

《論文》

## 化粧品広告及びスポーツ記事に見られる外来語について

—英語教育への応用にむけて—

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## What is the Role of Loanwords in Japan ?:

The Application of Loanwords to English Teaching based on Cosmetic Advertisements and Sports News in Newspapers

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## ＜Abstract＞要旨

本研究では、英語教育への応用を見据え、現代日本語において外来語が多用される化粧品広告及び新聞のスポーツ（野球）記事テキストの分析を行った。その結果、英語由来の外来語は、化粧品広告においては、英語としての本来の意味ではなく、外来語という語種から喚起されるイメージによって読み手をひきつけるために、また新聞のスポーツ記事においては、書き手と読み手とが「場」を共有するという仲間意識の構築のために、それぞれ効果的に利用されていることが明らかとなった。さらに外来語の利用は、日本語テキストの表現を豊かにする他、日本文化の特徴とされる「曖昧さ」や「和」の意識の尊重などと結びつくものであるともいえる。英語教育においては、学習者に日本語の外来語の特徴を十分理解させることが必要であるが、日本語の外来語の発音や意味が本来の英語のそれとは異なり、コミュニケーションにおいて必ずしも有効とはいえない一方、豊かな外来語のおかげで、学習者の基本的英単語の習得に役立っていることも事実である。従って、教育現場では、外来語の特徴を学習者に意識化すると共に、効果的に利用してオーラルコミュニケーションに生かすことが重要である。

## Introduction

There are many loanwords in Japan. Loanwords are words adopted from a foreign language

with little or no modification, and are also called borrowings. Loanwords are assimilated well into not only Japanese language, but also Japanese culture. Most Japanese seem not to

be aware of the original meanings, sources, or correct pronunciations of loanwords. However, they use them in daily conversation. We are interested in the Japanese perspective on loanwords. How do they feel when they use loanwords compared to Japanese words? Do they care about the original meaning of loanwords? How do loanwords influence English education? To answer these questions, we focused on the loanwords in cosmetic advertisements and sports news because they were abundant and were familiar to the Japanese. We asked Japanese women about loanwords by questionnaire and we also analyzed loanwords used in sports articles in newspapers as another research. Based on the results of the questionnaire, we attempt to show what the role of loanwords is in Japan and also try to apply them to the teaching of English.

## 1. History of Loanwords in Japanese Language System

Loanwords were already introduced from Portugal and the Netherlands into Japan in the 16<sup>th</sup> century. The western lifestyles, concepts, and loanwords started to prevail in Japanese culture from mainly Germany, England, France, and America after the Meiji Restoration in 1868. It is said that ninety percent of loanwords in Japan today are from English words. (Ogasawara, 2008)<sup>1)</sup>

There are three kinds of characters in the Japanese writing system: Kanji, Hiragana, and

Katakana. Katakana are phonetic characters simplified from Kanji, which are mainly used for writing foreign words (i.e., ア (a), イ (i), ウ (u)). Almost all loanwords are written in Katakana, and are given Katakana reading, which can be close to the original pronunciation. The Japanese sound system is five vowel (a, i, u, e, o), 'n', and consonant-vowel syllables. Loanwords are adapted to this system. Therefore, most foreign words are forced to be changed phonetically when they are transcribed into Japanese. For example, the Japanese would pronounce "berry" instead of "very" in English, or "bus" instead of "bath" in English. In fact, this sound change Katakana reading prevents many Japanese English learners from understanding how to pronounce phonetic signs in English correctly; it takes time for the Japanese to master correct pronunciation and hearing competence in English.

## 2. Loanwords in Cosmetic Advertisements

### 2.1. Loanwords in Japanese Advertisements

Advertisements associated with cosmetic products in Japan are flooded with loanwords. By general Japanese understanding, using loanwords looks sophisticated, and creates a modern atmosphere. Goto (2000)<sup>2)</sup> states that using loanwords in advertisements can expand the image of the product by consumers themselves. In other words, Japanese consumers not knowing the meaning of the loanwords used in the advertisement

explicitly excites their imaginations. Not showing the original meaning of the loanword, but making consumers feel undertones of the word delicately is the point. They don't have to know the original meaning of loanwords in advertisements, which is a strategy of Japanese advertisers to attract consumers. Selecting fascinating words which inspire women to buy the luxury product will be necessary, especially regarding cosmetic advertisements.

