

# Awareness Raising of English Loanwords in Japanese

Mark Holst

## 1 Introduction

Everyday Japanese contains many instances of English sounding loanwords, which are transcribed in written Japanese in the katakana syllabary. This paper attempts to discover students awareness of how well the loanwords relate to the original word in English or not. The ability to distinguish between English words, Japanese English words and 'wrong English' is no hindrance to Japanese learners of English in their monolingual classroom, as they can insert these loanwords into their conversations in the sure knowledge that they will be understood, whatever its original native English usage. However, these matters become extremely relevant when students have to converse with English speakers who have no knowledge of Japanese (native and non-Japanese speaking non-native speakers of English). 'bodikon', 'mansion' or even 'orthodox' (= old-fashioned, simple, style) are unlikely to be understood in the intended way by non-Japanese speakers, although they may commonly conceived to be.

### Aims of the research

This paper is a preliminary study based on English loanwords collected by Japanese University students over the summer of 1999.

At first, I was interested in seeing how aware students were of the kind of English that frequently appears in Japanese society. We can find it in advertising ("*For beautiful human life*" - Kanebo TV commercial), or '*I'm wishing your heart*' - religious poster at a railway station), on photo albums ("*Children has wonderful dreams, with pleasant smile.*" - Nakabayashi corporation), on food packets ("*Deliciousness is in full bloom*"), on buildings ("*Ruins*" - the name of a new apartment block in Kyoto), on items of clothing and in countless other situations. As it is so widespread, I wondered about the effect (if any) it was having on the English of the students I teach. How aware are the students of this kind of English? Can they distinguish between it and the 'correct' English they learn at school? How about the words and expressions of English origin they hear and use in everyday life: do they make any judgements about its appropriateness or accuracy?

Gradually, I started to focus on English loanwords in Japanese, and decided to get two of my classes to do some research on this matter during the summer vacation. Specifically,

I hoped to achieve the following goals:

- to find out how well the students could classify katakana expressions, - their awareness of what was good English or not
- to make them understand something of the process of loanwords coming into Japanese, and how the words were modified or how their meaning changed.
- to encourage them to check if a word is Standard English or not by consulting appropriate reference sources.

Section 2 of this paper is a brief review of the nature of loanwords, in particular, some features of *English loanwords in Japanese*. Section 3 describes what the students were asked to do and how I collated the data they collected. Section 4 is a discussion of the data, and Section 5 assesses the success of this project.

## 2 Loanwords

### 2.1 What exactly is a loanword?

Before looking at the nature of English loanwords in Japanese let us first clarify what we mean by the term itself. Crystal defines a loan as ‘a linguistic unit which has come to be used in a language or dialect other than the one in which it originated.’ In loanwords ‘both form and meaning are borrowed or ‘assimilated’ with some adaptation to the phonological system of the new language’ (Crystal 1997: 227). Bearing this in mind, a quick look at a modern dictionary of English would immediately make clear how important loans are. Quite apart from the vast number of English words of Latin, Greek and French origin, there are plenty of examples of more recent loans from languages such as Hindi (*bungalow*), Arabic (*shifty*) or Russian (*shaman*). Even Japanese itself has contributed a number of now well established loanwords, such as *karate*, *futon*, *kimono*, *karaoke*, and even *salaryman*, a modified loan that has come back into English with its Japanese meaning.

There are various reasons why a word might be borrowed from one language into another. For example:

- **prestige** - when one society looks up to another society and borrows words from it to rise up to the same level. We can see this with Japanese borrowings from Chinese, (Kaiser 1998: 12-13), and with the incorporation of Latin into English during the early Middle Ages (Baugh & Cable 1978: 84-85).
- **fashion/sophistication** - When one group or clique in a society tries to create an identity itself by using loanwords in place of native words.
- **simplicity** - there is no specific term in the language for a concept and it would take a circumlocution to express it. We can see this quite clearly with culturally specific words such as *samurai*, *sushi* and *kimono* from Japanese into English or *hamburger*, *apple pie* and *tuxedo* from English into Japanese.
- **technological innovation** - its easier to use the original name for a thing that has just been

invented than try to make a compound term from existing words in the language (e.g. *home page*, *digital camera*, *internet*). With more efficient communication networks, new words describing new inventions are also likely to be seen directly by the population as a whole rather than being filtered through the media, government, academia, etc, so they are more likely to be fixed in the language in their original form. (This is not always the case, of course, since we have 携帯電話 (*keitai denwa*) in Japanese but *mobile phone* in English, for an invention that has only really become commonplace anywhere in the world in the last decade or so.)

- **business** - for example, when a company uses a foreign word in an advertising campaign to create a particular image for a product and the word becomes established in the language as a whole.

In addition to these, we could list many other factors, such as politics, internationalisation, the influence of celebrities and the media, and so on. Loanwords are clearly a normal part of language development and with ever more efficient communication networks around the globe, the cross-pollination of words from one language to another is bound to increase even faster.

Words in any language vary regarding life span and how widely they are used and understood. So, when deciding whether a word should be included in a dictionary of current language, lexicographers are particularly concerned with its frequency of usage, including how long the word has been in use, how recently the word has been used, and in what circumstances it has been used. With the vast amounts of written and spoken data now stored in language corpora, this information is readily available. So, given a corpus based on an appropriate range of texts, dictionaries can be more accurate, more up to date, and they can be more targeted towards specific discourse groups (general dictionaries of current language, dictionaries of idioms, crossword dictionaries, rhyming dictionaries, and so on).

