

The Flood of Japanised Foreign Words and These Futurity

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I want to discuss the flood of 'Japanised' Foreign Words which have appeared in the numerous advertising, social and educational fields, and to criticise from the point of Phonological and cultural viewpoint. Because, the making use of these strange words are very important from cultural standpoints, but, on the other hands, some serious flaws strikes my minds.

stood or not by them. How hasty deed the Japanese do!

According to my these long belief, I'll select some hundreds of familiar Japanised loanwords from about 36,000, and try to estimate their future usage and longevity.

At present, the Japanised loanwords are said to be so many words including every fields, but as far as I studied the borrowed words, from educational point of view, I think about 10,000 will be enough, excluding personal names, geographical names and the names of novels and arts' works. About a half of the loanwords are English, in origin from Great Britain and U.S.A., and other minors are Chinese, French, Portuguese, Dutches, Russians, Itarians, Spanishes, Germans, Koreans, Sanscrits and Latins, etc.

1. The Japanised loanwords before World War II.

I was born in a countryside of Gifu Prefecture in 1912, but I REMEMBER VIVIDLY, even at present, that we, country boys, were using, in those days, twenty or more borrowed Japanese words without thinking of them as "loanwords." For example, my mother used to say to me, 'šappo to manto o wašure nāide, Akira!' = 'Don't forget to wear chapeau and manteau, Akira!'

Other loanwords I can remember from my younger days were:-
/saŋsu/ - shirt, /boŋan/ - botão (P), /tūbu/ - tube, /taŋja/ - tire, tyre, /meŋikenko/ - American flour, /pān/ - pão (P), /koŋgīl/ - coffee, /hoŋumarin/ - Formalin (G), /aŋrukoŋru/ - alcohol (D), /doŋoppu/ - drop, /saŋdoitŋi/ - sandwich, /šiloppu/ - syrup, /sol:se:ži/ - sausage, /kašutera/ - castella (P), /kašuretsu/ - cutlet, /kaŋe:rālisu/ - curried rice, /omuretsu/ - omelette (F), /tomato/ - tomato, /koŋrokke/ - croquette (F), /bišuketto/ - biscuit, /bānana/ - banana, /bišuteki/ - biŋtech (F).

Explanation of Japanese pitch accent:-

/hāto/ = 鳩 = dove, /hānc/ = 羽 = feather, /kokoro/ = 心 = mind. (2) Phonetic symbols, /š/ = /ʃ/, /z/ = /ʒ/, /tʃ/ = /tʃ/, /dʒ/ = /dʒ/, / / = phonetic notation.

For the last twenty or thirty years, and as an indirect result of the Second World War, we, even language teachers, often have been surprised at the large number of so called Japanised Foreign Words to be found in the field of advertising, and in many shops' names. Flood and utilization of foreign words into public and private informational fields, seems to me, as wonderful introducing knowlege of western civilization, given to the Japanese, but on the other hands, the thought to introduce things without critical consideration, is an abnormal thoughtlessness perhaps coming from the white-phobia of the Japanese during Meiji Restoration era. That is to say, most of Japanese advertisers may suppose without inquiry of the matter, that advertisement with so many foreign words (both original spelling and Japanised loanwords as well), may be interested and praised by many guests, whether the foreign vocabularies are under-

2. Japanised loanwords from 1950 to 1982.

a) Among the above mentioned loanwords, pão, castella and some others were introduced from Portugues in 1774, and also coffee, syrup, beer and some others from Dutch.

Many words particularly since 1950 (but

朝日新聞 1987-1-21
松下電器の「MIIフォーマット」新ビデオシステム
NHK共同で開発した方式

National Panasonic

時代ニーズに的確に応えた画期的ビデオ技術
今さらながらの国際中継に向けて、まもなく開始

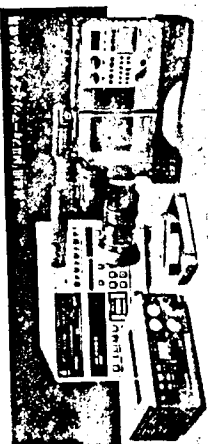
米開放政策を代表するビデオフォーマットのひとつとして、放送では、情報化社会の高度化に伴って「VHS」や「VHS」など、従来の規格の重要性が高まるなか、以前から小型・高性能に優れた「VHS」を買って、後継の新しい「VHS」を求めていました。そしてこの新しい要求をみたす画期的な放送用ビデオフォーマットとして、松と共同で開発した「MIIフォーマット」新ビデオシステムを全面採用することになりました。

