

# Lexical Borrowing and Loanword Standardization in Modern Chinese During the Reform and Opening-Up Era

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**ABSTRACT:** Lexical borrowing is an inevitable consequence of language contact and constitutes one of the principal mechanisms through which languages expand their lexical resources. In Modern Chinese, loanwords have played a significant role in enriching the lexicon and promoting its development. Moreover, the adoption and use of loanwords reflect both social progress and the capacity of the Chinese language and culture to engage with the outside world. However, the indiscriminate introduction and inappropriate use of loanwords may undermine the clarity, stability, and integrity of the Chinese language. Against the backdrop of accelerating globalization, the standardization of loanwords has become an increasingly important issue. This paper examines the terminology, patterns of use, and fundamental principles governing the standardization of loanwords in contemporary Chinese.

**KEYWORDS:** lexical borrowing; loanwords; modern Chinese; language standardization; loanword standardization

## I. INTRODUCTION

Loanwords constitute an important component of the Chinese lexical system. Throughout its historical development, Chinese has remained in continuous contact with the languages of different ethnic groups, giving rise to several major waves of lexical borrowing. The first wave can be traced back to the Han and Tang dynasties and was characterized by the large-scale introduction of religious loanwords associated with the transmission of Buddhism and the flourishing of the Silk Road. The second major wave began after the Opium War in 1840 and continued into the early twentieth century. Since the 1980s, Chinese has entered a third period of intensive lexical borrowing.

Following a prolonged period of relative isolation, China has progressively expanded its cultural, economic, and scientific exchanges with the outside world. At the same time, the emergence of the information age and the rapid advancement of communication technologies have profoundly transformed social life. As globalization has continued to deepen, linguistic and cultural contact among countries and regions has expanded in both scope and intensity.

The substantial influx of loanwords since the Reform and Opening-up Era has undoubtedly enriched the Chinese lexical system. Nevertheless, the rapid and continuous introduction of foreign-derived lexical items has also generated new challenges for the Chinese lexicon. Traditional principles of word formation and language use have undergone noticeable changes. Furthermore, in the absence of clear and unified criteria governing the adaptation of loanwords, a number of issues remain unresolved, particularly those concerning the principles regulating their acceptance and use.

This paper examines the terminology, classification, patterns of use, and principles governing the standardization of loanwords in contemporary Chinese. The term *word*, as used in expressions such as *loanword*, *foreign word*, and *borrowed word*, is interpreted in a broad sense to include sublexical units (morphemes), words, and fixed expressions.

## II. THE CONCEPT AND CLASSIFICATION OF LOANWORDS IN CHINESE

### 2.1. The concept and scope of loanwords

Although foreign-derived lexical items have long existed in Chinese, systematic scholarly research on loanwords did not begin until relatively recently. Consequently, both the terminology and the definition of this lexical category remain subjects of scholarly debate.

According to Shi Youwei (2000), prior to the modern period, Chinese employed such terms as *yìyǔ* (译语), *yìmíng* (译名), and *yìcí* (译词) to refer to what are now commonly known as loanwords or foreign words. The term *yìyǔ* (译语) first appeared during the Tang dynasty and referred to words that had been translated into Chinese. During the Yuan dynasty, official translation

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institutions, such as the *Yiguǎn* (译馆, Translation Bureau), were established. Throughout the Ming and Qing dynasties, the term *yìyǔ* appeared in the titles of multilingual glossaries compiled by these institutions, including *Huá-Yì yìyǔ* (华夷译语), *Měnggǔ yìyǔ* (蒙古译语), and *Xīyáng guǎn yìyǔ* (西洋馆译语).

The scope of *yìyǔ* extended beyond translated words to include phrases, passages, and a limited number of phonetic transcriptions. Strictly speaking, however, these items cannot be regarded as genuine loanwords. Rather, they functioned primarily as phonetic annotations or Chinese-character representations of foreign expressions. The term 译语 continued to be used until the end of the imperial period.