In this respect, loanwords are no different from any other word used in the language, but there is the added question of deciding at what stage the word ceases to be 'foreign'. Collins Concise Dictionary has a systematic approach to this matter. Let us consider how it deals with words of French origin. *Aperçu* and *en suite* are both headwords in the dictionary, written in italics and labelled as French, whereas *entente*, which is also labelled as French, is unitalicised. Meanwhile, the headword *denouement* (unitalicised) is not labelled as French, but the dictionary does include an alternative spelling (*dénouement*) which is labelled as French. Finally, *naive* (also *naïve* or *naïf*) or *naivety* (also *naïveté* or *naïvete*), are neither italicised nor labelled as French, though the etymological notes show them to have come into English from French. This would lead us to suppose that the words are no longer perceived as 'foreign' and are now 'real English' words. In short, for Collins the degree to which a loanword is established in English is as follows:

- italicised headword labelled as a foreign word (least established);

- unitalicised headword labelled as a foreign word;
- unitalicised anglicised headword with the original foreign form with differences in spelling or diacritics;
- unitalicised entries (**most established**).

The scale itself is clear, but deciding which loans fit which category is much more problematic. Unfortunately, in the preface to the dictionary, Collins does not discuss their system or their method of categorising loanwords: the above schema is an extrapolation of their evidence.

## 2.2 English Loanwords in Japanese

Kaiser points out that proportionately, ‘Western-Japanese’ words account for slightly less than 3% of words used in Japanese<sup>1</sup>, compared to 53% from Native-Japanese, and 41.3% from Sino-Japanese (Kaiser 1998: 5). Some Japanese words of English origin (such as サラリーマン or マンション) are very common in everyday speech, whereas technical words and words relating to specialist sports or other interests are only common in smaller discourse groups. For example:

### physics

インピーダンス *impedance*, フォーノン *phonon* or コーヒーラント *coherent*

### medicine

リハビリテーション *rehabilitation*, カテーテル *catheter*, アドレナリン *adrenaline*

### baseball

デッドボール *dead ball*, セーフテイバント *drag bunt*, ナイター *night game*

### pop music

アーティストトーク *artist talk*, ライブ *pop concert*

So, there is a problem in deciding how well loanwords have been integrated into the language: whether they are part of an idiolect, a larger discourse group, or whether they are common currency in the language as a whole. Most of the students’ examples were clearly in common usage, as evidenced by their appearance in standard Japanese monolingual dictionaries.

Non-Chinese loanwords in Japanese (principally from English and other Western European languages) are treated in different ways, and they have a number of distinct features. Sometimes, there is no significant change in meaning or form from the original English word (e.g. コンピューター *computer*). In other cases a loanword’s meaning changes when it emerges in Japanese - it becomes a ‘false friend’ (e.g. スマート *smart* = slim, フロント *front* = hotel reception desk). Another common pattern is when a new phrase is made

---

<sup>1</sup> The proportion of Western Japanese lexical items in a Japanese dictionary may well be higher than this — this figure represents English loanwords as a proportion of all words used in written texts.

using two or more English loanwords, having a meaning that is unlikely to be understood by non-Japanese speakers (e.g. ゴールデンタイム *golden time* = peak viewing time). Many English loanwords are also shortened or 'clipped' in order to fit the Japanese phonetic system, making them sound very different from the original English (e.g. ワイッシャーヅ *waishaat-su* = white shirt). Finally, there are many commonly used loanwords which are not of English origin, but which are commonly assumed to be (アンケート *enquête*, レントゲン *rentogen*, アルバイト *arbeit*).

Webb in *Katakana Eigo No Misu (KEM)*, categorises English loanwords in Japanese as follows:

1. Japanese English - words of English origin which have been transformed into new compounds or phrases that do not exist in English.
2. False friends - English words that have a different meaning and use in Japanese
3. Katakana words seldom used in daily conversation by native speakers of English.
4. Non-English Katakana words & names
5. British-derived katakana words that are not used by Americans
6. Katakana words where the meaning and pronunciation is quite different from the original.
7. Katakana words where the beginning or middle section is omitted from the original.
8. Other katakana words that won't be understood in English.

Webb 1988: iv (my paraphrase from original Japanese)

I follow this system when analysing the students' data in sections 3 and 4 below.

One of the most interesting categories is 7, where a concept has been condensed into one word from two or more words in the original (e.g. *freeter* = freelance part-time worker on 'temp'). Kaiser argues that English loanwords are integrated along the same lines as Sino-Japanese loanwords, 'often ignoring the inflectional or derivational endings of the original expression:

smokED salmon	スモークサーモン	sunglassES	サングラス
fryING pan	フライパン	spellING	スペル

Kaiser 1998: 24

Later, he comments 'Western -Japanese tends to clip the non-compound items by leaving the initial part, but compound clipping goes a step further than English in that both parts are normally clipped, and both become arbitrary parts of the word form:

<i>building</i>	ビル (ヂング)
<i>compatible</i>	コンパテイ (ブル)
<i>illustration</i>	イラスト (レーション)
<i>multiple-choice</i>	マル (テーブル) チョイ (ス)
<i>hunger strike</i>	ハン (ガー) スト (ライク)

Kaiser p32

### 3 Research Method

#### 3.1 The Students

2 classes of second year students at Otaru University of Commerce (65 people) who had selected this communication skills class as one of their two compulsory English second year classes (other courses focussed on reading skills, listening skills, TOEFL exam preparation, English language media studies, English language movies and US culture studies).