今さらながらの国際中継に向けて、まもなく開始
「MIIフォーマット」は、従来のVHSと異なり、ビデオテープの両面に記録できるため、従来のVHSと比べて約2倍の収録時間が確保でき、また、高圧電圧による劣化も少なく、再生時には、従来のVHSよりも静かな動作が可能です。また、VHSよりも約2倍の収録時間が確保でき、また、高圧電圧による劣化も少なく、再生時には、従来のVHSよりも静かな動作が可能です。

総合ビデオ技術に確信
松下電器は、放送用ビデオテープの規格から放送用ビデオテープの規格の確立に努め、今さらながらの国際中継に向けて、まもなく開始。松下電器は、放送用ビデオテープの規格から放送用ビデオテープの規格の確立に努め、今さらながらの国際中継に向けて、まもなく開始。

複写機と長時間録画を両立
「MIIフォーマット」は、高圧電圧による劣化も少なく、再生時には、従来のVHSよりも静かな動作が可能です。また、VHSよりも約2倍の収録時間が確保でき、また、高圧電圧による劣化も少なく、再生時には、従来のVHSよりも静かな動作が可能です。

自動送戻装置にも対応
松下電器は、放送用ビデオテープの規格から放送用ビデオテープの規格の確立に努め、今さらながらの国際中継に向けて、まもなく開始。松下電器は、放送用ビデオテープの規格から放送用ビデオテープの規格の確立に努め、今さらながらの国際中継に向けて、まもなく開始。



●MIIフォーマットは、松下電器が世界で初めて開発した方式です。すでに日本には、200以上の放送局がMIIフォーマットを採用し、さまざまな放送番組を録画・再生しています。

Key to phonetic symbols

Vowels and diphthongs

1	i:	as in see /si:/	11	ɜ:	as in fur /fɜ:(r)/
2	ɪ	as in sit /sɪt/	12	ə	as in ego /ə'gəʊ/
3	e	as in ten /ten/	13	eɪ	as in page /peɪdʒ/
4	æ	as in hat /hæt/	14	əʊ	as in home /həʊm/
5	ɑ:	as in arm /ɑ:m/	15	aɪ	as in five /faɪv/
6	ɒ	as in got /gɒt/	16	aʊ	as in now /naʊ/
7	ɔ:	as in saw /sɔ:/	17	dʒ	as in join /dʒɔɪn/
8	ʊ	as in put /pʊt/	18	ɪə	as in near /nɪə(r)/
9	u:	as in too /tu:/	19	eə	as in hair /heə(r)/
10	ʌ	as in cup /kʌp/	20	ʊə	as in pure /pjʊə(r)/

Consonants

1	p	as in pen /pen/	13	s	as in so /səʊ/
2	b	as in bad /bæd/	14	z	as in zoo /zu:/
3	t	as in tea /ti:/	15	ʃ	as in she /ʃi:/
4	d	as in did /dɪd/	16	ʒ	as in vision /'vɪʒn/
5	k	as in cat /kæt/	17	h	as in how /haʊ/
6	g	as in got /gɒt/	18	m	as in man /mæn/
7	tʃ	as in chin /tʃɪn/	19	n	as in no /nəʊ/
8	dʒ	as in June /dʒu:n/	20	ŋ	as in sing /sɪŋ/
9	f	as in fall /fɔ:l/	21	l	as in leg /leg/
10	v	as in voice /voɪs/	22	r	as in red /red/
11	θ	as in thin /θɪn/	23	j	as in yes /jes/
12	ð	as in then /ðen/	24	w	as in wet /wet/

/ / represents primary stress as in about /ə'baʊt/
 / / represents secondary stress as in academic /,ækə'demɪk/
 (r) An 'r' in parentheses is heard in British pronunciation when it is immediately followed by a word, or a suffix, beginning with a vowel. Otherwise it is omitted. In American pronunciation no 'r' of the phonetic spelling or of the ordinary spelling is omitted.
 /-/ Hyphens preceding and/or following parts of a repeated transcription indicate that only the repeated part changes.
 © The Introduction for a full explanation of the phonetic information.