In the early twentieth century, the first modern linguistic term referring to borrowed lexical items was *wàiláiyǔ* (外来语, "foreign language elements"). Borrowed from Japanese, this term was first introduced by Zhang Taiyan in 1902 in his article *Wénxué shuōlì* (文学说例). Owing to the political and social instability of the late Qing period, however, the term did not immediately gain widespread acceptance. It was only after the Xinhai Revolution and the May Fourth Movement that scholars began to pay sustained attention to linguistic issues, including the study of loanwords.

In 1934, Chen Wangdao reintroduced the term *wàiláiyǔ* (外来语), and by 1940 it had gained broad recognition in discussions of grammatical reform.

During the early 1950s, *wàiláiyǔ* was used primarily to refer to transliterated words. By the mid-1950s, following the establishment of the concept of the *word* (词) in Chinese linguistics, scholars such as Gao Mingkai and Liu Zhengtan argued that *wàiláiyǔ* was no longer an appropriate designation when used alongside the suffix *-cí* (词). Consequently, in 1958, the term *wàiláicí* (外来词) was formally adopted to replace *wàiláiyǔ* (外来语).

In Vietnamese, *wàiláicí* is commonly translated as *từ ngoại lai* or *từ mượn*. Because the term conforms to Chinese linguistic conventions, it has been widely accepted. Nevertheless, some scholars maintain that both *wàiláicí* (外来词) and *wàiláiyǔ* (外来语) are conceptually problematic. From the perspective of language contact, lexical items do not enter a language spontaneously; rather, they are actively borrowed by language users. For this reason, the term *jiècí* (借词, "loanword") is considered more scientifically appropriate, corresponding to the English terms *loanword* and *borrowed word*.

At present, both *wàiláicí* (外来词) and *jiècí* (借词) are widely accepted by Chinese linguists. In the present study, *jiècí* (loanword) is adopted as the primary term, while *wàiláicí* is retained as an alternative term where appropriate.

### 2.2. Methods of lexical borrowing

In general, loanwords enter Chinese through five principal borrowing strategies: phonetic translation (transliteration), semantic translation (loan translation), Hybrid borrowing, calquing, and loanwords containing Latin letters.

#### 2.2.1. Phonetic Translation

Phonetic translation refers to the creation of new lexical items by approximating the pronunciation of a foreign word with Chinese characters that possess identical or similar phonetic values. In other words, both the pronunciation and the meaning of transliterated loanwords originate from the source language; consequently, this borrowing strategy involves the adoption of both sound and meaning.

Regardless of the number of morphemes in the source language, loanwords formed through phonetic translation enter Chinese as simplex words and are generally treated as single morphemes, many of which are abbreviations. This category has altered the traditional characteristics of Chinese simplex words, which typically consist of only one or two syllables.

The number of monosyllabic transliterations capable of functioning as independent lexical items in Chinese is relatively limited. Examples include: 拷 (*call*), 酷 (*cool*), and 秀 (*show*). Consequently, loanwords of this type are relatively uncommon. Some monosyllabic transliterated loanwords, however, have become productive morphemes capable of forming new words. For example, the morpheme 卡 (*card*) functions as a word-forming constituent in compounds such as 信用卡 (*credit card*), 贺卡 (*greeting card*), 磁卡 (*magnetic card*), IC卡 (*IC card*), and IP卡 (*IP card*).

With disyllabic and polysyllabic transliterated loanwords, the individual syllables bear no semantic relationship to one another. Representative examples include: 雷达 (*radar*), 吉他 (*guitar*), 拷贝 (*copy*), 的士 (*taxi*), 巴士 (*bus*), 布丁 (*pudding*), 可乐 (*cola*), 迪斯科 (*disco*), 比基尼 (*bikini*), 伊妹儿 (*e-mail*), 奥林匹克 (*Olympic*), 尼古丁 (*nicotine*), and 欧佩克 (*OPEC*).