#### 3.2 The research task

For their summer vacation task, the students were asked to listen and watch out for examples of English (katakana) words being used in spoken and written Japanese. They had to write down 10 of these words and some information about them (see Appendix A).

The most important part of their task was to classify the words they selected into one of the three following categories:

*Good English* signifying that the word/expression was being used in its Japanese context in the same way that a native English speaker would use it in English.

*Japanese English* signifying that the word/expression is not used in English in the way illustrated (i.e. there is a grammatical mistake, a usage mistake or a difference in transcription), but it was widely used in Japanese in this way. So, these are actually Japanese words that happen to have been loaned from English.

*Bad English* signifying that the word/expression is not used in English in the way illustrated (i.e. there is a grammatical mistake, a usage mistake or a difference in transcription), and the word is not established in Japanese. In other words it is a single, wrongly used instance of a word.

#### 3.3 Data analysis

After the vacation, we had a discussion in class about the words they had found, and the students handed in their homework for marking. I selected 20 of their books at random<sup>2</sup> and entered their words and data into a spreadsheet (Appendix B), under the following headers:

- the word itself in alphabetic script and in katakana, (where the student provides this information)
- the number of the student who presented it (identified as numbers 1~20)
- the meaning of the word
- whether it was spoken or written,
- how the student classified it,

---

<sup>2</sup> Time constraints prevented me from collating all the students' data. For the purposes of this paper, however, I feel confident there is sufficient data to assess the students' ability to categorise the loanwords.

- which category it corresponded to in '*Katakana Eigo no Misu*'
- whether the student could find the word in a monolingual Japanese dictionary
- whether the word appeared in '*Katakana Eigo no Misu*'
- whether the word appeared in the list of "Japanese False Friends" in the Cambridge International Dictionary of English.

Finally, after all the words were compiled into a list, I became particularly interested in those words that the students could not find in dictionaries. It seemed that these were possibly limited to particular discourse groups, or even to individual idiolects. I compiled a list of 32 of these words, and gave a copy of the list to each of the students<sup>3</sup> who had done the initial research (Appendix C). They were asked to mark whether they knew the word or not, and if they did, they were asked to write down a Japanese explanation of it.

## 4 Results

### 4.1 Range of data

In total, the 20 books generated 155 separate lexical entries. Some words were chosen by two or more students: 13 words appeared twice, 5 words appeared three times and 2 words appeared four times. Also, some students wrote less than 10 words - students 4,5,7 and 15 wrote 9 words; student 17 wrote 8 words; student 3 wrote 7 words; and student 16 wrote 5 words.

141 (91%) of the words were nouns or noun phrases, 7 were adjectives or adjectival phrases, 4 were verbs, 3 were adverbs and there was one complete clause ("hate tell a lie").

75 (48%) of the words were from speaking situations 72 (46%) of the words were from written sources, and 8 (5%) of the words were from both written and spoken sources.

### 4.2 Categorisation of loanwords

The students' categorisation of the words is compared with the KEM type that I assigned the words to. This is intended to reveal how accurate the students' linguistic intuitions are. It was clear when reading through their comments, that many of them had checked the words in a bilingual dictionary before deciding which category to place them in. Even so, they were not always accurate, as we can see in the table.

---

<sup>3</sup> On the day I carried out this survey 55 out of the original students attended class.

**Table 1** Words classified according to loanword type.

KEM Type	Student Classification						Total
	JE	NE	BE	JE/BE	BE/NE	JE/NE	
1	37 ( 49%)	10 ( 13%)	18 ( 24%)	9(12%)	2(2.5%)	0	76
9	2 ( 8%)	22 ( 88%)	0	0	0	1 ( 4%)	25
2	12 ( 52%)	5 ( 22%)	6 ( 26%)	0	0	0	23
7	10 ( 53%)	1 ( 5%)	2 ( 10%)	3(16%)	1(5%)	2(10%)	19
3	1 ( 50%)	0	0	0	0	1(50%)	2
4	2(100%)	0	0	0	0	0	2
5	1 ( 50%)	1 ( 50%)	0	0	0	0	2
12	0	2(100%)	0	0	0	0	2
10	0	0	2(100%)	0	0	0	2
8	1(100%)	0	0	0	0	0	1
11	1(100%)	0	0	0	0	0	1
6	0	0	0	0	0	0	0
Total	67 ( 43%)	41 ( 26%)	28 ( 18%)	12 ( 8%)	3(2%)	4(2.6%)	155

**KEM types**

- 1 Japanese English - a new word formed from 1 or more English words
- 2 False Friends - same word but different meanings
- 3 English words seldom used in daily conversation in English
- 4 Non-English loanwords confused as being English
- 5 Words used in either UK or US, but not both
- 6 Katakana word whose pronunciation is very different from the original
- 7 Shortenings
- 8 Other katakana words that will not be understood in English
- 9 Native English - no change in meaning from native English
- 10 Bad English - Ungrammatical/misspelling. Not established in Japanese
- 11 Japanese non-loanword
- 12 Other words and phrases unable to be classified on this schema

**Native English words**

19% of the words can be counted as native English (i.e. having the same meaning and usage in Japanese as they do in English): type 9 (25), type 3 (2) and type 5 (2). It is clear that the students had few problems recognising good English, since only 4 words (14%) were mistakenly classified as Japanese English.