## 2.2. The Role of Loanwords in Cosmetic Advertisements

We asked thirteen Japanese women about loanwords in cosmetic advertisements. There were five women in their twenties, five women in their thirties, and three women in their forties. First, we asked about their interpretations of four loanwords used in cosmetic advertisements: (1) **heartful** kuchimoto (lips), (2) a **smart** otoko (guy), (3) **sweet** kirameki (shining), (4) **ikiru** (living) lovely, a lovely hyojo (look). (Boldface words are loanwords.) These phrases are not natural in English, but loanwords in Japan are often used like this, combined with Japanese words. Most informants who studied English in middle and senior high school must have known the definition of each loanword. However, nobody used the definition literally. Instead, they used various positive and beautiful expressions based on their knowledge to interpret these loanwords. The results of the questionnaire were:

- (1) **heartful** (lips): warm, kind, happy, smiling, pink colored, sensual, fascinating, feminine
- (2) (a) **smart** (guy): sophisticated, intelligent, looking neat, fashionable, cool, a competent worker, calmness
- (3) **sweet** (shining): cute, loveable, glamorous aura, exciting, girlish, reflection with gold and silver, fresh and juicy like fruits
- (4) (living) **lovely**, (a) **lovely** (look): very cute, full of love, pretty, adorable, consideration for others, amiable

From these interpretations, we see they enjoy using their imagination with familiar loanwords. Unexpectedly, every informant interprets 'smart' as intelligent, not 'slim' or 'slender'. Actually, the Japanese often use the word 'smart' in their conversation as reference to a 'nice, slim figure'. In short, the loanword 'smart' comes up as an example that many Japanese often misunderstand the meaning. However, the data tells us that the once tricky loanword 'smart' is now established in Japanese language as a full-fledged word. Most Japanese seem to be able to use this word properly.

Second, we asked which was more favorable expressions in cosmetic advertisements, loanwords or Japanese. The result was that 80% of the informants chose loanword expressions. Their responses show that their main reasons for choosing loanwords were that the loanwords were "clear", "impressive", "cool", "understandable", "the short phrase is easier and more comfortable to my ears", "familiar to us", and "by intuition". On the

other hand, the reasons why they didn't choose Japanese were that they were "redundant", "unsophisticated", "the image of the product can be damaged". As we guessed, the Japanese have much better impression of loanwords in cosmetic advertisements than that of Japanese. According to Ogasawara (2008), it is said that Japanese advertisements tend to use loanwords to convey an image of modern style although there is an equivalent Japanese word. As a matter of fact, all informants chose "I don't care about the names of cosmetic products even though I can't understand the meaning of them" in the questionnaire, which shows evidently a good image of the product is more significant for consumers to buy stuff than understanding the name of the product. Whereas, we find very interesting data from the questionnaire.

Regarding cleansing products, most of the informants preferred the Japanese expression (素早く落とす *subayaku-otosu*: take off your makeup easily) to loanwords (*speedy*に (*ni*) *off*). This fact looks clear contradiction to the previous statement. Their reasons for choosing the Japanese were that it was "simple", "clear", "explicit", and "I need to know intelligible explanation especially of this product." We guess that cleansing cream is more practical and used daily, and women seem to regard cleansing products not as fancy but as more practical commodities. That is, they discriminate between attractive loanwords and intelligible Japanese expressions in advertisements, depending on products. We

are totally surprised at women's sharp sense of insight into products.

Third, we asked if they were aware of loanwords in cosmetic advertisements which did not originate from English such as 'chandelier', 'nuance', and 'rouge'. All informants chose "No, I thought they were from English." It is clear evidence that the Japanese use loanwords in daily conversation without being aware of their origin. This data implies that they may try to use many loanwords in English conversation because they believe the words are from English. As a support of this implication, 80% of the informants believe that 'hardmake' ('heavy makeup' in English) can be appreciated by native English speakers. Ogasawara (2008)<sup>3)</sup> is concerned about this situation. She points out that using loanwords unconsciously, assuming that they are from English, is bound to cause miscommunication and misunderstanding for the both the listener and speaker because they may have its roots in German, Portuguese or another language. She insists that English as a second language (ESL) teachers need to teach students both differences and similarities between loanwords and English words.