#### 2.2.2. Semantic Translation

Semantic translation refers to the creation of new lexical items by employing Chinese word-formation principles and linguistic resources to reproduce the meaning of a foreign word. In other words, although the semantic content of the translated word derives from the source language, both its phonological form and its word-formation pattern are Chinese. Representative examples include: 热点 (*hot spot*), 健美 (*body building*), 代沟 (*generation gap*), 蜜月 (*honeymoon*), 媒体 (*media*), 计算机 (*computer*), 奶酪 (*cheese*), and 沉默权 (*right of silence*).

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Because Chinese speakers are accustomed to inferring meaning directly from the written form of words, loanwords created through semantic translation conform well to the word-formation principles of Chinese. Consequently, this borrowing strategy has been widely adopted.

### 2.2.3. Hybrid borrowing

This borrowing strategy represents a carefully balanced approach that takes into account both the phonological and semantic characteristics of the source and target languages. Even when phonetic translation is adopted, efforts are made to incorporate semantic elements wherever possible. Representative examples include: 伟哥 (*Viagra*), 雪碧 (*Sprite*), 可口可乐 (*Coca-Cola*), 冰淇淋 (*ice cream*), 香波 (*shampoo*), 摩托车 (*motor, motorcycle*), 因特网 (*Internet*), 啤酒 (*beer*), and 芭蕾舞 (*ballet*).

However, loanwords created through the combination of phonetic and semantic translation do not fully conform to the word-formation patterns of Chinese. Although the meanings of most such loanwords can be associated with their referents, the semantic relationships among their constituent elements are generally weak, and they cannot normally be extended into phrases or sentences. Consequently, this borrowing strategy is employed primarily in the translation of brand names and commercial products. Representative examples include: 可口可乐 (*Coca-Cola*), 雪碧 (*Sprite*), and 雀巢咖啡 (*Nescafé*). Likewise, the names of cosmetic products frequently contain characters such as 雅, 丝, 兰, 倩, 莲, and 雪, which readily evoke positive associations with beauty traditionally sought by female consumers.

### 2.2.4. Calquing

Calquing refers to the creation of lexical items by translating the meaning of each constituent morpheme while preserving both the original word-formation pattern and the word order of the source language. Representative examples include: 黑板 (*blackboard*), 超人 (*superman*), 超市 (*supermarket*), 笔名 (*pen name*), 马力 (*horsepower*), 知识经济 (*knowledge economy*), and 纳米科学 (*nanoscience*). A calque therefore reproduces not only the semantic content of each constituent but also the structural pattern of the original lexical item. This borrowing strategy is relatively uncommon in Chinese.

### 2.2.5. Loanwords containing Latin letters

Loanwords containing Latin letters refer to lexical items in which Latin letters are used in combination with Chinese characters within the Chinese lexical system. This category includes lexical items composed entirely of Latin letters, such as CPI, BBS, WTO, DNA, IQ, Intel, HSK, and OK; combinations of Latin letters and Chinese characters, such as AA制, IC卡, e时代, and 维生素A; combinations of Latin letters and numerals, such as B2B, B2C, MP3, and MP4; combinations of Latin letters and symbols, such as e-mail, e-book, e-bank, BB-call, and U.S.A; as well as combinations of Latin letters, Chinese characters, numerals, and symbols, such as B5纸, 6S店, and 4D电影.

Among loanwords containing Latin letters, those composed entirely of Latin letters constitute the largest subgroup. They generally consist of two or more letters and, in most cases, are abbreviations formed from the initial letters of multi-word expressions. Such forms are typically written in uppercase, for example: WTO, IQ, and HSK.