**Japanese English words**

77% of the loanwords were different to the original English in meaning, form or usage: type 1 (76words), type 2 (23), type 7 (19) and type 8 (1). The students had trouble in deciding whether to categorise these words as Japanese English, Native English or bad English. Only 52% of the words were clearly labelled as JE, plus another 10% that were labelled as either JE or BE.

### Bad English

As I mentioned above, I was interested in drawing the students' attention to the kind of bad English often found at large in Japanese society. So the BE category was primarily intended to catch these cases. However, many of the times the students judged something as bad English, KEM and my own judgement reclassified it as Japanese English (category 1). The BE category becomes less meaningful, because when a word is uttered in a language in an everyday context, it just becomes part of the language, whatever its roots might be. So, ultimately this was not a very useful category, as nearly all the words selected had common currency in Japanese even when there was a usage/spelling 'mistake' as compared to the original English word.

### 4.3 Student comments on why the loanwords were used in Japanese

When setting the homework assignment for the students, I wanted to get them to think about why English words were being used instead of a Japanese equivalent. I'd given them some suggestions about how to explain the words, (see Appendix A) but I was pleased to see that they were also able to come up with their own original explanations.

By far the most common reason was that the English word gives a different feeling as compared to the Japanese equivalent. On the one hand, there are positive reasons for choosing the English word: it sounds 'more elegant' (*toilet*), 'more cool' (*body buil, diet, free size*), 'more luxurious' (*golden time*), 'more exciting', 'more individualistic', more mysterious' or 'it is 'soft and good quality' (*cotton puff*). So the loan is fulfilling a function that a Japanese word can not. Either the meaning of the word itself or the cultural connotations that English words in general might conjure up make it more preferable than a Japanese equivalent. It seems that foreign is more exotic and therefore 'better' and more sophisticated in some sense. In a similar fashion, a native English speaker might prefer the expression '*not juste*' to the more circumlocutory '*exact/perfect word to describe this*'.

On the other hand there were reasons for not choosing the Japanese word: 'we are ashamed to say it in Japanese' (*love love*), or the English expression is 'less serious sounding than the Japanese' (*claim* = complain). Hence, English is used when the Japanese would be too blunt or crude. Using a foreign word as an allusion creates more distance between the speaker and hearer, allowing the awkward message to be conveyed clearly, but without embarrassment or causing offence.

Another common reason given was that it is more convenient or concise to use the English word than to try to find a suitable Japanese word or phrase (e.g. *self-service, my home, paper driver, hotchkiss, select shop*), or that there was no way to say it in Japanese (*live, white shirt, gasoline stand*). Interestingly, nearly all these examples are Japanese English, so we can see a process that involves taking the original sense of two or more individual words, and

combining them in a way that native speakers would not. Related to this was the comment that by using the English expression instead of its Japanese counterpart you could create a finer distinction and be more specific (*receipt and ryoushuusho*). This can be also seen in the use of *rice* and *gohan*. Both refer to plain cooked white rice, but the former is served on a flat plate while the latter is served in a rice bowl.

Another comment that appeared frequently was that the English word ‘sounds international’ (*mail, recycle*), or that if we use the word, it sounds like we are more international (*delivery pizza, share*). This is also relevant to English loanwords that are used in sports, as one student pointed out that in football we use the original foreign word (*goal*), because the sport itself is foreign. This could be compared to the way that Japanese martial arts retain their Japanese terms even when they are practised outside Japan by non-Japanese speakers.

Other reasons were that a word was ‘first said by a Japanese celebrity’, ‘it sounds like another English expression’ (*casual wear => night wear*) and ‘I don’t know a Japanese word for this’. Finally, on a few occasions students simply wrote that they didn’t know why the English loanword was used, or that it was long established, and used by many people.

#### 4.4 Familiarity of words not found in Japanese dictionaries

97 (63%) of the words were found by the students in a Japanese dictionary. The survey I carried out of those words that were not found in a dictionary revealed, unsurprisingly, that the more specialised the word was, the fewer people knew it. The questionnaire did confirm, however, that nearly all the words were used in Japanese, except for *beaustrate*, which could well be one student’s idiolect (none of the respondents recognised it, so I assume that the person who found the word was absent on the day I carried out the survey).

I didn’t tell the students to use a particular Japanese dictionary to check for the words, only to write down the name of the particular dictionary they used. A clearer instruction would have been to use the most recent edition of one well-known & authoritative dictionary such as Koujien (広辞苑), to ensure consistency. It would also have been better for them to check whether the word was in an up to date monolingual English dictionary. This would have been a quick way to see if it was currently in use in English. The question of whether or not a word was archaic (KEM type 3) could also have been determined in this way.

#### 4.5 Class feedback session

In the first class after the summer vacation, I put the students in groups of three to discuss (in English) the words they had found. They were asked to decide the 5 most interesting ones and write down information about their partners’ examples (whether it was written or spoken, what situation they heard or saw it, whether it was native English or Japanese English and whether it was common or unusual). After this, each group gave a

summary of its most interesting 5 words (in English) to the rest of the class. Finally, I made some comments about how they should be careful of using English loanwords in Japanese when using English, because as they had seen, many words have very different meanings. The students seemed to be quite interested in the topic as a whole, as the discussions were quite lively, and a few students made positive comments to me at the end of the class about the whole exercise.

## 5 Conclusion

Although this is very much a preliminary study, both the data that the students collected, and the enthusiasm which they undertook the task suggests it was successful as a pedagogical exercise. The wide variety of data they collected reflects the great extent to which English loanwords have entered Japanese. Even if Kaiser is correct in stating that English words account for only three per cent of (written) Japanese, it is clear that many of the terms are a key part of the language. The students found examples in places as varied as clothes labels, TV commentaries, cosmetic boxes as well as countless examples from personal conversations. They were certainly being alert, and they did not feel bound to quote established loans that they could have looked up in a standard dictionary.