### 2.3. The Influence of Loanwords in English Teaching

We asked about the relationship between English loanwords and learning English. The idea that the English vocabularies they learned in middle and senior high school help

them understand English loanwords was unexpectedly untrue. Most informants agreed with the idea that English loanwords helped them learn English in middle and senior high school. In fact, lots of English loanwords many Japanese are not familiar with are now used in Japanese politics, economics, technology, and mass media. We also see some names of cosmetic products using unfamiliar loanwords. It must be difficult for most of the Japanese to understand quickly, such as the meaning of 'luminous', 'glow', 'shimmer', and 'burst' in cosmetic advertisements. In short, it is natural that many Japanese think basic knowledge of English vocabularies can no longer cover the meaning of expanding and evolving new English loanwords. Nevertheless, it will be true that many Japanese believe an abundance of English loanwords can help them learn English vocabularies. There is an interesting study that Japanese students will be able to comfortably understand the 2000 words level in English because many familiar loanwords are included there. (Ogasawara, 2008)<sup>4)</sup> That is, English loanwords can be obviously useful teaching materials in English class. As mentioned earlier, ESL teachers need to make students recognize the differences and similarities between loanwords and English words, concerning meaning, pronunciation, and usage.

### 3. Loanwords in Sports News

#### 3.1. Loanwords in Sports: Baseball Terms

When we communicate with each other in daily Japanese conversation, we often use loanwords, especially with regard to the region of sports. There are lots of loanwords expressing sport kits, rules, and so on. In fact, the word 'sports' itself is a loanword. As the number of people who are interested in loanwords in Japanese is increasing, the study itself is increasing. Oshima (2004)<sup>5)</sup> examines the loanword which is used for an explanation of entry words in the Japanese dictionary and finds out that "sports" is the most popular loanword. In Japanese teaching as a second language, "sports" is a basic word for Japanese learners rather than "*undou*"(運動) and "*taiiku*"(体育) that are synonyms of "sports". Takatsuma (1989)<sup>6)</sup>, a researcher of sports psychology, points out that there are many problems in using loanwords in sports such as misunderstanding of the terms of Japanese English in baseball.

In Takatsuma's study, he made a questionnaire to 280 university students as follows and the rate of correct answer is only 2.9%.

"How to say "死球" in English? You can answer in katakana character."

We focus on baseball loanwords because it is one of the most popular sports in Japan and there are many loanwords that originated in English. Shiota (1989)<sup>7)</sup> describes the loanwords are more often used in baseball than those in other sports, such as *judo* and *sumo*. According to his investigations of broadcast on baseball

games, announcers use 10.8 loanwords in a minute on average. Since the first broadcast commentary on a baseball game which report high school baseball championship tournament in 1972, this rate has not changed. This shows the percentage of loanwords is relatively high and this fact has not changed for eighty years.

We research the quality and function of loanwords of sports in Japanese newspapers. As a prior study, Shimazu (2008)<sup>8)</sup> makes the point that editors need to be careful when using the technical loanwords in sports articles because readers do not necessarily understand them. Shimazu gives some technical loanwords examples as follows.

アジャストする (adjust)

キャプテンシー (captaincy)

マルチ (multi-hit in baseball)

In other words, although loanwords about sports are flooded and familiar to Japanese people, there are misunderstandings of meanings among not only the Japanese but also English speakers. There are many unique Japanese style loanwords that native English speakers cannot understand at all. In this chapter, we attempt to show the effect of loanwords in sports news, focusing on baseball terms.

