mostly in the word-final to avoid final obstruents and rarely in the word- initial and word-medial positions. For examples:

block [blɔk] → *lóc* [lɔk]: the initial sound [b] is deleted

lipsync [lɪpsɪŋk] → *líp- síc* [lɪpsɪk]: the word- medial sound [ŋ] is deleted

half-life [hɔlf laɪf] → *háp- lai* [haplai]: the final sound [f] is deleted.

4.3.2 The Grammatical Features of Elws Used in Vietnamese Newspapers Published in the 2000s

4.3.2.1 Word Formation

a. Abbreviation and Acronym

Vietnamese language has some English-formed acronyms which are unfamiliar to native English speakers because those words do not have true English equivalents such as: *Viettel* (*Vietnam Telephone*), *EVN* (*Vietnam Electricity*), *V- teen* (*Vietnamese teenager*), *V- biz* (*Vietnamese showbiz*), *K- film* (*Korean film*), *pro 5* (*profile*), *4 mat* (*format*)...

b. Compounding

Two or more loanwords are sometimes combined to create new lexical items that do not exist in English such as: *crây- di phen* (*crazy fan*), *đrim boy* (*dream boy*), *hép- pi ênh* (*happy end*), *hót boy* (*hot boy*), *phót đây* (*first day*), *phót kít* (*first kiss*)...

c. Clipping

In order to save time when speaking, many Elws have been shortened usually leaving the morphemes that are most semantically

important to the word. Usually it involves back- clipping, front-clipping also occurs, though this is less frequent. For examples: *professional* → *pro*; *lesbian* → *les*; *delete* → *del*; *internet* → *net*; *e-mail* → *mail* ...

d. Hybridization

These terms can be defined as loan blend; blending or another form of compounding. They involve combining English words with Vietnamese words. This case also entails conversion the position of word elements. For examples: *sân tennis*, *tiệm neo*, *quần legging*...

e. Change of Grammatical Function of Word Class

There exist some English words that change their grammatical function when they are used by Vietnamese people. For example, in English the word “*teen*” is a noun indicating “*the young people aged from 13-19*”. In Vietnamese the word “*teen*” can be used as a noun (13), an adjective (14) and also a verb (15) in terms of their grammatical function.

(13) *Thuê các sao làm quảng cáo, Pepsi đã đánh trúng thị hiếu tuổi teen.* [B1, p.7]

(14) *Trông các anh chị còn rất teen.* [B2, p.18]

(15) *Teen hóa các anh chị sắp thành cử nhân.* [B5, p.22]

4.3.2.2 The Distribution of Elws with Respect to Grammatical Categories

Table 4.2: Relative Frequency of Grammatical Categories of Elws in Vietnamese Newspapers Published in the 2000s

Word Class	Noun	Verb	Adjective	Preposition
Occurrence	367	30	26	3
Percentage	86.2 %	7 %	6.1%	0.7 %

Most the cited loans are free morphemes and little evidence was found of Vietnamese morphology borrowed from English. Two examples suggested in this case that the placement of “- hóa” (“-ism” or “-ization”) at the end of words such as: toàn cầu hóa (*globalization*), công nghiệp hóa (*industrialization*), hiện đại hóa (*modernization*), and thương mại hóa (*commercialization*) and the placement of “- chống” (*anti*) at the beginning of the words such as chống thuốc (*anti drug*) or fan đối nghịch (*anti fan*). This is the evidence that when contacting with English, Vietnamese people have altered the grammar of English morphology. “*Anti*” and “*ism*” or “*ization*” are bound morpheme in English but Vietnamese uses them as a verb. For example:

(26) “*Những nhân hút thuốc luôn có sức đề kháng kém hơn nhiều so với những ai là anti điều thuốc*”. [B3, p.43]

Borrowed nouns occupy the same sentence location as native nouns and a few of them are subject to the plural inflections in some newspapers aim to the youth such as *The Sinh Vien Viet Nam*. Vietnamese has no inflection, so this fact has arguable not been thoroughly tested. For example:

(27) *Phần audio chỉ gồm 5 ca khúc- một con số ít so với album Vpop nhưng Vepro team thì tự tin 5 ca khúc hits là đủ*.

