

# Image of English Loanwords in Japanese

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**Abstract:** This paper reports a study on English loanwords in the Japanese language based on a survey. The survey was conducted with 44 native Japanese speakers both male and female. They chose one words that they preferred more from a pair of a Japanese word and an English loanword. There are 36 pairs of words and the results support two hypotheses; 1) if there is a difference in preference of Japanese words or English loanwords, the younger age groups which are 20s and 30s will prefer English loanwords more than the older age groups which are 50s and 60s and 2) if people prefer particular English loanwords in a certain group of the target pairs, the group will be the euphemism.

**Key words:** English loanwords, Euphemism of loanwords.

## 1. Introduction

English is accepted as an international language and it is used and taught in many different countries. According to Crystal<sup>2)</sup>, English is taught in over 100 countries, and “it is merged into the chief foreign language to be encountered into school”. Japan is one of those many countries, and belongs to the ‘expanding circle’ with concept of ‘World Englishes’<sup>5)</sup>. Japanese school children learn English as a Foreign Language starting in elementary school, and it becomes one of the critical subjects for college entrance exams. As English became a powerful international language, the more English loanwords are borrowed by other languages around the world. There are many English loanwords used in daily Japanese conversation. It seems that the media use English loanwords frequently as Lee<sup>7)</sup> found in the research.

The increase of English loanwords in different languages is not a new phenomenon, however, it has become more noticeable in people’s daily conversation. Compared to a couple hundred years ago, the mobility of people is much higher because of globalization and the development of transportation. In recent society, it is impossible for all

countries to coexist without making contacting with other countries. Moreover, the development of technology makes it easier for ordinary people to move from one place to another place all over the world, and to contact with other people in the world. International trade was commonly practiced even before the development of technology, however, as only products were transported not many people were mobilized around the world. At present, people travel all over the world, however, the language contact does not occur because of the increase of travelers around the world. It is not common that travelers talk to local people; therefore, the language contact through tourism is not the main factor for increase of English loanwords in other languages. The main factor for language contact is the development of the Internet. The development of the Internet makes it easy for people to connect with other language speakers and to gather information from all over the world without physically being there. A couple of hundred years ago, language contact could not happen without people moving places, especially spoken language, however, the Internet has made it possible.

In Japanese, a large amount of English loanwords is accepted and used in daily conversation. Stanlaw<sup>11)</sup> states

that ‘English loanwords are used by all Japanese people, however, there are often great differences in English usage and acceptability depending on age, gender, education, occupation, social status, class, and personal feelings’. Moreover, several researchers supported the idea that euphemism is one of the main purposes of accepting loanwords in Japanese<sup>4), 9), 12)</sup>, (Sakagami<sup>9)</sup>. Hoffer<sup>4)</sup>. Tomoda<sup>12)</sup> *et al.*). Based on Stanlaw’s statement and the results of previous studies<sup>11)</sup>, I propose two hypotheses about Japanese people’s perceptions regarding English loanwords. The first hypothesis states that if there is a difference in preference of Japanese words or English loanwords, the younger age groups which are in their 20s and 30s will prefer English loanwords more than the older age groups which are in their 50s and 60s. Another hypothesis is that if people prefer particular English loanwords in a certain group of the target pairs, the group will be the euphemism.

A total of 44 native Japanese speakers of both genders participated in the study. The overall results show a preference for English loanwords over native Japanese words. The results of the study support the two hypotheses. Moreover, different characteristics were found in different groups. The results were compared and analyzed in terms of gender and age.

## 2. Background

### 2-1. English Loanwords in World Languages

Various studies about English loanwords in different languages have found that the number of English loanword is increasing. According to Lee<sup>7)</sup>, the number of the English words in Korean television commercials, especially those used to target the younger generation, is increasing because English has a correlation with modernity, higher education, power, and success. Similar to Korean television commercials, many English loanwords are used in Japanese television commercials. Another example is that loanwords used in German; according to Onysko (2004), the German language borrows English words either directly or indirectly. Indirect loanwords have a slightly meaning difference from the original English words. Onysko<sup>8)</sup> also

states that there are six different types of motivation to use English loanwords in German, which are semantics, stylistics motivation, euphemistic, emotive, social, and conveniently short. Similar to English loanwords in Japanese, German speakers use English loanwords as replacements for taboo words in German to soften meaning or as euphemisms.

A large number of loanwords exist in Japanese just as in any other language in the world. According to Tomoda<sup>12)</sup>, there are 13,300 loanwords in the dictionary called *Nihongo-daijiten* published 1989, about 9.95 percent of the total number of entries. Compared to *Genkai*, a dictionary published in 1898, with only 1.4 percent of its entry as loanwords, the use of loanwords has evidently increased greatly. It is not only the younger generation in their 20s and 30s but also the Japanese government that accepts various loanwords. For example, the National Language Council acknowledged in a policy paper that the application of the loanwords was unavoidable because some words could lead to misunderstandings that might disrupt communication (Kokugo Shingikai, 1995 cited in Gottlieb, 2005)<sup>3), 6)</sup>.

Loanwords have various functions in different languages. Hoffer<sup>4)</sup> and Tomoda<sup>12)</sup> state that people increasingly use loanwords to function as euphemisms in Japanese, although they do not have concrete evidence to support their idea. Sakagami<sup>9)</sup> collected loanwords from Japanese magazines and found that there are five semantic reasons of usage of loanwords, despite the existence of Japanese words with the same meanings, namely: specialization, suitability of loanwords to a given topic, popular etymology, euphemism, and creation of a network of loanwords. In Sakagami’s data<sup>9)</sup> of the loanwords that serve the purpose of euphemism, three different categories of words are presented; food, prices, and personal relationship and/or sex. Sakagami<sup>9)</sup> supports the idea that English loanwords are used to avoid derogatory words in Japanese as other researchers stated that euphemism is one of the main purposes to use loanwords in many languages (Hoffer<sup>4)</sup>. Tomoda<sup>12)</sup>, *et al.*).

## 2-2. History of loanwords in Japanese language

In history of the Japanese language, Chinese was widely used in religious, political, and academic fields when it first arrived; well educated people were literate in Chinese, and history was documented in Chinese writing<sup>4)</sup>. Eventually, Japanese people developed two additional scripts, hiragana and katakana, from the Chinese “kanji” characters because not all Japanese words or sounds can be written in kanji. Hiragana is simplified and has a round shape from kanji, and is used mainly for women. Katakana is created by taking certain parts from kanji. Now, kanji is used for Chinese loanwords and native Japanese words as well. China has had a great influence on the Japanese language and culture, and its culture and language have already merged into Japanese society.

In addition to Chinese, loanwords started being adopted from other countries as well in the 16th century when the Portuguese arrived in Japan; *tempura* (deep fried fish) and *pan* (bread) were adapted from Portuguese. During the Edo era, Japan had closed its borders and refused to trade with the outside world in order to ban Christianity, however, only China and the Netherlands were allowed to trade through a small island in Nagasaki, which is located in northeast of Kyushuu under the promise of not bringing Christianity to Japan<sup>13)</sup>. At that time, China and the Netherlands were the only sources of information from the outside world to the Japanese people, especially about the western world, and many loanwords were adapted from and through Dutch. Japanese people also adapted some words from other languages besides Dutch such as *coohii* (coffee) and *arukooru* (alcohol), Arabic words, via Dutch. After opening the borders at the end of the Edo era and during the Meiji era (1868-1912), Japanese people began to import more loanwords from English, French, German, Italian, and so on. After World War II, English became the major source of loanwords in Japanese due to the influence of the American military landing in Japan, the increase of globalization in the world, and the status of English as an international language. Thus, Japanese contains a mixture of loanwords from various world languages.