Loanwords containing Latin letters constitute a distinctive lexical category in modern Chinese and are a product of the Reform and Opening-up Era. Although such lexical items had already begun to appear in Modern Chinese texts, their number remained extremely limited. It was not until the Reform and Opening-up Era that lexical items containing Latin letters began to increase rapidly and continuously. The widespread emergence of this category has extended the traditional boundaries of the Chinese lexicon and has exerted a profound influence on the lexical system of Modern Chinese as a whole. On the one hand, these lexical items have enriched both the semantic content and the expressive resources of Chinese. On the other hand, they have increased the complexity of the Chinese lexical system, thereby presenting new challenges for language standardization and for preserving the integrity and purity of the Chinese language.

## III. TRENDS AND PRINCIPLES OF LOANWORD STANDARDIZATION IN MODERN CHINESE

### 3.1. Current trends in loanword usage in contemporary Chinese

Since the implementation of the Reform and Opening-up policy, China has experienced remarkable economic growth, accompanied by expanding exchanges and cooperation with the rest of the world. As a result, cultural and linguistic contact between Chinese speakers and speakers of other languages has become increasingly frequent. Traditional Chinese perceptions of language and culture have consequently undergone gradual change, while attitudes toward foreign linguistic and cultural elements have become considerably more open and receptive. Against this backdrop, the rapid influx of foreign lexical items into Chinese has been both natural and inevitable. The widespread use of loanwords has consequently made them an indispensable component of everyday Chinese. Compared with earlier periods, lexical borrowing in contemporary Chinese exhibits several distinctive characteristics, particularly with respect to phonetic loanwords.

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### 3.1.1. The rapid increase in phonetic loanwords

The Reform and Opening-up policy removed many long-standing ideological barriers, fostering a greater willingness among Chinese speakers to accept new objects, concepts, and ideas originating from the West. As a consequence, a large number of newly transliterated loanwords entered Chinese. During this period, appropriate semantic equivalents were often unavailable. At the same time, many translators, particularly younger generations, were attracted by linguistic novelty and therefore introduced transliterated forms directly without waiting to develop semantically translated equivalents or conducting detailed semantic analysis. As a result, transliteration was frequently adopted as a rapid means of expressing newly emerging concepts. Representative examples include: 厄尔尼诺 (*El Niño*), 多米诺 (*dominoes*), 奥斯卡 (*Oscar*), 桑拿 (*sauna*), and 布丁 (*pudding*).

### 3.1.2. The proliferation of loanwords containing Latin letters

During the Reform and Opening-up Era, lexical items containing Latin letters, including abbreviated foreign words, acronyms referring to institutions and organizations, and abbreviated scientific and technical terms increased dramatically. Most of these expressions are difficult to translate into Chinese, while translated equivalents are often cumbersome to write, remember, or use in accordance with Chinese linguistic conventions. Moreover, many specialized technical terms require no Chinese translation because their intended users are already familiar with their meanings. Consequently, lexical items containing Latin letters have frequently been borrowed directly and have gradually developed into a distinctive lexical category in Modern Chinese. Structurally, these lexical items may be classified into three principal categories:

- Abbreviations combined with classifier nouns, such as P&G公司 (P&G Company), B – B协议 (B – B agreement), and B超 (B-mode ultrasonography);
- English abbreviations, such as CEO, ABS, VIP, and SARS. In addition, numerous English abbreviations have become highly popular in online communication and are widely regarded as fashionable Internet expressions, including BF (*boyfriend*), BTW (*by the way*), and DIY (*do it yourself*);
- Other forms containing Latin letters. These include combinations of Chinese characters or numerals with Latin letters, such as 卡拉OK (*karaoke*), T恤 (*T-shirt*), and MP3; as well as forms in which Latin letters are pronounced identically or similarly to their English counterparts, such as B4 (*before*), U (*you*), and 4U (*for you*). Such forms are likewise common in Internet communication. Furthermore, in order to facilitate international communication in certain specialized fields, Chinese has also created numerous Latin-letter abbreviations for Chinese expressions based on Chinese Pinyin or English pronunciation. Representative examples include HSK (汉语水平考试, Chinese Proficiency Test) and GB (国家标准, National Standard). This tendency has become increasingly widespread. Meanwhile, newly coined Internet expressions employing Latin letters have also emerged, including BT (变态, "perverted") and BS (鄙视, "to despise").