Overall, the students were fairly successful in categorising the English words they encountered, although when they did wrongly categorise a word, they tended to err on the side of native English - there were few examples of a NE words being labelled as JE. In the post-homework class discussion, students commented how they were surprised when some words turned out to be JE rather than 'real' English, as they had previously supposed. This is encouraging, because their realisation that a problem actually exists might make them more careful of using Japanese English when speaking or writing in English in the future. Also, after the principle of loanwords had been learned, it becomes easier to draw attention to their use or misuse in subsequent classes. By finding their own examples of English used in Japanese society, having to check up about them in dictionaries and make a judgement as to how the word is being used, the students can more easily grasp the nature of loanwords more clearly than they would have done if they had only been given a lecture on the topic.

So, judging from the students' feedback the task can be considered a useful awareness-raising activity, not only about English, but also about their own language. They can also see that languages in general, far from being immutable are in fact living and dynamic, taking existing terms, moulding them to suit a new environment and creating new meanings from them. Ultimately they might begin to understand that the concept of 'correctness' is a much more slippery concept than they have previously thought.

## References

- Baugh, Albert C. & Cable, Thomas (1978) *A History of the English Language (3rd Edition)* London: Routledge & Kegan Paul.
- Cambridge International Dictionary of English.* (1995) Ed. Proctor, P.: Cambridge, Cambridge University Press.
- Collins Concise Dictionary (4th Edition).* (1999) Ed. Sinclair, J.M. Glasgow: Harper-Collins.
- Crystal, David (1997) *A Dictionary of Linguistics and Phonetics* (4th edition) Oxford: Blackwell Publishers.
- Koujien* (Japanese dictionary). (1983) Ed. Shinmura, Izura Tokyo: Iwanami Shouten.
- Kaiser, Stefan (1998) *Japanese Language III* (book 5 in the series 'Japanese Correspondence course for JET Participants 1997-1998) Tokyo: Print X.
- Platt, John, Platt Heidi & Richards Jack C. (1992) *Dictionary of Language Teaching and Applied Linguistics.* Harlow, Essex: Longman.
- Webb, James H.M. (1988) *Katakana Eigo no Misu*, Tokyo: Japan Times.

### Appendix A - Students' Summer Vacation Task

During the summer vacation keep your eyes and ears open for examples of spoken or written English used in Japanese society. Your target is to find 20 examples (10 written and 10 spoken) and write them in your notebook by the first class next semester (October 4th). For each word or phrase write the following information:

- 1) Spoken or Written
- 2) Where you read/heard it
- 3) When you read/heard it
- 4) Who wrote/said it
- 5) Decide if the expression is: (a) good English, (b) bad English or (c) Japanese English (a loanword)? (Use your dictionary or grammar book if you are not sure)
  - If it is good English is it very common or unusual
  - If it is bad English, say the problem (spelling? grammar? wrong meaning?) and correct it into good English.
  - If it is Japanese English find out what the correct English expression is.
- 6) Comment: Why do you think this expression was used instead of Japanese?  
To be cool? To be more international sounding? To be more international sounding? To be more educated?...
- 7) Could you find this word in a Japanese-Japanese dictionary?

#### Examples

##### My car (マイカー)

- 1) Spoken
- 2) In a conversation with my friend
- 3) Last night in an izakaya
- 4) My friend said “マイカーが持てたら嬉しいなあ。”
- 5) I think this is Japanese English., because everyone in Japan uses this expression and understands the meaning. Native English speakers say “My own car”
- 6) I think “My car” is used in Japanese because it sounds more individualistic to use the English expression. Our image of Americans, especially, is that they have their own things and they each have their own way of life.
- 7) I found this expression in Kenkyusha's dictionary (written in katakana).

safety driver (セーフティドライバー)

- 1) Written
- 2) On the back window of a car
- 3) This morning when i was walking along the road
- 4) It was written by a company that makes badges or stickers for cars.
- 5) I think this is bad English, but it might be Japanese English. We can see these stickers on many cars so it is a common expression that everyone understands. There is a grammar mistake, because in correct English the adverb “**safety**” should be changed to the adjective “**safe**”.
- 6) I think “**safety driver**” is used in Japanese because the English expression sounds more serious and important. I think the Japanese expression “**安全な運転者**” doesn’t sound so cool, either.
- 7) I couldn’t find this expression in my dictionary.