## 3.2. Vocabulary in Baseball News

### 3.2.1. Survey of Loanwords in Baseball

We surveyed the vocabulary of baseball in sports dictionaries. In “Dictionary of Baseball Terms”, there are 149 entry words and there are 96 loanwords, therefore, 65% of all are

loanwords. Most of them originated from English words (i.e., clean-up, timely-hit, nine, and so on). On the other hand, about 23% of them are a combination of Japanese words of Chinese origin and English words ( i.e., 犠牲フライ—gisei fly: a sacrifice fly, 故障者リスト—koshosha list: injured player list, **Boldface words are loanwords**). In “Concordance of Sports: Major League”, typical English words used in Major league baseball are translated into Japanese. Although lots of loanwords are used in Japanese translation, we can seldom find the same expressions between English words and loanwords. In other words, Japanese baseball expressions using English words are totally different from the original English ones, even though they have the same meaning. For example, “スリーバント (Three bunt)” in Japanese equates with “Bunt with two strikes” in English.

The loanwords used in Japanese translation are classified in three categories as follows. (**Boldface words are loanwords**)

#### 1 Japanese English:

Bunting for a base hit:

**safety bunt** (セーフティバント)

Batter's eye screen (centerfield fence):

**back screen** (バックスクリーン)

#### 2 Ellipsis of some parts of word:

Batting-practice pitcher:

**batting pitcher** (バッティングピッチャー)

#### 3 Japanese English and ellipsis of pronunciation in Japanese:

Pitcher has bad control: **no-con** (ノーコン);

the word means “no-control” in Japanese.

The second syllable (-trol) of the word 'control' is omitted.

As we can see, most of the loanwords in baseball are Japanese English which differs in expressions from original English. English speakers probably cannot tell the meaning of these loanwords which originated from English.

### 3.2.2. The Characteristics of Loanwords in Baseball News in Japanese Newspapers

We study the usage of loanwords in Japanese sports articles from Websites to three of the most popular Japanese newspapers. (Asahi-shinbun, Yomiuri-shinbun, and Nikkei-shinbun) We focus on nine web articles and three newspaper articles about Japanese professional baseball games. First, almost all of the loanwords express baseball techniques (bunt, hitting), tools (bat, mitt), and rules (strike, safe). Furthermore, we can find some loanwords such as 'ace, league, stand, and team', which are used not only in baseball but also in other kinds of sports. Second, there are many unique Japanese adjectives which are added '-ni' and '-na' to the end of the original loanword (コンパクトに, ラッキーな: compact, lucky— loanword + '-ni', '-na'— Japanese particle), and verbs which are added '-suru' to the original one (プレイした: play— loanword + '-shita'— Japanese verb). These unique types of loanwords are now established as normal Japanese words in sports articles and they have become familiar to the Japanese. Third, we can see the loanwords

which are combined in Japanese and English. They are unique expressions such as “ボール球 (ball dama): ball — loanword + *t/(d)ama*— a ball in Japanese (=the count ball)”, “強心臓ルーキ (kyoshinzou rookie): *kyoshinzou*— courage in Japanese + rookie — loanword (=rookie who has courage)”, and “チーフ投手コーチ (chief toshu coach): chief — loanword + *toshu*— a pitcher in Japanese + coach— loanword (=head pitching coach)”. These combinations are not always used in normal discourse in Japanese. They can be seen only in texts which deal with a baseball game. Actually, two latter examples above are special expressions created by the editor of the text on the web. Most readers never see these types of loanwords. However, they can understand the meaning because they are baseball fans and easily guess what the editor wants to say. Word-formations like these make Japanese sports text lively and vivid. Fourth, Japanese people often change the form of English words. For example, the word “ローテ (rote)” in Japanese baseball text means “rotation” in English. The Japanese tend to abbreviate the word especially in casual and colloquial expressions (i.e., “バツピ—bat-pi”: batting practice pitcher, “ファースト—first”: first base man, “ショート—short”: short stop, “ライト—right”: right field. Boldface words are loanwords). Japanese people are good at making their own “Japanese style loanwords” from the original loanwords. Therefore it may be natural that native English speakers cannot understand the loanwords even though they have originated

in English. Fifth, we find loanwords in baseball news play a vital role to make baseball fans feel a sense of unity. There is an example.

Japanese original text:

(活躍シタ松井選手ハ)当然のようにお立ち台 (= インタビュー)に呼ばれたが, 「二人 (先輩選手)のトークを見たかったので」と35歳 (= 松井選手)は辞退。

English translation:

The hero, Mr. Matsui was asked to interview but he said, “I want to hear the talk of the two senior players of our team.” He refused his interview.