### 3.1.3. The gradual replacement of semantic loanwords by phonetic loanwords and the parallel use of both forms

Throughout the long history of linguistic and cultural contact, a considerable number of semantically translated loanwords have entered Chinese. Over time, these lexical items have become fully integrated into the Chinese lexical system and are now regarded as part of the native Chinese vocabulary.

In recent years, however, some semantically translated loanwords have gradually been replaced by purely phonetic loanwords, while in other cases both forms continue to coexist. This phenomenon has become increasingly common. Representative examples include: 话筒—麦克风 / 麦 (*microphone*), 天使—安琪儿 (*angel*), 激素—荷尔蒙 (*hormone*), 激光—镭射 (*laser*), 维生素—维他命 (*vitamin*), and 公共汽车—巴士 (*bus*).

### 3.1.4. Multiple Chinese equivalents for a single foreign lexical item and the resulting inconsistencies in usage

The existence of multiple Chinese equivalents for a single foreign lexical item is manifested in two principal respects.

First, numerous transliterated loanwords originating in Hong Kong and Taiwan have entered Mainland China. Since the implementation of the Reform and Opening-up policy, exchanges among Mainland China, Hong Kong, and Taiwan have become increasingly frequent, facilitating the introduction of many loanwords that first appeared in Hong Kong and Taiwan, particularly Cantonese-based transliterations. Representative examples include: 卜成 (*boxing*), 开麦拉 (*camera*), 爹地 (*daddy*), 士多 (*store*), 听尼士 (*tennis*), and 士哥 (*score*). Many scholars argue that these transliterations deviate from the pronunciation norms of Standard Mandarin, are difficult to pronounce and remember, and frequently create confusion in actual language use.

Modern Chinese has also adopted a number of Japanese lexical items through Hong Kong and Taiwan. Today, many of these expressions have become widely used, including: 特卖 (*discount sale*), 便当 (*boxed meal*), 指压 (*acupressure*), 物语 (*story*), 人气 (*popularity*), and 人缘 (*interpersonal affinity*).

Second, inconsistencies have emerged in the translation of proper nouns, particularly personal names and place names. Such items are generally introduced through transliteration in accordance with established conventions governing the selection of Chinese characters. Nevertheless, forms that have been used over extended periods are often retained by convention, resulting in considerable inconsistency.

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For example, during the funeral of princess Diana of the United Kingdom in 1997, her coffin was taken to Westminster Abbey for the memorial service. The Chinese rendering 西敏寺, a combination of phonetic and semantic translation, had been used for more than a century and had already been recorded in authoritative English – Chinese dictionaries. Nevertheless, some newspapers and media outlets rendered the name as 威斯敏斯特. Likewise, 剑桥 (*Cambridge*) has also appeared in the alternative form 坎布里奇, while 意大利 (*Italy*) is sometimes written as 义大利. Such inconsistencies inevitably create confusion among language users and hinder effective communication.

### 3.1.5. The morphemization of loanwords

Among the loanwords in Chinese, some have entered the language through phonetic translation, such as 巴士 (*bus*), 的士 (*taxi*), and 模特儿 (*model*), while others have been introduced through a combination of phonetic and semantic translation, such as 啤酒 (*beer*), in which 啤 represents the transliterated pronunciation of the English word *beer*.

The transliterated elements 巴, 的, 模, and 啤 originally functioned merely as the initial syllables of loanwords and possessed no independent lexical meaning. Only when combined with the following syllable did they constitute meaningful morphemes. As lexical borrowing continued to develop in Chinese, however, these transliterated elements gradually acquired the capacity to combine with other morphemes to form new lexical items, including 大巴 (*coach*), 打的 (*to take a taxi*), 名模 (*supermodel*), and 扎啤 (*draft beer*).