## 2-3. Loanwords in Japanese

Loanwords are known as *gairaigo* in Japanese. *Gairaigo* literally means “foreign coming words”<sup>10)</sup>. *Gairaigo* does not include Chinese words due to the long history of borrowing the Chinese words which have already been widely accepted by Japanese people as Japanese words<sup>4)</sup>. *Gairaigo* are visible in Japanese writing because they are written in katakana, which allows people to spell out a word based on its original sound. While hiragana is used for native Japanese words and particles, katakana is used for loanwords from mainly Indo-European languages, especially from English. *Gairaigo* is one of four different types of words in Japanese; the other three are ancient Japanese words, *wago* (*yamatokotoba*), Chinese derived words, *kango* (sino-Japanese), and hybrid words, *konshugo*<sup>12)</sup>.

Loanwords in Japanese have two different main functions. First, loanwords are used to express new products or concepts from foreign countries. Japanese people adopted many loanwords because there were many concepts or items that Japanese did not have before; the loanwords were used to fill lexical gaps. For instance, *purabashii* (privacy) is adopted into Japanese because people did not have the concept of ‘privacy’ in Japanese society before.

Another function of the loanwords is euphemism<sup>4), 12)</sup>. Many native Japanese words are replaced by English loanwords because people have fewer negative impressions about English loanwords compared to native Japanese words. Recently Japanese people started adapting many loanwords, not because there are no applicable Japanese terms for them in Japanese but in preference to existing Japanese words<sup>12)</sup>. Since English became an international language, people tend to use English to soften the negative image generated by the original Japanese word. For example, in the study, a total of 12 words were chosen for euphemism. The original Japanese word, *bakuchi* (gamble), has a strongly negative image because it is related to Japanese gangs; therefore, the loanword *gyamburu* (gamble) is more frequently used than *bakuchi*. *Gyamburu* does not have a positive image, however, it has less negative image compared to *bakuchi*. *Furoosha*, meaning

homeless, is another example. Compared to *furoosha*, the word homeless has a better connotation in Japanese people's minds.

### 3. DATA

#### 3-1. PARTICIPANTS

A total of 44 native Japanese speakers of both genders participated. 24 participants were male and 20 participants female. All the participants were residents of Japan. For the purpose of the analysis the participants were divided into five different age groups: 20s, 30s, 40s, 50s, and 60s. 9 participants were in the age 20a group, and 5 of them, male and 4 of them female participants. The 30s age group contained 12 participants with 4 of them male and 8 of them female participants. The 40s age group had 7 participants, 5 of them male and two female. The 50s age group and 60s age group each had 8 participants, 5 of them male and 3 of them female for each group.

#### 3-2. Method of Data Collection and Analysis

The survey used in this study contained a list of pairs, English loanwords, each paired with a native Japanese word. Each word pair had the same meaning (See Appendix I). A total of 36 pairs were contained in the list with one third of them containing English loanwords which were judged to have a positive meaning when compared to the equivalent Japanese word as based on previous research. Another third of them of the pairs contained English words that serve the purpose of euphemism, and the last third contained Japanese words that can take the honorific prefix 'o-' at the beginning of the Japanese words. For the survey, the honorific 'o-' was not attached in any Japanese words in order to avoid positive influence on images of the words. The participants were asked to choose either the English loanword or the Japanese word, depending on which gives a better impression when compared to the other. The number of English loanwords and Japanese words the participants chose were counted and compared in terms of lexical and semantic categories. Because of the possibility of getting different results depending on factors such as gender and age, these factors were examined in the process

of the data analysis.

The total of 36 pairs of target words contained in the survey may be divided into three different groups. Each group has 12 pairs of target words. The first group is the pair of English loanwords with a positive image and equivalent words in Japanese, the second group is the Japanese words that can take the honorific 'o-' and equivalent English loanwords, however, for this study, the target words did not take the honorific 'o-' to avoid the effects of using an honorific. This group was referred to as the possible honorific group. The last group is the Japanese words with a bad connotation or a negative image and the English words with a less bad connotation or negative image. This group was referred to as the euphemism group.

### 4. RESULTS

#### 4-1. Overall Results

The overall results show that two thirds of the loanwords were preferred over Japanese equivalents (see Appendix A1 & A2). For the group of the English loanwords with a positive image, 9 out of 12 loanwords were preferred. The three Japanese words that were preferred were *maemuki* (positive), *kekkonshiki* (wedding), and *yoyaku* (appointment). On the other hand, for the group of possible honorifics, the Japanese words were preferred more than English loanwords; 8 out of 12 Japanese words were preferred. *Arukooru* (alcohol), *shinia* (senior), *ranchi* (lunch), and *meeku* (make up) were the only 4 English loanwords preferred in the group. For the group of euphemism, 11 out of 12 loanwords were preferred. The only Japanese word preferred more than the equivalent loanword was *eigyoo* (marketing), with 61.36 percent of the total participants preferring the word.

#### 4-2. Gender Difference

There was not big difference between genders, however, the percentage spreads showed that women preferred English loanwords more than the Japanese words (see Appendix B1 & B2, C1, & C2). For the first group where the English loanwords have a more positive image than the Japanese words, 9 out of 12 words were preferred by the

female participants, and 8 out of 12 words were preferred by the male participants. The 2 Japanese words which were selected by both genders were *kekkonshiki* (wedding), and *yoyaku* (appointment). The Japanese word *moyooshi* (event) was preferred more by the female participants, however, the male participants preferred the loanword *ibento* (event). Another observed difference was that the words *inshoo* and *imeeji* (image) had equal numbers of male participants choosing the Japanese word and the English loanword.

Regardless of the gender, within the group of possible honorific words, all the participants preferred the Japanese words over the loanwords compared to other two word groupings. 6 out of 12 Japanese words were preferred by the female participants, while the male participants preferred 7 out of 12 Japanese words. One outstanding result of the female participants was that two loanwords were preferred by all the participants, namely *wootaa* (water), and *sukin* (skin). There was no word preferred by all of the male participants.

In terms of the group of euphemism, both male and female participants preferred English loanwords more than Japanese words. 9 out of 12 English loanwords were preferred by female participants, with 8 out of 12 preferred by male participants. The Japanese word *shakkin* (debt) was preferred by male but was not preferred by female. Both male and female participants preferred two Japanese words, *eigyoo* (marketing) and *esa* (food for animals) more than the English loanwords.

Although overall results of gender differences show that both genders preferred English loanwords, the female participants preferred them more than the male participants when the percentages of preference for each word pair were closely compared. For example, 5 out of 9 loanwords were preferred by over 80 percent of the female participants, whereas only one loanword was preferred by over 80 percent of the male participants. The male participants preferred the loanwords more than the Japanese words, however, the difference between them is small; four words that were not preferred by the male participants still have over 40 percent. Thus, it seems that the female participants preferred English loanwords more than the male participants

did. Moreover, the results show that the preference of the male participants varies, whereas more female participants preferred the same words.