The loanword “トーク talk” is used as the hero’s player speech in this text. As a matter of fact, we usually use “談話 *danwa*” or “話し *hanashi*” instead of “トーク *talk*” in normal Japanese text. That is, we scarcely use the loanword “トーク”. Young people may use this phrase in their casual discourse these days, but it is not used in a formal situation. The editor uses this word deliberately to depict the lively atmosphere of the interview which can capture the feeling of readers. This style of the text in sports articles in newspapers is also thought to be one of the outstanding characteristics of loanwords.

Especially with regard to the baseball articles in newspapers, we can see more highly technical loanwords: “combination, run-and-hit, and touch-up”. In fact, length of the text in paper (556 characters on average) is longer than that online (201 characters on average). That is, editors can write the

contents of the article more concretely and precisely. This fact leads us to guess that readers of baseball articles in newspapers might have more professional knowledge of baseball, compared to general readers of web news.

From our study, we can see some characteristics of loanwords in articles about baseball. First, there are more creative and unique Japanese style loanwords than simple loanwords originated in English, which makes the loanwords more familiar to the Japanese. Second, we realize editors intentionally try to use loanwords instead of normal Japanese expressions to make a feeling of unity of readers as baseball fans. Third, using loanwords in articles of baseball news provides readers the feeling of being at a live performance, which also gives a deep impression to readers.

## Conclusion

English loanwords are used as part of the native language in Japan. The image of sophisticated loanwords become an important factor in drawing consumers in Japanese advertisements. From the questionnaire, we see that loanwords, such as “long lasting mascara” apparently attract more women rather than Japanese expressions, such as “長持ちするマスカラ (nagamochi suru masukara)” in cosmetic advertisements. Besides, we also find that the Japanese seem to enjoy their imagination toward products, using loanwords even though they don’t know



the meaning of them precisely. As the reason why it is quite common for the Japanese to use so many loanwords without reference to their meaning, Yazaki (2003)<sup>9)</sup> states that Japanese people tend to take matters neutrally and accept various ideas flexibly, which means characteristics of the Japanese are ambiguous, generous and adaptable. In short, the flexible attitude and mindset of the Japanese contribute to the prevalence of loanwords in Japanese language. Furthermore, English loanwords have a great influence on coining baseball expressions. Creation of Japanese style loanwords produces not only a variety of rich expressions in Japanese language, but also a unique feeling of fellowship among the readers. Regarding the role of loanwords in English education, teachers should take advantage of plenty of loanwords as good resources because they are surely common and familiar to Japanese students. On the other hand, we realize that English teachers are concerned about the disadvantages of loanwords on understanding or producing English vocabularies. Kay (1995: 74)<sup>10)</sup> says, "There is a general awareness amongst Japanese people that English loans differ from their derivative words, but individuals may not be aware in detail as to how." We are in full agreement with her, and we believe that teaching students the difference in detail will prevent them from getting confused about practical English pronunciation. Making students raise awareness of distinguishing loanwords from English words provides them

with understanding correct pronunciation, meaning, and usage in English. Japanese people's realization of both advantages and disadvantages of loanwords will benefit not only Japanese culture but also English communication skills of them.

## Appendix<1>

### Questionnaire about expressions of cosmetic advertisements

\*Please answer these questions with your sense, knowledge, experience and image as the Japanese. Please don't use a dictionary.

1. What do you think of the meaning of this expression?

A: "heartful lips"

B: "create a smart guy/man"

C: "sweet shining"

D: "live a life lovely" "lovely expression/look"

2. Which do you like better?

A: "long-lasting mascara" vs. 「長持ちするマスカラ」 "nagamochi suru masukara" ("This mascara can last longer")

B: "nude color gradation" vs. 「肌に溶け込むように、微妙な色を作り出す肌色」 "hada ni tokekomu youni bimyou na iro o tsukuridasu hadairo" ("nude color which produces subtle shade for your skin")

C: "clear color & deep shade" vs. 「鮮やかでき

れいな発色と濃く、深みのある陰影」“azayaka de kirei na hatsushoku to koku,fukami no aru inei” (“bright, beautiful color & deep, dark shade”

3. Please tell the reason why you chose it at the question no.2.

A:

B:

C:

4. What do you think of these cosmetic products which have only English words as products' name.

i.e., “Luminizing Satin Eye Color Trio” “Eye Glow Shadow Quad” “Shimmering Rouge” “Color Burst Lipstick”

A: I don't care about the names of cosmetic products even though I can't understand the meaning of them.

