



# Borrowed Economic Terms in Vietnamese Linguistics

Vinh Le Thi Thuy, Faculty of Philology, Hanoi Pedagogical University 2, VietNam.  
Email: lethithuyvinh@hpu2.edu.vn

The phenomenon of borrowing words from contact between languages to build a business language layer in Vietnamese is a basic and dynamic trend. Borrowed words are an important complement to Vietnamese vocabulary in terms of both quantity and quality. By statistical and descriptive methods, this paper focuses on research of borrowing sources and trends in creating borrowed economic terms in Vietnamese. Since then, the article has questioned the word's consistency and standardisation for economic sectors, avoiding the form of coercion and rigidity in using words or "floating" and letting the word be "self-active". In this way, The Vietnamese economic vocabulary system in general, and the borrowed economic vocabulary sector in particular, can meet the requirements of a developed society.

**Key words:** *borrowed words, economic terms, Vietnamese*

## 1. Introduction

Language exists; changes and development are always associated with the change and development of society. This rule shows that Vietnamese language must always adapt to the development of Vietnamese society not only in terms of social function but also in terms of internal structure. We realise that in the comprehensive development process of the country, the vocabulary system in economic sectors is developing very strongly. This development is part of the general development of the Vietnamese language system. Especially, the phenomenon of borrowing words from contacted languages to build a vocabulary in economics is a basic and dynamic trend. Borrowed words are an important complement to Vietnamese vocabulary in terms of both quantity and quality.

Aiming at building the vocabulary system in economic sectors so as to meet the development needs of those economic sectors, we deeply examine and research a tendency of creating economic terms which is borrowing words from the contacted language. Based on the results, this research aims to identify the rules governing the development of the vocabulary system, words consistency and standardisation for economic sectors and towards building new dictionaries in the economy industry.

## 2. Literature Review

In studies of Vietnamese vocabulary, loan words in economics have been mentioned by Vietnamese linguists.

Nguyen Van Khang gave a range of terms about market economy such as *market price* (Vietnamese translation (VT): *giá thị trường*), *marketing* (VT: *tiếp thị*), *quota* (VT: *hạn ngạch*), *coupon* (VT: *phiếu chứng khoán*), *market* (VT: *thị trường*), *market share* (VT: *thị phần*), *sale off* (VT: *hạ giá*) ... to prove the appearance of English words in Vietnamese. Simultaneously, the author also gave remarkable review on the appearance method of this industry term “English words with new concepts are mainly words associated with high technology, including entertainment technology and followed by words related to market economy”, “words with new concepts of market economy are translated into Vietnamese” (Nguyen Van Khang, 2007)

Specially systemised posts which participated in “*The basic research project of Languages in Vietnam, Vietnamese research phase 2001-2004, section: New words appeared in the newspapers*” has also described and classified new lexical units in terms of origin, contributing to affirming the transformation of language as an indispensable rule in the general development of Vietnamese economic, political - social life and culture. Basically, all the articles participating in this project have the same comments in some aspects: 1 / Regarding structure, the new words in the period from 2000 to 2004 are mainly compound words with sub-main structure. They go into detailing new things and phenomena in life. 2 / Borrowing from other languages to enrich your language is an indispensable development trend in time. 3 / The nature of how to create and use new words in newspapers is still in the general development trend of Vietnam (Nguyen Duc Ton, 2002)

A thesis that can be called a continuation of the studying "circuit" about the creation and use of new words is the thesis "New Vietnamese words (based on data from 1986 to the present)" by Bui Thi Thanh Luong. The dissertation surveyed new lexical units for the whole population and appeared on some press publications from 1986 to 2005. Since then, the thesis has analysed and described new words in terms of aspects such as origin, structure, semantics ... in order to

systematise, the characteristics of new words in this period was studied and the basic trends of the Vietnamese vocabulary development in relation to the political, economic and cultural-social developments of our country for nearly two decades, was identified. Especially in chapter 3 of this thesis, the author has specifically mentioned new words formed through the borrowing path with some trends of developing words borrowed from Chinese and European - American origin. In particular, the lexicon on economics majors appears scatteredly such as *commitment* (Original Vietnamese (OV): *giao kết* –definition: *transaction and conclusion*), *hand over* (OV: *giao nộp* – *delivery and submit*), *re-import* (OV: *tái nhập* – *import again*), *re-export* (OV: *tái xuất* – *export again*), *residual incurred* (OV: *tồn sinh*), *storage* (OV: *tồn chứa*), *recovery and restoration* (OV: *phục tạo*), *softening* (OV: *mềm hóa*), *smallification* (OV: *nhỏ hóa*), *fragmentation* (OV: *manh mún hóa*, *dollarisation* (OV: *đô la hóa*) ... and basically also in the general movement trend of new words (Bui Thi Thanh Luong, 2006). Especially, the article "Some comments on Vietnamese commercial terminology" by Nguyen Thi Bich Ha was published in Language Magazine No. 6/1999 and later the doctoral thesis "Compare the structure of trading economic terminology in Modern Japanese and Vietnamese" also provided specific analysis of financial trade terminology based on statistical terminology. The author examines financial trade terms in terms of terminology form, terminological structure method, and the origin of the terminology towards the standardisation of commercial terms in order to serve commercial communication activities (Nguyen Thi Bich Ha, 2000)