#### 4-3. Age Difference

Overall results show that the older age groups, those participants in their 50s and 60s, preferred the Japanese words more than the English loanwords. When the number of preferred Japanese words and English loanwords were compared, the younger age groups in their 20s and 30s preferred more English loanwords: they preferred 27 loanwords and 9 Japanese words (see Appendix D-1 & D-2, E-1 & E-2). On the other hand, the oldest age group, 60s, preferred only 14 English loanwords (see Appendix H-1 & H-2). They preferred 19 Japanese words, twice more than the results for the younger age groups. Three pairs of words in the group of positive image and the one word in the group of the possible honorific were preferred by the equal number of the participants in the oldest age group.

In terms of the number of preferred words, the participants in their 20s and 30s have exactly the same results. The groups preferred three different words in the group of the possible honorifics. All participants in their 20s and 30s preferred all the English loanwords in the group of euphemism. On the other hands, the participants in their 50s and 60s preferred four Japanese words in the group of euphemisms. The participants in their 40s also preferred 5 Japanese words in the group. As the result, it seems that younger age groups preferred the English loanwords if the words serve the purpose of euphemisms. For the list of Japanese words in the group of possible honorifics, the older age groups preferred the Japanese words more than the English loanwords: the participants in their 60s preferred 10 out of 12 Japanese words on the list, and the participants in their 50s preferred 8 out of 12 Japanese words. The participants in their 20s and 30s preferred Japanese words more than the loan words similar to other age groups. The 40s age group also preferred Japanese words more, however, three pairs of Japanese words and English words were preferred equally by the participants in the 50s age group.

The participants in their 40s preferred the less number

of English loanwords compared to the younger age groups (see Appendix F-1 & F-2). The main difference between the 40s age group and the 20s or 30s age groups was that the participants in their 40s preferred more Japanese words in the group of euphemisms although the differences were very small between the pairs; 5 out of 12 Japanese words were preferred unlike the younger age groups which did not prefer any of the loanwords in the group. 4 loanwords and 1 Japanese word were preferred by all the participants in their 40s. Those English loanwords were *ibento* (event), *lanchi* (lunch), *gyanburu* (gamble), and *bijinesu* (business), and the Japanese word was *hana* (flower).

The results of the participants in their 50s were different from other age groups because they preferred more Japanese words (See Appendix G-1 & G-2). Moreover, the results did not show any particular preference; the same number of participants preferred both Japanese words and English loanwords. Five pairs in the group of the positive image words and three pairs in the group of possible honorifics were preferred equal number of the participants, which is different from the 40s age group because they have four English loanwords and one Japanese word preferred by all the participants, which indicates a strong preference on one side.

The oldest age group, 60s, preferred Japanese words more than English loanwords. 19 Japanese words and 14 English loanwords were preferred, and 3 pairs were equally preferred by them. In terms of the group of possible honorifics, only 1 English loanword was preferred, namely *arukooru* (alcohol). Even for the euphemism group, they preferred a total of four Japanese words, and two of them, *eigyoo* (marketing) and *esa* (food for animals), were preferred by the all the participants. On the other hand, one English loanword, *toraburu* (trouble), was preferred by all the participants. Similar to the participants in their 50s, they preferred more Japanese words in the group of possible honorifics.

## 5. Discussion

Two hypotheses were constructed prior to the data collection. The first hypothesis proposed that if there is

a difference in preference of Japanese words or English loanwords, the younger age groups which are in their 20s and 30s will prefer English loanwords more than the older age groups which are in their 50s and 60s. Another hypothesis is that if people prefer English loanwords in a certain group of the target pairs, the group will be the euphemisms. The results support both of these hypotheses.

In comparison between the results of the participants in their 20s and 30s and the results of the participants in their 50s and 60s, it is clear that the younger age groups preferred English loanwords more than Japanese words, especially the loanwords in the group of the euphemism; this phenomenon is commonly observed in different world languages such as German and Korean<sup>7), 8)</sup>. It seems that many English loanwords are accepted to serve the purpose of euphemism although English loanwords also serve other purposes. The acceptance of more English loanwords may occur through the influence of globalization and of the establishment of English as an international language. Since the globalization of English is a relatively new phenomenon and the younger age groups are more exposed to those new loanwords through various media they therefore, are more tolerant to new English loanwords.

The results of the participants in their 60s show that there are some loanwords such as *handicappu* (handicap) and *waakingupua* (working poor) that are not used in their daily conversation. A factor relating to this phenomenon is that those loanwords have been accepted in the Japanese language in the last couple years, and they are not used as much as other loanwords which have been in use for decades. The word belongs to the group of euphemism, however, it has less negative connotation compared to other words in the same group, and the English loanword *maaketingu* is a relatively new word, which could lead to the result that more participants preferred *eigyoo* to *maaketingu*.

The overall result shows that two thirds of preferred words by the participants were English loanwords. One third of the words were Japanese words, and most of them belong to the group of possible honorifics. Although those Japanese words did not take the honorific 'o-', they are still preferred. Usually, words with the honorific 'o-' have

a better image; therefore, the results could differ from the results of this research if the words had the honorific 'o-'.

The most preferred English loanwords regardless of age or genders were identified as *ibento* (event) and *gyanburu* (gamble). They were preferred by 90.91 percent of the total participants. *Ibento* belongs to the category of the words with a positive image. The equivalent Japanese word is *moyooshi*, however, it is rarely used, and people have switched from *moyooshi* to *ibento* since *ibento* sounds more modern. *Gyanburu* belongs to the category of euphemism. 'Gyamburu' is more preferred because the equivalent Japanese word *bakuchi* has negative connotation, and people have a bad image if they hear the word *bakuchi* since it was traditionally related to Japanese gangs. According to several researchers, euphemism is the one of the common reasons why people replace their native words in to English loanwords<sup>1), 9), 14)</sup>. Other languages such as German and Korean also accept English loanwords for the euphemism<sup>7), 8)</sup>. The oldest generation preferred the loanword over the Japanese word although the percentage is smaller than other generations; 75 percent of the 60s age group preferred the loanword.

The comparison of the results between different genders does not show any big difference, however, it shows that the preference of the male participants is spread more greatly when compared to the female participants. In other words, the majority of the female participants preferred the same words, and especially they preferred more loanwords.

## 6. Conclusion

Through the study, two hypotheses were supported by the results. The results show that English loanwords were preferred more than Japanese words, and in particular the younger age groups preferred loanwords more than other age groups. The participants preferred English loanwords more than Japanese words, and the English loanwords in the group of euphemism were preferred more than the loanwords in the other two groups. This result does not differ across different gender or age group. In the study, the majority of Japanese words that did take the honorific 'o-' were preferred more than English loanwords. Although it

is not clear what the main factor for the result is, it might be possible to identify it through a comparative study on words with the honorific 'o-' and those without it. There is a possibility that people have different perceptions of words with and without the honorific 'o-', which could lead to different results. Moreover, the study had a limited number of participants, and the number of the participants in each age group was different; therefore, the result might be different with the well controlled participants including various background information. Hence, the further research is necessary to make a strong conclusion about the perception of Japanese people's preference between English loanwords and Japanese words. English will continue to play a role as an international language and therefore the number of world languages that adopt English words may be expected to increase further.