At this stage, these transliterated elements can no longer be regarded as semantically empty. Rather, they have developed identifiable morphemic meanings, a phenomenon that has attracted considerable scholarly attention in Chinese linguistics. In addition, certain Latin-letter sequences have themselves become productive morphemes. For example, the sequence “.com” has given rise to expressions such as “.com公司”, “.com经济”, “.com人”, and “.com一族”.

## 3.2. Principles of loanword standardization in Modern Chinese

The large-scale influx of loanwords into contemporary Chinese has substantially enriched the Chinese lexical system and expanded the language's expressive resources. At the same time, however, the absence of unified standards governing the adaptation and use of loanwords has resulted in considerable inconsistency in lexical borrowing practices. Moreover, recent developments in language contact have generated new patterns and characteristics of lexical borrowing, making language standardization both increasingly important and urgently needed. It is therefore essential to establish a systematic set of principles to guide the standardization of loanwords in Modern Chinese.

### 3.2.1. Loanword translation should conform to the structural characteristics of Chinese and the linguistic habits of Chinese speakers

Every language community seeks to preserve its linguistic and cultural identity while engaging with foreign cultural influences. Before foreign lexical items can be incorporated into the Chinese lexical system, they should conform both to the word-formation principles of Chinese and to the linguistic habits of Chinese speakers. Accordingly, loanwords should be translated in a manner consistent with the structural characteristics of Chinese. Whenever semantic translation is feasible, it should be preferred, whereas phonetic translation should be employed only when semantic translation is impracticable. Nevertheless, when transliteration conforms to Chinese word-formation patterns and effectively conveys the characteristics, functions, attributes, or distinctive features of the referent, it likewise represents an appropriate translation strategy.

Representative examples include the Chinese translations of a number of internationally renowned brand names introduced into the domestic market. For instance, the multinational consumer goods company P&G adopted 宝洁 as the official Chinese rendering of its corporate name. Similar translation strategies have been employed for many internationally recognized brands, including Olay (玉兰油), Head & Shoulders (海飞丝), Safeguard (舒肤佳), Tide (汰渍), and Pampers (帮宝适). These translations have been widely accepted by Chinese consumers because they not only conform to Chinese linguistic conventions but also evoke positive associations with the qualities and functions of the products.

### 3.2.2. Transliteration should strictly follow the phonological norms of Standard Mandarin

To ensure linguistic consistency and avoid confusion, transliteration should be based exclusively on the pronunciation of Standard Mandarin (*Putonghua*) rather than on regional dialects. For example, the surname of former U.S. President Reagan is transliterated as 里根 in Standard Mandarin, whereas the forms 列根 and 雷根 are commonly used in Taiwan and Hong Kong. Similarly, the German automobile brand Benz (奔驰) is rendered as 宾士 in Hong Kong and Taiwan.

Nevertheless, as exchanges among Mainland China, Hong Kong, and Taiwan have become increasingly frequent, certain loanwords originating from Hong Kong and Taiwan, such as 秀 (*show*) and 罗曼蒂克 (*romantic*), have become widely accepted and are no longer constrained by this principle.

Furthermore, consistency should also be maintained in the selection of Chinese characters used for transliteration by following officially recognized transliteration conventions. Standard forms such as 法兰绒 (*flannel*), 佛洛伊德 (*Freud*), 可卡因 (*cocaine*),

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and 尼龙 (*nylon*) should therefore be retained, whereas non-standard variants such as 佛兰绒, 佛洛伊德, 可加因, and 尼隆 should be avoided

### 3.2.3. Established semantic translations should be preferred over newly coined transliterations unless the latter have become widely established

At present, many Chinese speakers show a preference for transliterated loanwords even when well-established semantic equivalents already exist. This tendency poses a challenge to the integrity of the Chinese language and should therefore be avoided whenever possible.