## Awareness Raising of English Loanwords in Japanese

## Appendix B - Loanwords collected by 20 students

Word (No. of times chosen)	Student	Meaning	Spoken/ Written	Student Classification	KEM Type	In JJ Dict?	In KEM?	In CIDE?
after five アフターファイブ (1)	8	after work	S	JE	1	0	0	0
after service アフターサービス (2)	2,8	after sales service	S,W	BE,JE	1	1	1	0
air con エアコン (2)	14,18	air conditioner	S,W	JE	7	0	0	0
airport エアポート (1)	12	airport	W	NE	NE	1	0	0
artist talk アーティストトーク (1)	9	artists introducing their music (?on radio/ TV or in magazine?)	W	JE	1	0	0	0
back mirror バックミラー (1)	2	rear view mirror	S	BE	1	1	1	0
back net バックネット (1)	19	net behind batsman during practise (base- ball)	S	JE	1	1	0	0
bakery shop (1)	5	baker's	W	JE	1	0	0	0
beautrate ビュートレート (1)	9	beautiful and straight hair	S	JE	7	0	0	0
bed town ベットタウン (1)	5	dormitory suburb	W	JE	1	1	1	0
beer garden ビーヤガーデン (1)	4	beer garden	S	NE	NE	0	0	0
best seller ベストセラー (1)	15	best seller (book)	S	NE	NE	1	0	0
big off (1)	12	Shop name (indicating they have discount prices)	W	BE	1	0	0	0
bike バイク (1)	18	motorcycle	S	BE	2	1	1	1
black ブラック (1)	19	black coffee	S	NE/JE?	7	1	0	0
body buil ボディビル (1)	2	body building	W	BE	7	1	0	0
boom ブーム (2)	6,20	craze/fashion	S,W	NE	2	1	1	0
bromide プローマイド (1)	11	movie star portrait photo	W	NE/JE?	3	1	1	0
bus terminal バスターミナル (1)	20	bus terminal	S	NE	NE	1	0	0
camping car キャンピングカー (1)	8	camper van	W	BE	1	0	0	0
campus life キャンパスライフ (1)	8	(slogan) student life what is happening on campus	W	NE	1	?	0	0
car navi (1)	13	car navigation system	W	BE/JE?	7	0	0	0
cash corner キャッシュコーナー (1)	20	cash machine (corner = section or depart- ment in a shop)	S	BE	2	0	1*	1*
catalogue shopping カタログショッピング (1)	20	buying goods from a catalogue	W	NE	1	0	0	0
charm point チャームポイント (1)	5	a good character/personality trait	S	JE	1	1	0	0
chicken rice チキンライス (1)	2	chicken pilaff/ chicken & rice	W (menu)	JE	1	1	0	0
chou cream シュークリーム (1)	10	cream puff	W	JE	4	1	1	0
claim クレーム (2)	2,10	make a complaint	S,S	JE	2	1	1	1
clear file	3	transparent document holder	W	BE	1	0	0	0
CM (1)	19	TV commercial (commercial message)	W	JE	8	1	1	0
coffee cup コーヒーカップ (1)	13	coffe cup	W	NE	NE	0	0	0
coffee shop (1)	12	caf - coffee bar	W	NE	NE	0	0	0
colouring カラーリング (1)	8	dye hair (v)	S	JE	2	0	0	0
compe コンペ (1)	11	(golf) competition/tournament	S	JE	7	0	0	0
consent コンセント (1)	10	plug socket, outlet	S	JE	2	1	1	1
convenience store コンビニ (2)	5,8	convenience store	S,W	BE,NE	7	1	0	0
cool down (1)	15	to cool sb down (cosmetics)	W	NE	NE	0	0	0
cotton puff コットンパフ (1)	3	powder puff for applying cosmetics to the face	W (make up box)	NE/JE?	1	1	0	0
culture walk (1)	9	walk through a historical/ culturally rich area	S	BE	1	0	0	0
cunning カンニング (1)	10	cheat in an examination	S	BE	2	1	1	1
curry rice カレーライス (1)	18	curry and rice	W	BE/JE?	1	1	1	0
dead ball デッドボール (1)	7	battery hit by a pitch	S	BE	1	1	0	0
delivery pizza デリバリーピザ (1)	4	pizza delivery service	W	BE/JE?	1	0	0	0
depart デパート (1)	19	department store	S	JE	7	1	0	1
design デザイン (1)	3	design (n)	S	NE	NE	1	0	0
desk work デスクワーク (1)	8	desk work	S	NE	NE	1	0	0
diet menu ダイエットメニュー (1)	3	diet	S	NE	NE	0	0	0
doctor stop ドクターストップ (1)	7	(in boxing) a fight is stopped when a fighter is too injured to continue./?doctor's orders	W	JE	1	1	0	0
double standard ダブルスタンダード (1)	12	having double standards	S	NE	?NE/1	0	0	0
engine stop エンスト	7	a stalled (car) engine	S	JE	1	1	0	0
ereki guitar エレキギター (1)	11	electric guitar	W	JE	7	1	0	0
etcetera (1)	6	etcetera	W	NE	NE	1	0	0
family computer ファミコン (1)	3	computer game consol/player	W	NE	1	0	1	0
food walk (1)	9	street with may restaurants in it	W	JE	1	0	0	0
form ホーム (1)	18	railway platform	S	JE	3-Jan	1	0	1
foundation (1)	11	foundation (make-up)	W	NE	NE	0	0	0