B: I don't want to buy the cosmetic product I can't understand the meaning.

5. Which expression about cleansing cream do you like the best?

A: “speedy off”

B: 「スピーディーにオフ」 “speedy ni off” (take off / remove your makeup quickly)

C: 「素早く落とす」 “subayaku otosu” ( take off / remove your makeup quickly)

6. Please tell the reason why you chose it at the question no. 5.

7. Words such as “chandelier” “nuance” “rouge” in cosmetic advertisement are originated from not English but French. Did you know that?

A: Yes.

B: No, I thought they were from English.

8. “rank up” “hard make”, which are used in cosmetic advertisement, do you want to use them in English conversations?

A: Yes.

B. No.

9. There are so many English loanwords in Japan, which are really common in our daily life. When you understand English loanwords, are English vocabularies you learned in middle and senior high school helpful for you to understand loanwords in daily life?

A:Yes.

B: No.

10. Vice versa, do you think that English loanwords in Japan are helpful when you learned many English words in English class in middle and senior high school?

A: Yes.

B: No.

## Appendix<2>

The headlines of Japanese professional baseball game news on web as follows. (We put the loanword used in text and whole number of letter in text.)

巨人・古城がサヨナラ弾 (322)  
 バット カウント 145キロ ボール球 コ  
 ンパクトに チーム全体  
 ロッテ・カスティージョが18試合連続安打 (184)  
 チーム ラッキーな プレイした  
 オレ流采配嘆く (161)  
 バント ヒッティング  
 広島・栗原2発 5打点 (368)  
 バット チーム 2ラン シュート ポール  
 際 パワー スタンド 3カード  
 強心臓ルーキー 西部牧田8セーブ目 (184)  
 ルーキー セーブ フライ ムード ローテ  
 オリックスがコーチ入れ替え (115)  
 チーフ投手コーチ 育成担当コーチ 投手  
 コーチ リーグ コーチ陣  
 なでしこ丸山が始球式 巨人ファン「原監督  
 が一番好き」(200)  
 ワンバウンド ミット ファン エール  
 斎藤, 6回を無失点 (115)  
 ボール プロ ワーストタイ 5イニング  
 カウント  
 低めを心がけ, 能見7回零封 (161)  
 ストライク ボール球 長期ロード エース  
 The headlines of Japanese professional  
 baseball game news in newspaper as follows.  
 (We put the loanword and whole number of  
 letters in text.)  
 小笠原やっと2号 「涙出そう」内海が奮起  
 (612) (日本経済新聞2011.8.5.朝刊)  
 チーム ライバル カウント 2ボール ベ  
 ンチ ムード オールスター戦 フォーク  
 チェンジアップ コンビネーション バット  
 松井稼大暴れ 先制打, ダメ押し2ラン  
 (481) (読売新聞2011.8.5.朝刊)  
 2ラン 1イニング コーチ ベテラン

バット スライダー フェンス トーク  
 ムードメーカー チーム  
 赤松ダッシュ 2位奪取 4安打の打線 機  
 動力でカバー (576) (朝日新聞2011.8.5.朝刊)  
 ダッシュ カバー 好スタート コーチ ゴ  
 ロ ラン・エンド・ヒット モーション 左  
 腕リーチ ビデオ フォーム チェック  
 ライナー タッチアップ スタート リーグ  
 優勝

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<http://www.shiseido.co.jp/products/>

野球用語辞典<http://e-words.jp/s/p/t-baseball.html>

スポーツ用語集メジャーリーグ

<http://www.lclick.jp/sportsrans/index.cgi?page=useful-information/reference-material>

Asahi.com <http://www.asahi.com/sports/baseball/npb/news/TKY20110804152.html>