For example, 饼干 (*cracker*) should be preferred to 克力架, 胶卷 (*film*) should replace 菲林, and 防腐剂 (*formalin*) should be used instead of 福尔马林. Although standardized Chinese equivalents have already been established for many foreign lexical items, inconsistent usage remains widespread.

Because Chinese speakers in Hong Kong, Macao, and Taiwan have long maintained close contact with foreign languages, transliterated loanwords occur more frequently in these regions. For example, 波 is commonly used instead of 球 (*ball*), 士丹 instead of 邮票 (*postage stamp*), and 嗶嗶 instead of 婴儿 (*baby*). Such lexical variation creates unnecessary communication barriers among Mainland China, Hong Kong, Macao, and Taiwan. It is therefore necessary to establish and implement unified standards governing the use of loanwords.

### 3.2.4. Unified standards for the adaptation and translation of loanwords should be established to safeguard the stability and integrity of the Chinese language

The increasing prevalence of non-standard forms and multiple lexical variants largely results from the absence of unified standards or from the continued application of outdated norms that no longer reflect contemporary linguistic realities. Consequently, translators frequently rely on individual preferences when rendering foreign lexical items, giving rise to inconsistency, duplication, and confusion.

Many countries have published official dictionaries prescribing standardized equivalents for loanwords used in fields such as culture, science, commerce, and mass communication. Drawing upon such practices, China could likewise formulate regulations governing the use of standardized lexical items in advertisements, trademarks, books, newspapers, and other publications. Under such regulations, unofficial foreign expressions such as *walkman*, *fax*, *meeting*, and *digital* would be discouraged, while appropriate measures could be adopted to regulate non-standard usage.

Although such measures may appear somewhat stringent, they are nevertheless essential for maintaining the stability, integrity, and linguistic purity of the Chinese language.

### 3.2.5. Strengthening interregional cooperation, promoting the principle of compatibility, and enhancing guidance on non-standard language use, with particular emphasis on the role of the mass media

As China's reform has continued to deepen and international cooperation has expanded, the country's integration into the global community has accelerated accordingly. New scientific and technological terminology, together with an increasing number of concepts and objects emerging in the era of globalization and the information age, continues to enter Chinese. Consequently, greater attention should be devoted both to the standardization of loanwords and to providing appropriate guidance for their use.

At the same time, the guiding role of the mass media should be fully recognized and strengthened. In today's information age, the rapid dissemination of language through the media exerts a profound influence on lexical development and on the standardization of language use.

## IV. CONCLUSION

In the context of globalization and increasing international integration, cultural exclusion has become progressively less common. Countries and nations have shown a growing willingness to learn from and draw upon other cultures in order to enrich their own cultural traditions. This tendency is particularly evident in the field of language, especially in relation to lexical borrowing and the adoption of loanwords. Compared with earlier periods, newly introduced lexical items in contemporary Chinese display distinctive characteristics that reflect the rapid advancement of information technology and the continuing process of globalization.

Against this backdrop, Chinese linguists have undertaken systematic research to formulate normative principles governing the adoption, adaptation, and use of loanwords in Modern Chinese, with the aim of ensuring the healthy development of the language while preserving its inherent stability. The standardization of loanwords constitutes an essential component of language standardization. It not only provides normative guidance for lexical development but also facilitates international communication and the incorporation of foreign cultural, scientific, and technological achievements into Chinese.

Owing to historical circumstances and geographical proximity, the development of Vietnamese has both been influenced by and shared many similarities with that of Chinese. Consequently, research on the Chinese language, particularly on the principles governing the standardization of loanwords in Modern Chinese, is of considerable practical significance. Such research not only

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contributes to the teaching of Chinese in Vietnam but also provides a valuable reference for the investigation, planning, and standardization of the corresponding category of loanwords in Vietnamese.

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