[B5, p.10]

4.3.3 The Semantic Features of Elws Used in Vietnamese Newspapers Published in the 2000s

4.3.3.1 The Classification According to the Semantic Fields

Table 4.3: Relative Frequency of Semantic Categories of Elws Used in Vietnamese Newspapers Published in the 2000s

Semantic Field	Occurrence	Percentage
Technology	143	33. 6%

People/ Emotions	91	21. 4 %
Entertainment	76	17.8 %
Economy	52	12.2 %
Fashion	17	4 %
Food	12	2. 8 %
Education	11	2. 6 %
Substances/ Materials	11	2.6 %
Medicine	7	1.6 %
Politics	6	1.4 %
Total	426	100 %

Table 4.4: The Percentage of Elws Used in Different Kinds of Vietnamese Newspaper Published in the 2000s

Kind of Newspaper	The Sinh Vien Viet Nam	The Gioi Tin Hoc	The Thanh Nien Cuoai Tuan	The Thoi Bao Kinh Te Sai Gon	The Nhan Dan	The Suc Khoe Va Doi Song	The Quan Doi Nhan Dan
Percentage	1.96%	1.87%	1.82%	1.31%	0.47%	0.43%	0.30%

With regards to the extent of English in different newspapers, it was found that *The Sinh Vien Viet Nam* with 1.96% has the highest frequency of English borrowings, while *The Quan Doi Nhan Dan* with 0.30% has the lowest. A possible explanation behind this pattern suggests that the frequency of Elws in the seven newspapers is related to the objectives and the target audiences of each newspaper. The entertainment function of *The Thanh Nien Cuoai Tuan* and *The Sinh Vien Viet Nam* are more than those of the other newspapers, so it

is very focused on using eye-catching language and using Elws is one way of achieving that goal. Moreover, with the target audience is the youngster, these two newspapers employ more Elws than those which serve for the older readers like *The Nhan Dan* and *The Quan Doi Nhan Dan*.

4.3.3.2 The Processes of Semantic Development

Table 4.5: Relative Frequency of Elws with Respect to the Processes of Semantic Development

Semantic Features		Occurrence	Percentage
No Change in Semantic Features		208	48.8 %
Processes of Semantic Development	<i>Semantic Reduction</i>	161	37.8 %
	<i>Semantic Transfer</i>	46	10.8 %
	<i>Semantic Extending</i>	9	2.1 %
	<i>Semantic Narrowing</i>	2	0.5%
Total		426	100%

4.4 THE SOCIO_CULTURAL EFFECTS OF USING ELWS IN VIETNAMESE NEWSPAPERS PUBLISHED IN THE 2000S

4.4.1 The Controversial Views about the Effects of Using Elws in Vietnamese Newspapers Published in the 2000s

The cry among the “purists” is that the Vietnamese newspapers recently have been too inundated with English words. When many English words enter a particular language, no doubt it will cause dissatisfaction among certain groups of people and “poison” the language because they are contrary to the spirit of the Vietnamese language and suggest that Vietnamese people should have respect for their own languages and resist the outbreak of European languages.

Those with the opposing views, on the other hand, consider English as part of the local literary and linguistic traditions. To them,

using loanwords does not decay or upgrading the native language as it has been; rather, it is a sign of linguistic innovation. With the Vietnamese journalists, some English concepts are difficult to translate into or express in Vietnam. Either the concepts do not have Vietnamese equivalents or it would mean a cumbersome task of paraphrasing the meaning of the word into Vietnam. The argument by the “non- purists” earlier was on the importance of Elws to convey information in specialized areas and to fill “gaps”.

Whether the argument between “purist” and “non-purist” comes to the end or not, at present we cannot deny that English has much more influence and power in Vietnamese socio-political and cultural life. In Vietnam newspapers currently, many Elws are used even though there are Vietnamese equivalents as evidences have shown because in certain context the English alternative is believed to be more effective in conveying messages. Therefore, should a language be kept pure at the expense of effective communication? Or if “Englishization” entails “modernization”, should a language be modernized at the expense of its identity? With these questions in mind, the researcher will observe ways in which the Elws have facilitated communicating messages in Vietnam, the reflection of Elws in Vietnam social-political development and ways in which it has interfered with the language.

4.4.2 The Attitudes of Vietnamese People towards the Use of Elws in Vietnamese Newspapers Published in the 2000s

The survey asking native Vietnamese readers to comment about their feelings and attitudes towards the use of Elws in Vietnamese newspapers has been described in chart and analyzed according to different age groups. From the results collected from

five questions in the survey we can conclude the main attitudes of Vietnamese newspaper readers with the following main points:

- First, the ability to understand Elws in Vietnamese newspapers varies enormously in different age group, which leads to the different ideas about the amount of Elws used in Vietnamese newspapers.

- Second, although the majority of the participants recognize the global nature of the English language and the trend to use Elws, most of the respondents (16% of the first group, 22% of the second group and 30% of the third group) state that Elws are used in order to provoke admiration and prestige of Western style.