## Mark Holst

free dial フリーダイヤル (1)	14	free dial/dial free/free phone	W	NE	1	0	0	0
free size フリーサイズ (4)	2,7,8,15	one size fits all (clothes)	W (label), JE, BE, BE, JE	S	1	1	1	0
fried potato フライドポテト (1)	1	french fries, chips	W	BE/JE?	1	1	0	0
front フロント (1)	10	hotel reception desk	W	JE	2	1	1	1
frypan フライパン (1)	1	frying pan	S	NE	7	1		0
g-pan G-パン (1)	1	jeans	W	JE	1	1	1	0
game-set ゲームセット (1)	6	The game is over/that's the end of the game	S	JE	1	1	?	?
gasoline stand ガソリンスタンド (3)	1,2,13	gas station/ petrol station	W,W,S	JE	1	1	1	0
golden time ゴルデンタイム (1)	1	peak viewing time	S	JE	1	0	1	0
grotesque グロテスク (1)	17	grotesque	S	NE	NE	1	0	0
hair salon (1)	20	beauty salon/hairdresser's	W	BE	1	0	0	0
hairpin curve ヘアピンカーブ (1)	14	hairpin bend	W	JE	2-Jan	0	1*	0
hairstyle (1)	13	hairstyle	W	NE	NE	0	0	0
ham egg ハムエッグ (1)	13	ham & eggs	S	JE	7	0	0	0
hamburg ハンバーグ (1)	2	hamburger patty	S	BE	1	1	0	0
handle ハンドル (1)	18	steering wheel	W	JE	2	1	1	1
happy end ハッピーエンド (1)	18	happy ending	W	JE	1	1	0	0
hate tell a lie (1)	9	I hate to tell a lie (pop song lyric)	S	BE	BE	0	0	0
high neck ハイネック (1)	6	turtleneck sweater	W	BE	1	1	0	0
high sense ハイセンス (2)	6,17	refined taste in something; tasteful (clothes)	S,W	JE	1	1	1	0
home in ホームイン (1)	17	getting back to home base after making a run (baseball)	W	JE	2	1	0	0
home run ホームラン (1)	17	home run (baseball)	W	NE/JE?	NE	1	0	0
home-helper ホームヘルパー (3)	5,9,17	home-help	W,S,W	JE	1	1	0	0
hotchkiss ホチキス (1)	10	stapler	W	JE	4	1	1	0
image change イメチェン (1)	7	change the way you look	S	JE	1	1	1	0
impact インパクト (1)	12	to have an impact on sth.	S	NE	1	0	0	0
infra インフラ (1)	19	infrastructure	S	NE/JE?	7	1	0	0
instant camera インスタントカメラ (1)	8	throw away camera	S	NE	1	0	0	0
inter-high インターハイ (1)	14	inter-high school sports competition	S	JE	NE	1	0	0
karaoke カラオケ (1)	16	Karaoke	S	JE	Japanese	1	0	0
live talk (1)	9	opinions/interview by various people about a specific topic in a magazine	W	BE	1	0	0	0
love get power (1)	9	ability to get people to fall in love with you (?attractiveness/sex appeal?)	W	JE	1	0	0	0
mass comi マスコミ (2)	1,16	mass media	S,S	JE	3	1	1	0
mechatronics (1)	14	mechanism electronics	W	JE	7	0	0	0
menu メニュー (1)	19	a dish/meal	W	NE	2	1	0	0
mini comi ミニコミ (1)	11	communication among a limited number of people	W	BE	1	0	0	0
mood ムード (1)	19	atmosphere	S	JE	2	1	1	1
my home マイホーム (4)	2,7,16,17	my/your/our/ etc. own home	S,W,S,S	JE	1	1	1	0
necktie ネクタイ (1)	14	a tie	S	NE	5	1	0	0
news (1)	19	TV/radio news	S	NE	NE	1	0	0
night wear ナイトウェア (1)	2	night clothes	W	BE	1	0	1*	0
nighter ナイター (4)	6,10,16,17	(baseball) night game	S,S,S,S	JE	1	1	1	0
no touch (1)	14	having nothing to do with; none of (sb's) business	W	JE	1	1	1	0
note ノート (1)	14	notebook	S	JE	2	1	0	1
now on sale (1)	12	the sale has now begun	S	NE	2	0	0	0
OB (1)	7	retired member of a club, graduate of a school, university, etc, Old Boy	S	JE	5	1	1	0
old miss オールドミス (1)	15	old maid; spinster	W	JE	1	1	1	0
on air オンエア	18	on the air	S	NE/JE?	1	1	0	0
one man ワンマン (1)	15	dictatorial	S	JE	2	1	1	0
one pattern ワンパターン (2)	6,15	The same style/pattern (not original?)	S,S	JE	1	1	?	0
open cafe オープンカフェ (1)	4	outdoor/pavement caf -	W	NE	1	0	0	0
open car オープンカー (2)	13,18	open-top car; convertible	S,S	BE,JE	1	1	0	0
opening sale (1)	20	opening sale	W	NE	NE	0	0	0
opening staff オープニングスタッフ (1)	4	e0tra (temporary) staff necessary in a shop that is having an opening sale	W	NE	1	0	0	0
order made オーダーメイド (1)	10	made to order/ custom made	W	BE	1	1	1	0
paper driver ペーパードライバー (4)	1,7,11,15	person with a driving license who doesn't drive	S,W,S,S	JE	1	1	1	0
paper test ペーパーテスト (1)	11	written test	S	JE	1	0	1	0
parking パーキング (1)	12	car park/parking lot	W	BE	2	1	1	0