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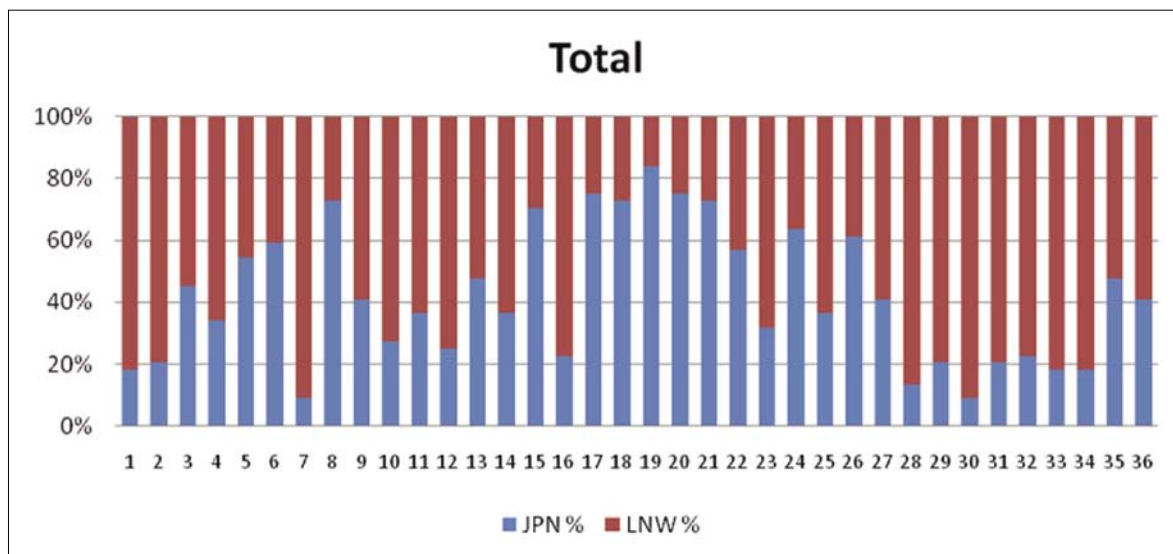
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Appendix A-1: Total

Japanese words	TOTAL	JPN %	LNW %	TOTAL	Loanwords
診療所	8	18.18	81.82	36	クリニック
印象	9	20.45	79.55	35	イメージ
駐車場	20	45.45	54.55	24	パーキング
独特	15	34.09	65.91	29	ユニーク
前向き	24	54.55	45.45	20	ポジティブ
結婚式	26	59.09	40.91	18	ウェディング
催し	4	9.09	90.91	40	イベント
予約	32	72.73	27.27	12	アポ
割引券	18	40.91	59.09	26	クーポン
果物	12	27.27	72.73	32	フルーツ
後ろ向き	16	36.36	63.64	28	ネガティブ
案内	11	25.00	75.00	33	ガイド
酒	21	47.73	52.27	23	アルコール
年寄り	16	36.36	63.64	28	シニア
砂糖	31	70.45	29.55	13	シュガー
昼ごはん	10	22.73	77.27	34	ランチ
花	33	75.00	25.00	11	フラワー
水	32	72.73	27.27	12	ウォーター
肌	37	84.09	15.91	7	スキン
茶	33	75.00	25.00	11	ティー
米	32	72.73	27.27	12	ライス
誕生日	25	56.82	43.18	19	バースデー
化粧	14	31.82	68.18	30	メイク
料理	28	63.64	36.36	16	クッキング
障害	16	36.36	63.64	28	ハンディキャップ
営業	27	61.36	38.64	17	マーケティング
看護師	18	40.91	59.09	26	ナース
浮浪者	6	13.64	86.36	38	ホームレス
借金	9	20.45	79.55	35	ローン
ばくち	4	9.09	90.91	40	ギャンブル
解雇	9	20.45	79.55	35	リストラ
失敗	10	22.73	77.27	34	ミス
商売	8	18.18	81.82	36	ビジネス
支障	8	18.18	81.82	36	トラブル
餌	21	47.73	52.27	23	フード
低賃金労働者	18	40.91	59.09	26	ワーキングプア

Appendix A-2: Total

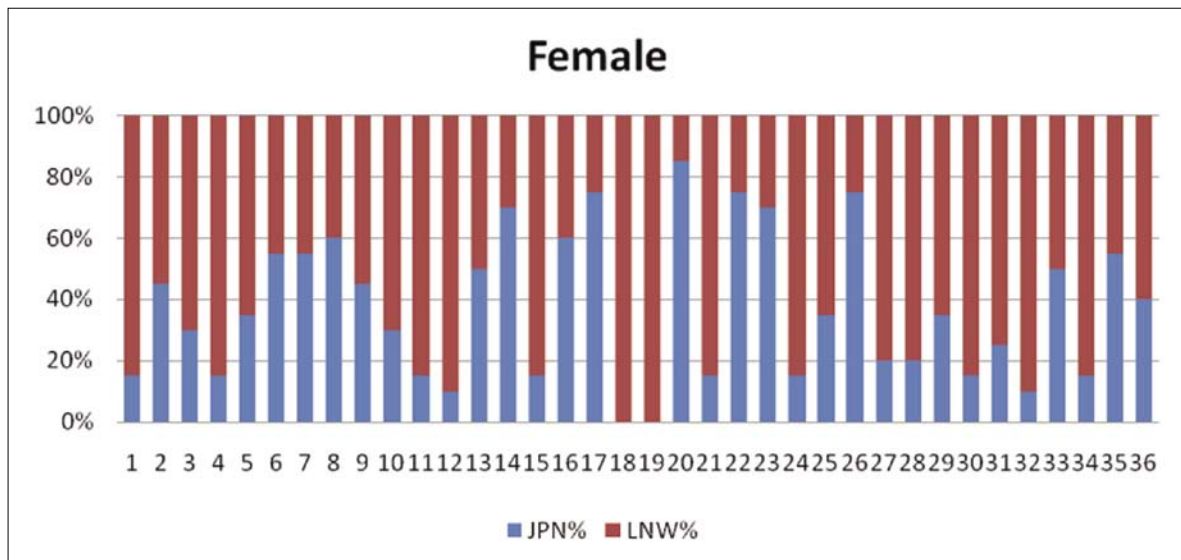


Appendix B-1: Female

Japanese words	Female (20)	JPN%	LNW%	Female (20)	Loanwords
診療所	3	15.00	85.00	17	クリニック
印象	9	45.00	55.00	11	イメージ
駐車場	6	30.00	70.00	14	パーキング
独特	3	15.00	85.00	17	ユニーク
前向き	7	35.00	65.00	13	ポジティブ
結婚式	11	55.00	45.00	9	ウェディング
催し	11	55.00	45.00	9	イベント
予約	12	60.00	40.00	8	アポ
割引券	9	45.00	55.00	11	クーポン
果物	6	30.00	70.00	14	フルーツ
後ろ向き	3	15.00	85.00	17	ネガティブ
案内	2	10.00	90.00	18	ガイド
酒	10	50.00	50.00	10	アルコール
年寄り	14	70.00	30.00	6	シニア
砂糖	3	15.00	85.00	17	シュガー
昼ごはん	12	60.00	40.00	8	ランチ
花	15	75.00	25.00	5	フラワー
水	0	0.00	100.00	20	ウォーター
肌	0	0.00	100.00	20	スキン
茶	17	85.00	15.00	3	ティー
米	3	15.00	85.00	17	ライス
誕生日	15	75.00	25.00	5	バースデー
化粧	14	70.00	30.00	6	メイク
料理	3	15.00	85.00	17	クッキング