- Third, the use of Elws by Vietnamese journalists is not always accepted positively, and the majority of the respondents in the present study express their negative attitude towards Elws by proposing that they should be reduced or stopped completely. The older generation in particular appears to prefer the latter.

- Finally, most of the respondents realize and admit the influence of Elws used in Vietnamese newspapers on the lexicon of the public and this may lead to changes in the Vietnamese language. Although not all respondents agree, some express their concern about the future of Vietnamese and the fact that it is under threat by the use of foreign lexical items.

CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1 CONCLUSION

The preceding study has mainly discussed the language borrowing activities of Vietnamese newspapers from English under socio - linguistic perspective. In this thesis, the socio-cultural

background for the appearance of Elws in Vietnamese newspapers in recent ten years is discussed based on the socio-political and cultural changes of Vietnam in the 2000s. The reasons for the use of Elws in Vietnamese newspapers are also clarified socially and linguistically. The classification of Elws in Vietnamese newspapers according to methods of borrowing is clearly shown by selected examples and expressed in table on the basis of their frequency.

In terms of the linguistic characteristics of these Elws, there are considerate issues that have been paid much attention: Phonetically, general adaptation principles including replacement, vowel epenthesis and consonant deletion are drawn and exemplified; Grammatically, the percentage of Elws with respect to their part of speech is calculated as well as the word formation based on these Elws has been given out; Semantically, the classification according to the semantic fields is done and shown in table according to their frequent use and the processes of semantic development have been discussed with appropriate examples to clarify. Linguistically, when importing to Vietnam, Elws normally undergo a process of being assimilated so that they can become the permanent members of the borrowing language family. The assimilation degree of different loanwords varies from one to another, and the vitality also differs.

The final part to be discussed in this study is the controversial views about the effects of using Elws in Vietnamese newspapers published in the 2000s and the attitudes of Vietnamese readers towards Elws in newspapers.

As a matter of fact, although the direction and scale are different from time to time, language borrowing is prevalent around the world and the Vietnamese language is not the exception. In recent ten years, more and more Elws get established in our native languages, which is the linguistic phenomenon taking place all the

time everywhere. But along with the rapid process of integrating languages together, we – Vietnamese people should keep alert about the non-standard use of language borrowing and advocate the good use of language borrowing, bringing about the purity of our language as well as the prosperity of our native language and culture.

5.2 IMPLICATIONS FOR ENGLISH LANGUAGE TEACHING AND LEARNING

5.2.1 Problematic Situation in English Language Teaching and Learning

In the process of social contact and exchange, Vietnamese inevitably imports a huge number of lexical items from English language. As an integral part of sociolinguistics, the vitality of Elws used by Vietnamese people is not stable. They always change along with the change of Vietnamese cultural - socio - political background. Therefore, in reality, learning to use Elws seems to be a difficult task for Vietnamese learners of English.

5.2.2 Suggestions for English Language Teaching and Learning

In order to understand and use Elws correctly and responsibly, Vietnamese readers should first equip themselves with a well- round knowledge of cultural, political, social and especially national identity aspect. As an active part of country's development, not only students but also language teachers should grasp the Elws in Vietnam to meet the time's need. However, in teaching academically teachers had better avoid teaching Elws to their students. Instead, they should encourage them to use Vietnamese language as much as possible and remind Vietnamese language learners not to ignore the importance of Vietnamese culture or language when learning foreign languages and

to set up positive attitude towards both national and international cultural products.

5.2.3 Suggestions for Vietnamese Linguists

- Creating new native Vietnamese words to reflect the global terminologies or new terms written in English.
- Orientating the public to choose the more necessary Elws to use.

5.3 LIMITATION OF THE STUDY

Language borrowing normally brings about many consequences; it not only has some influences on the borrowing language itself, but also leads to pidginization, creolization, bilingualism and multilingualism. Due to the limitation of the length, this study fails to cover all these aspects. I also exclude the discussion of syntactic borrowing since it does not frequently occur between many languages.

5.4 SUGGESTIONS FOR FURTHER RESEARCHES

For further research, it might be beneficial to consider English influences on Vietnamese morphology and syntax, in addition to influences on vocabulary. Further research would also benefit from detailed investigating the process of phonetic assimilation of Elws in Vietnamese language system.

My research paper has brought to light some of the sociolinguistic issues revolving around the use of Elws in Vietnamese newspapers and calls for a broader investigation of the ideologies that Vietnamese speakers have of English and of Western society in general.