Awareness Raising of English Loanwords in Japanese

pers. com. パソコン (2)	11,19	personal computer (PC)	W,S	BE,JE	7	1	1	0
pocket bell ポケベル (3)	1,13,18	beeper, pager, bleep	W,S,W	JE	1	1	1	0
pocket money ポケットマネー (1)	8	cash in someone's pocket at the time of speaking	S	NE	2	1	0	0
powdery room (1)	20	powder room	W	BE	BE	0	0	0
process cheese プロセスチーズ (1)	11	processed cheese	S	BE	7	0	0	0
propose プロポーズ (1)	11	to propose marriage to someone	S	JE	NE	1	0	0
radio cassette recorder (ラジカセ) (1)	3	radio cassette recorder	W	NE	1	0	1	0
Refresh (renewal) open リフレッシュオープン (1)	9	A refurbished shop's opening (sale/day)	S	BE	1	0	0	0
rent-a-car レンタカー (2)	3,4	rented car/ hire car	S	NE	NE	0	0	0
restru. リストラ (1)	18	restructure a company, etc. (v)	W	JE	7	1	0	0
safety bunt セーフティバント (1)	5	(baseball) drag bunt - softly hitting the ball to allow a runner in the field to get to the next base	S	JE	1	1	0	0
safety driver セーフティドライバー (1)	16	safe/careful driver	S	JE	1	?	1	0
salad oil (1)	13	salad oil	W	NE	NE	0	0	0
salaryman サラリーマン (3)	5,10,20	salaried worker	W,W,S	JE,BE,JE	1	1	1	0
sales point セールスポイント (2)	5,6	attractive feature of a product	S,W	BE/JE?	1	1	0	0
scene シーン (1)	12	place, atmosphere, scene (hippy slang)	S	NE	?NE/1	1	0	0
season off シーズオフ (1)	15	off-season; out of season	W	BE	1	1	0	0
select shop セレクトショップ (1)	4	a shop selling a wide range of brand goods	S	JE	1	0		
self cosme(tic) セルフコスメ (1)	4	a cosmetic we can select and buy ourselves	W	JE	7	0	0	0
self-service セルフサービス (1)	2	self-service (in restaurants, etc.)	S	NE	NE	1	0	0
share シェア (1)	4	to share a dish in a restaurant	S	NE	2	0	0	0
sharp pencil シャープペン (1)	10	mechanical (propelling) pencil	S	JE	1	1	1	0
silver seat (1)	20	seat reserved for old, weak, handicapped, etc. on a train or bus.	W	JE	1	0	1	1*
skinship スキンシップ (2)	6,14	Physical/bodily contact	W,W	JE	1	1	1	0
slump スランプ (1)	6	slump (economic, sporting performance, etc)	S	NE	NE	1	0	0
smart スマート (2)	15,17	slim	S,S	BE	2	1	1	1
stand play スタンドプレイ (1)	14	playing to the crowd	S	JE	7	1	1*	0
start line スタートライン (2)	5,13	starting line in a race	S,S	BE/JE?	8-Jan	1	0	0
surprise price (1)	15	surprisingly low price?	W	BE	1	0	0	0
T shirt T-シャツ (1)	2	T-shirt	S	NE	NE	0	0	0
talent タレント (1)	7	TV celebrity/ personality	W	BE	2	1	1	1
terebi game テレゲーム (1)	1	video game	W	JE	1	1		
text テキスト (1)	19	text book	S	JE	2	1	0	1
thanks festa (1)	9	Thanksgiving/harvest festival	S	BE	1	0	0	0
trainer トレーナー (1)	13	sweat suit	S	JE	2	1	1	0
trend トренд (1)	12	trend	S	NE	NE	1	0	0
used bicycle (1)	12	second hand bicycle	W	NE	1	0	0	0
walk rally ウォークラリー (1)	20	walking race	S	JE	1	0	0	0
white shirt ワイシャツ (1)	1	any colour dress shirt	S	BE	1	1		
wide show ワイドショー (1)	4	variety/gossip show on TV	W	BE/JE?	1	1	1	0

NOTES

**Meaning**

In order of preference: from KEM; from CIDE; my own definition; the student's definition.

**Student Classification**

NE=good/native English; BE='bad'/wrong English; JE = Japanese English

**KEM Type**

Numbers 1~8 relate to classifications in section 1. 2. I follow the categorisation used by Webb if the word is found in his book; if the word is not in his book, I assign the word myself; NE=native English

**In KEM/CIDE?**

\* =found in KEM or CIDE in another form (e.g. student wrote 'night wear', but KEM has 'wear' only.)

Appendix C - Student survey of katakana words not found in Japanese dictionaries.

Number of respondents = 55

Word	Don't Know No. (%)	Know No. (%)
ビュートレート	55(100)	0( 0)
アーティストトーク	53( 96)	2( 4)
ラブゲトパワー	53( 96)	2( 4)
カルチャーウォーク	51( 93)	4( 7)
フードウォーク	50( 91)	5( 9)
ダブルスタンダード	49( 89)	6( 11)
ミニコミ	45( 82)	10( 18)
セルフコスメ	44( 80)	11( 20)
セレクトショップ	37( 67)	18( 33)
インフラ	30( 55)	25( 45)
スタンドプレイ	30( 55)	25( 45)
ライブトーク	28( 51)	27( 49)
オープニングスタッフ	28( 51)	27( 49)
ヘヤピンカーブ	25( 46)	30( 54)
サプライズプライス	22( 40)	33( 60)
クールダウン	20( 36)	35( 64)
リフレッシュオープン	18( 33)	37( 67)
サンクスフェスタ	17( 31)	38( 69)
コンペ	13( 24)	42( 76)
シェア	9( 16)	46( 84)
アフターファイブ	6( 11)	49( 89)
ファウンデーション	6( 11)	49( 89)
ブローマイド	6( 11)	49( 89)
カラーリング	2( 4)	53( 96)
ゴールデンタイム	2( 4)	53( 96)
インパクト	2( 4)	53( 96)
インスタントカメラ	2( 4)	53( 96)
フリーダイアル	1( 2)	54( 98)
ペーパーテスト	1( 2)	54( 98)
キャンピングカー	0( 0)	55(100)
カーナビ	0( 0)	55(100)
リストラ	0( 0)	55(100)