障害	7	35.00	65.00	13	ハンディキャップ
営業	15	75.00	25.00	5	マーケティング
看護師	4	20.00	80.00	16	ナース
浮浪者	4	20.00	80.00	16	ホームレス
借金	7	35.00	65.00	13	ローン
ばくち	3	15.00	85.00	17	ギャンブル
解雇	5	25.00	75.00	15	リストラ
失敗	2	10.00	90.00	18	ミス
商売	10	50.00	50.00	10	ビジネス
支障	3	15.00	85.00	17	トラブル
餌	11	55.00	45.00	9	フード
低賃金労働者	8	40.00	60.00	12	ワーキングプア

Appendix B-2: Female

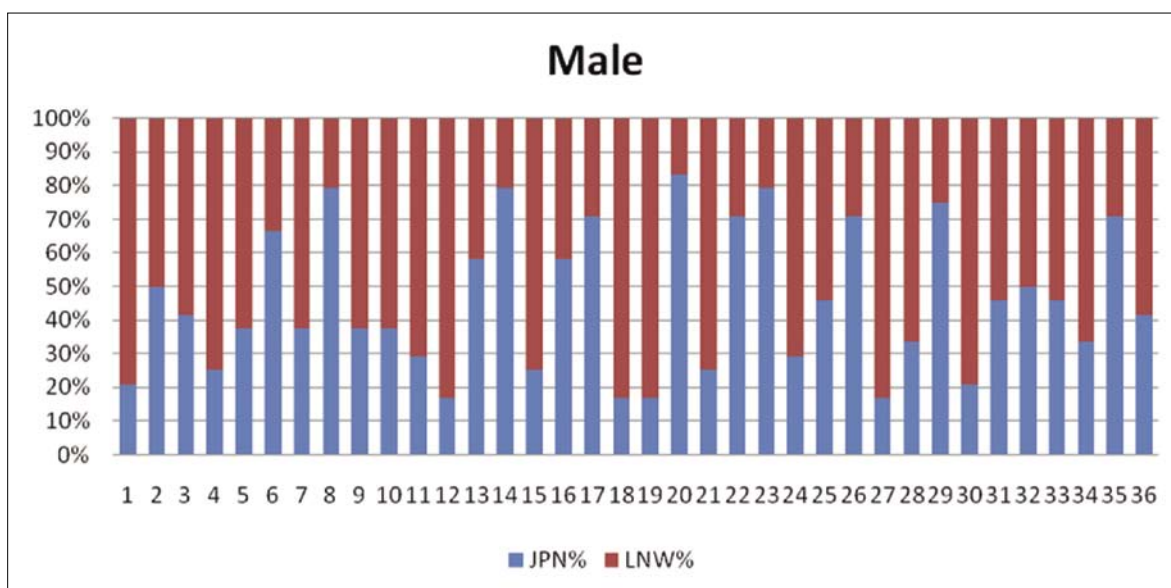


Appendix C-1: Male

Japanese words	Male(24)	JPN%	LNW%	Male(24)	LNW
診療所	5	20.83	79.17	19	クリニック
印象	12	50.00	50.00	12	イメージ
駐車場	10	41.67	58.33	14	パーキング
独特	6	25.00	75.00	18	ユニーク
前向き	9	37.50	62.50	15	ポジティブ
結婚式	16	66.67	33.33	8	ウェディング
催し	9	37.50	62.50	15	イベント
予約	19	79.17	20.83	5	アポ
割引券	9	37.50	62.50	15	クーポン
果物	9	37.50	62.50	15	フルーツ
後ろ向き	7	29.17	70.83	17	ネガティブ
案内	4	16.67	83.33	20	ガイド

酒	14	58.33	41.67	10	アルコール
年寄り	19	79.17	20.83	5	シニア
砂糖	6	25.00	75.00	18	シュガー
昼ごはん	14	58.33	41.67	10	ランチ
花	17	70.83	29.17	7	フラワー
水	4	16.67	83.33	20	ウォーター
肌	4	16.67	83.33	20	スキン
茶	20	83.33	16.67	4	ティー
米	6	25.00	75.00	18	ライス
誕生日	17	70.83	29.17	7	バースデー
化粧	19	79.17	20.83	5	メイク
料理	7	29.17	70.83	17	クッキング
障害	11	45.83	54.17	13	ハンディキャップ
営業	17	70.83	29.17	7	マーケティング
看護師	4	16.67	83.33	20	ナース
浮浪者	8	33.33	66.67	16	ホームレス
借金	18	75.00	25.00	6	ローン
ばくち	5	20.83	79.17	19	ギャンブル
解雇	11	45.83	54.17	13	リストラ
失敗	12	50.00	50.00	12	ミス
商売	11	45.83	54.17	13	ビジネス
支障	8	33.33	66.67	16	トラブル
餌	17	70.83	29.17	7	フード
低賃金労働者	10	41.67	58.33	14	ワーキングプア

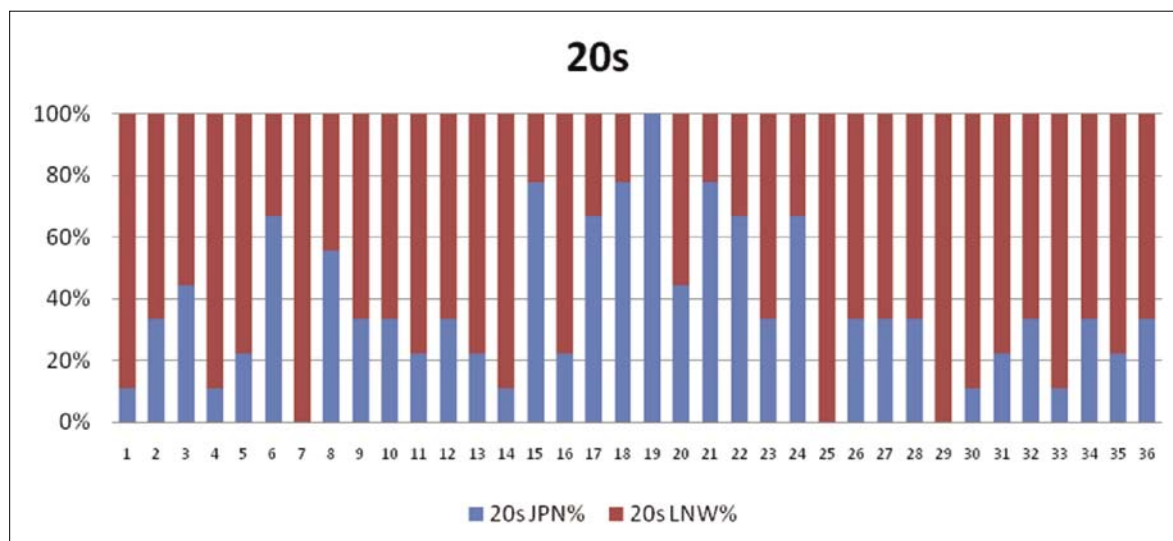
Appendix C-2: Male



Appendix D-1: 20s

Japanese words	Number	20s JPN%	20s LNW%	Number	Loanwords
診療所	1	11.11	88.89	8	クリニック
印象	3	33.33	66.67	6	イメージ
駐車場	4	44.44	55.56	5	パーキング
独特	1	11.11	88.89	8	ユニーク
前向き	2	22.22	77.78	7	ポジティブ
結婚式	6	66.67	33.33	3	ウェディング
催し	0	0.00	100.00	9	イベント
予約	5	55.56	44.44	4	アポ
割引券	3	33.33	66.67	6	クーポン
果物	3	33.33	66.67	6	フルーツ
後ろ向き	2	22.22	77.78	7	ネガティブ
案内	3	33.33	66.67	6	ガイド
酒	2	22.22	77.78	7	アルコール
年寄り	1	11.11	88.89	8	シニア
砂糖	7	77.78	22.22	2	シュガー
昼ごはん	2	22.22	77.78	7	ランチ
花	6	66.67	33.33	3	フラワー
水	7	77.78	22.22	2	ウォーター
肌	9	100.00	0.00	0	スキン
茶	4	44.44	55.56	5	ティー
米	7	77.78	22.22	2	ライス
誕生日	6	66.67	33.33	3	バースデー
化粧	3	33.33	66.67	6	メイク
料理	6	66.67	33.33	3	クッキング
障害	0	0.00	100.00	9	ハンディキャップ
営業	3	33.33	66.67	6	マーケティング
看護師	3	33.33	66.67	6	ナース
浮浪者	3	33.33	66.67	6	ホームレス
借金	0	0.00	100.00	9	ローン
ばくち	1	11.11	88.89	8	ギャンブル
解雇	2	22.22	77.78	7	リストラ
失敗	3	33.33	66.67	6	ミス
商売	1	11.11	88.89	8	ビジネス
支障	3	33.33	66.67	6	トラブル
餌	2	22.22	77.78	7	フード
低賃金労働者	3	33.33	66.67	6	ワーキングプア

Appendix D-2: 20s

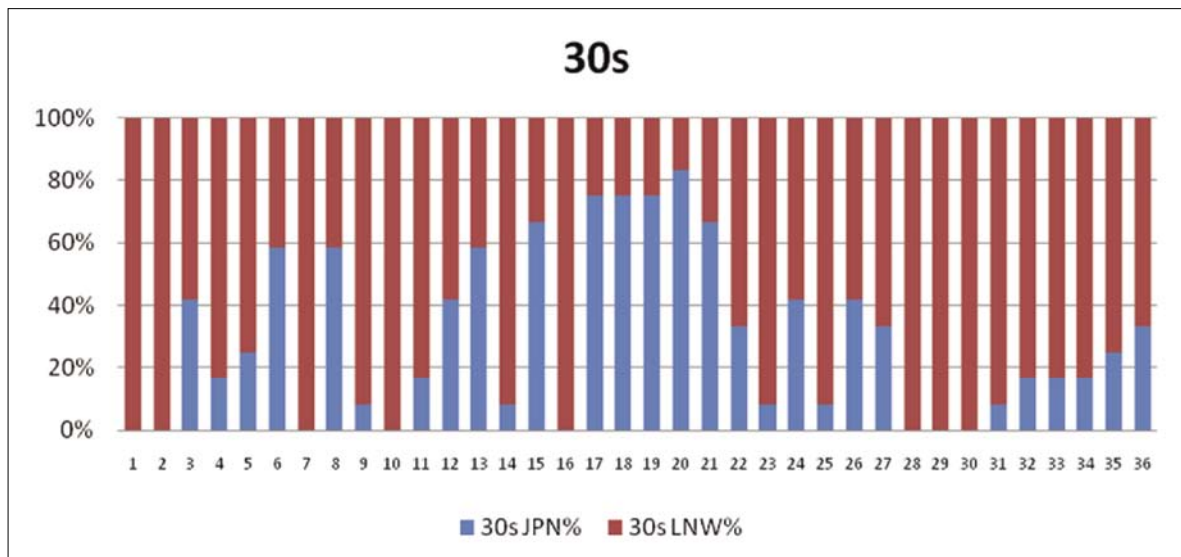


Appendix E-1: 30s

Japanese words	Number	30s JPN%	30s LNW%	Number	Loanwords
診療所	0	0.00	100.00	12	クリニック
印象	0	0.00	100.00	12	イメージ
駐車場	5	41.67	58.33	7	パーキング
独特	2	16.67	83.33	10	ユニーク
前向き	3	25.00	75.00	9	ポジティブ
結婚式	7	58.33	41.67	5	ウェディング
催し	0	0.00	100.00	12	イベント
予約	7	58.33	41.67	5	アポ
割引券	1	8.33	91.67	11	クーポン
果物	0	0.00	100.00	12	フルーツ
後ろ向き	2	16.67	83.33	10	ネガティブ
案内	5	41.67	58.33	7	ガイド
酒	7	58.33	41.67	5	アルコール
年寄り	1	8.33	91.67	11	シニア
砂糖	8	66.67	33.33	4	シュガー
昼ごはん	0	0.00	100.00	12	ランチ
花	9	75.00	25.00	3	フラワー
水	9	75.00	25.00	3	ウォーター
肌	9	75.00	25.00	3	スキン
茶	10	83.33	16.67	2	ティー
米	8	66.67	33.33	4	ライス
誕生日	4	33.33	66.67	8	バースデー
化粧	1	8.33	91.67	11	メイク
料理	5	41.67	58.33	7	クッキング

障害	1	8.33	91.67	11	ハンディキャップ
営業	5	41.67	58.33	7	マーケティング
看護師	4	33.33	66.67	8	ナース
浮浪者	0	0.00	100.00	12	ホームレス
借金	0	0.00	100.00	12	ローン
ばくち	0	0.00	100.00	12	ギャンブル
解雇	1	8.33	91.67	11	リストラ
失敗	2	16.67	83.33	10	ミス
商売	2	16.67	83.33	10	ビジネス
支障	2	16.67	83.33	10	トラブル
餌	3	25.00	75.00	9	フード
低賃金労働者	4	33.33	66.67	8	ワーキングプア

Appendix E-2: 30s

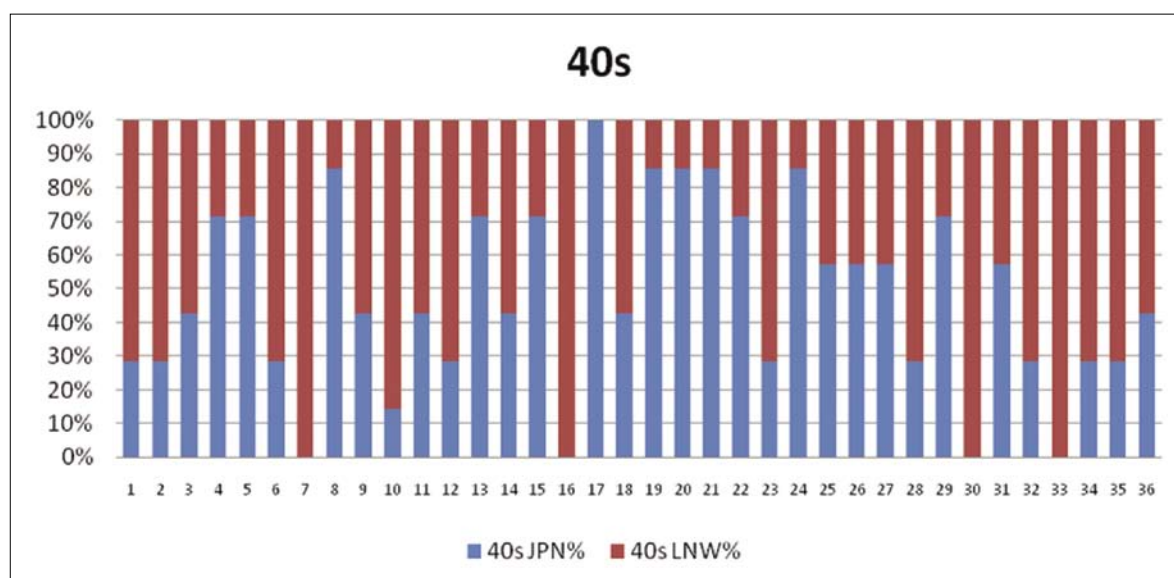


Appendix F-1: 40s

Japanese words	Number	40s JPN%	40s LNW%	Number	Loanwords
診療所	2	28.57	71.43	5	クリニック
印象	2	28.57	71.43	5	イメージ
駐車場	3	42.86	57.14	4	パーキング
独特	5	71.43	28.57	2	ユニーク
前向き	5	71.43	28.57	2	ポジティブ
結婚式	2	28.57	71.43	5	ウェディング
催し	0	0.00	100.00	7	イベント
予約	6	85.71	14.29	1	アポ
割引券	3	42.86	57.14	4	クーポン
果物	1	14.29	85.71	6	フルーツ
後ろ向き	3	42.86	57.14	4	ネガティブ

案内	2	28.57	71.43	5	ガイド
酒	5	71.43	28.57	2	アルコール
年寄り	3	42.86	57.14	4	シニア
砂糖	5	71.43	28.57	2	シュガー
昼ごはん	0	0.00	100.00	7	ランチ
花	7	100.00	0.00	0	フラワー
水	3	42.86	57.14	4	ウォーター
肌	6	85.71	14.29	1	スキン
茶	6	85.71	14.29	1	ティー
米	6	85.71	14.29	1	ライス
誕生日	5	71.43	28.57	2	バースデー
化粧	2	28.57	71.43	5	メイク
料理	6	85.71	14.29	1	クッキング
障害	4	57.14	42.86	3	ハンディキャップ
営業	4	57.14	42.86	3	マーケティング
看護師	4	57.14	42.86	3	ナース
浮浪者	2	28.57	71.43	5	ホームレス
借金	5	71.43	28.57	2	ローン
ばくち	0	0.00	100.00	7	ギャンブル
解雇	4	57.14	42.86	3	リストラ
失敗	2	28.57	71.43	5	ミス
商売	0	0.00	100.00	7	ビジネス
支障	2	28.57	71.43	5	トラブル
餌	2	28.57	71.43	5	フード
低賃金労働者	3	42.86	57.14	4	ワーキングプア

Appendix F-2: 40s

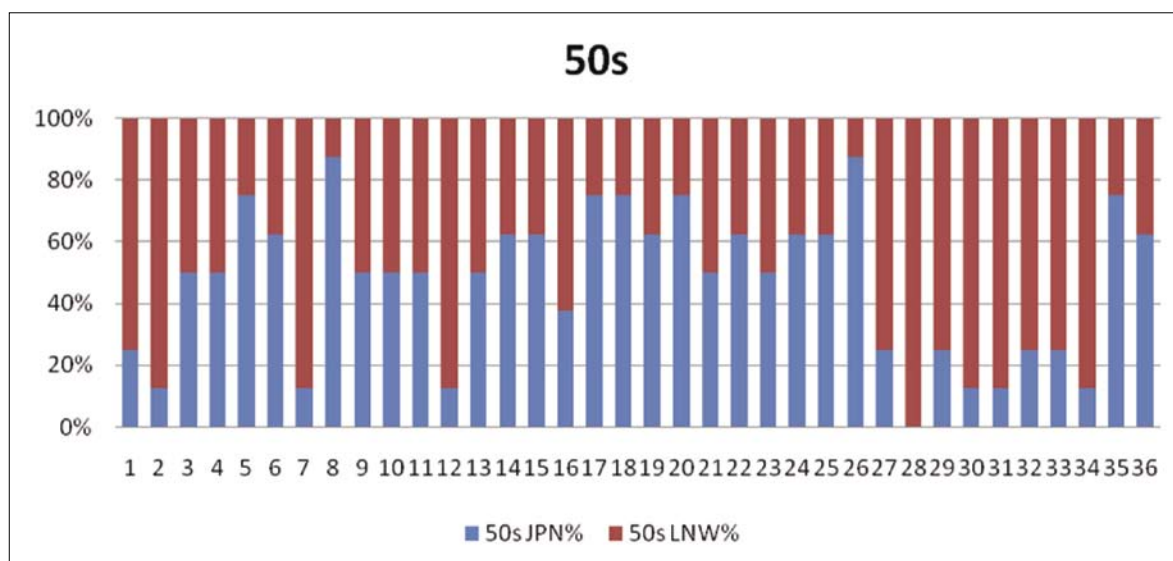




Appendix G-1: 50s

Japanese words	50s	50s JPN%	50s LNW%	50s	Loanwords
診療所	2	25.00	75.0	6	クリニック
印象	1	12.50	87.5	7	イメージ
駐車場	4	50.00	50.0	4	パーキング
独特	4	50.00	50.0	4	ユニーク
前向き	6	75.00	25.0	2	ポジティブ
結婚式	5	62.50	37.5	3	ウェディング
催し	1	12.50	87.5	7	イベント
予約	7	87.50	12.5	1	アポ
割引券	4	50.00	50.0	4	クーポン
果物	4	50.00	50.0	4	フルーツ
後ろ向き	4	50.00	50.0	4	ネガティブ
案内	1	12.50	87.5	7	ガイド
酒	4	50.00	50.0	4	アルコール
年寄り	5	62.50	37.5	3	シニア
砂糖	5	62.50	37.5	3	シュガー
昼ごはん	3	37.50	62.5	5	ランチ
花	6	75.00	25.0	2	フラワー
水	6	75.00	25.0	2	ウォーター
肌	5	62.50	37.5	3	スキン
茶	6	75.00	25.0	2	ティー
米	4	50.00	50.0	4	ライス
誕生日	5	62.50	37.5	3	バースデー
化粧	4	50.00	50.0	4	メイク
料理	5	62.50	37.5	3	クッキング
障害	5	62.50	37.5	3	ハンディキャップ
営業	7	87.50	12.5	1	マーケティング
看護師	2	25.00	75.0	6	ナース
浮浪者	0	0.00	100.0	8	ホームレス
借金	2	25.00	75.0	6	ローン
ばくち	1	12.50	87.5	7	ギャンブル
解雇	1	12.50	87.5	7	リストラ
失敗	2	25.00	75.0	6	ミス
商売	2	25.00	75.0	6	ビジネス
支障	1	12.50	87.5	7	トラブル
餌	6	75.00	25.0	2	フード
低賃金労働者	5	62.50	37.5	3	ワーキングプア

Appendix G-2: 50s

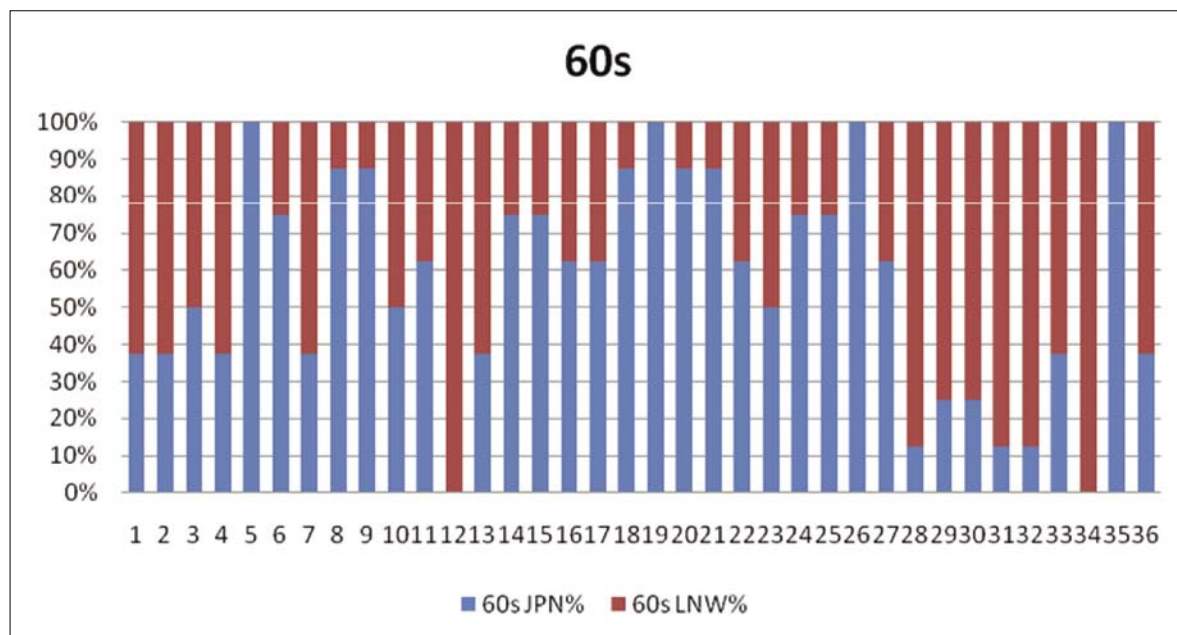


Appendix H-1: 60s

Japanese words	60s	60s JPN%	60s LNW%	60s	Loanwords
診療所	3	37.50	62.50	5	クリニック
印象	3	37.50	62.50	5	イメージ
駐車場	4	50.00	50.00	4	パーキング
独特	3	37.50	62.50	5	ユニーク
前向き	8	100.00	0.00	0	ポジティブ
結婚式	6	75.00	25.00	2	ウェディング
催し	3	37.50	62.50	5	イベント
予約	7	87.50	12.50	1	アポ
割引券	7	87.50	12.50	1	クーポン
果物	4	50.00	50.00	4	フルーツ
後ろ向き	5	62.50	37.50	3	ネガティブ
案内	0	0.00	100.00	8	ガイド
酒	3	37.50	62.50	5	アルコール
年寄り	6	75.00	25.00	2	シニア
砂糖	6	75.00	25.00	2	シュガー
昼ごはん	5	62.50	37.50	3	ランチ
花	5	62.50	37.50	3	フラワー
水	7	87.50	12.50	1	ウォーター
肌	8	100.00	0.00	0	スキン
茶	7	87.50	12.50	1	ティー
米	7	87.50	12.50	1	ライス
誕生日	5	62.50	37.50	3	バースデー
化粧	4	50.00	50.00	4	メイク
料理	6	75.00	25.00	2	クッキング

障害	6	75.00	25.00	2	ハンディキャップ
営業	8	100.00	0.00	0	マーケティング
看護師	5	62.50	37.50	3	ナース
浮浪者	1	12.50	87.50	7	ホームレス
借金	2	25.00	75.00	6	ローン
ばくち	2	25.00	75.00	6	ギャンブル
解雇	1	12.50	87.50	7	リストラ
失敗	1	12.50	87.50	7	ミス
商売	3	37.50	62.50	5	ビジネス
支障	0	0.00	100.00	8	トラブル
餌	8	100.00	0.00	0	フード
低賃金労働者	3	37.50	62.50	5	ワーキングプア

Appendix H-2: 60s



Appendix I: Survey

下記の外来語と日本語を比べてどちらの方が印象がいいですか。印象がいい方にまるをつけてください。

- |          |      |          |
|----------|------|----------|
| 1. 診療所   | V.S. | クリニック    |
| 2. 酒     | V.S. | アルコール    |
| 3. 障害    | V.S. | ハンディキャップ |
| 4. 印象    | V.S. | イメージ     |
| 5. 年寄り   | V.S. | シニア      |
| 6. 営業    | V.S. | マーケティング  |
| 7. 駐車場   | V.S. | パーキング    |
| 8. 砂糖    | V.S. | シュガー     |
| 9. 看護師   | V.S. | ナース      |
| 10. 独特   | V.S. | ユニーク     |
| 11. 昼ごはん | V.S. | ランチ      |
| 12. 浮浪者  | V.S. | ホームレス    |

13.	前向き	V.S.	ポジティブ
14.	花	V.S.	フラワー
15.	借金	V.S.	ローン
16.	結婚式	V.S.	ウェディング
17.	水	V.S.	ウォーター
18.	ばくち	V.S.	ギャンブル
19.	催し	V.S.	イベント
20.	肌	V.S.	スキン
21.	解雇	V.S.	リストラ
22.	予約	V.S.	アポ
23.	茶	V.S.	ティー
24.	失敗	V.S.	ミス
25.	割引券	V.S.	クーポン
26.	米	V.S.	ライス
27.	商売	V.S.	ビジネス
28.	果物	V.S.	フルーツ
29.	誕生日	V.S.	バースデー
30.	支障	V.S.	トラブル
31.	後ろ向き	V.S.	ネガティブ
32.	化粧	V.S.	メイク
33.	餌	V.S.	フード
34.	案内	V.S.	ガイド
35.	料理	V.S.	クッキング
36.	低賃金労働者	V.S.	ワーキングプア