In this article, we continue the research direction associated with the reality of using economic terms. We focus on analysing the system of loan words and borrowings being used in this field through clarifying the origin of loan words and borrowings' trends towards the selection, unification, and system standardisation of the economic terms in the user community.

### 3. Research Methods

#### - Direct component analysis method

The method of direct component analysis is used to examine the structure of economic identifier units and divide the structure into maximum parts, in order to identify structural units. From that, the principles that created the borrowed economic terms, their structural models and the rules that established these words, were discovered.

#### -Description method

The subject describes the words borrowed from economic sectors in the process of exchange, contact, and integration; it also describes characteristics of constituent components, types of



constituent words with high magnetic generating power and indicates the basic development trends of these loan words in this section.

### - Statistical method

The statistical method is used to find out the percentage of words from different borrowing sources, specific borrowing trends, etc. The statistical results will be aggregated in the form of tables/sheets to help readers clearly visualise the basic characteristics of borrowed words in economic groups.

The list of 736 borrowed words collected in economic section is also entered into the machine by the Microsoft Excel program with information as below:

No.	Word, meaning	Context	Origin
1	xx	xx	xx

This information ensures accuracy in origin as well as semantic clarity.

## 4. Research results and discussion

### 4.1. Vietnamese economic terms are formed through the way of borrowing

Borrowing vocabulary is a common phenomenon in all languages. This phenomenon is understood as the phenomenon of borrowing words from one language (lending language) to use in another language (borrowed language) and becoming one of the parts of the borrowed language system due to the process of assimilation. Borrowing phenomenon is also a consequence of the linguistic and cultural contact process through the spread and diffusion of the language user community. Our Vietnamese as natural also follows in that general rule. Borrowed words are an important complement to Vietnamese vocabulary in terms of both quantity and quality.

Similar to borrowed words in Vietnamese in general, the terms borrowed in the economy are derived primarily from Sino (ancient Chinese) and American/English languages.

**Table 1: Borrowing lexical units**

Borrowing lexical units		Quantity (736 units)	% Rate	
Borrowings	Sino	authentic Sino-Vietnamese	360/736	49%
		hybrid Sino-Vietnamese	281/736	38.1%
	Europe and America	English – American Origin	82/736	11.2%
		Sino + English - American	7/736	0.9%
		Vietnamese + English - American	6/736	0.8%

#### 4.1.1. Borrowing from the Sino language (Sino-Vietnamese borrowings)

The positive role of the Sino language has long been affirmed in the Vietnamese study. The same situation is now happening, such as when a series of words carrying new concepts of economics made an appearance. These common new economic terms created by Sino-origin elements are mostly ‘Vietnamised’ by Vietnamese people into the Sino-Vietnamese word class. This partly reflects the tendency of borrowing and the assimilation of factors when ‘transferring’ from the system of Sino language structure to the Vietnamese language structure system.

Based on the composition and structure types, it can be divided into the following categories:

In terms of construction materials, these lexical units can be composed of a Sino element (S+S) or can be made up from a Sino element and a Vietnamese element (S + V, V + S). In terms of structure, they are created by: borrowing the Sino structure model, stabilising free operation, combining the Sino vocabulary into compound words, combining a Sino element with a Vietnamese element according to the structure model of purely Vietnamese. In order to understand more deeply and clearly, we focus on examining units composed of Sino elements, and those units composed of a Sino element and a Vietnamese element.

#### 4.1.1.1. Economic lexical units composed of Sino elements

Sino-Vietnamese elements have long been the morpheme that are most likely to create new lexical units. Because in addition to the particular qualities that meet all the requirements of the morpheme, "they cannot function independently in sentences", these elements also have a complete, meaningful and general phonetic shell. Thanks to this property, Sino-Vietnamese elements become potential elements in word creation.

According to our survey, the components with high frequency such as:

- *Super* (OV: *siêu* – definition: *out of ordinary*): *trade deficit* (OV: *nhập siêu* – definition: *the amount by which the cost of a country's imports exceeds the value of its exports, i.e. nhập: import, siêu: super*), *trade surplus* (OV: *suất siêu* - definition: *the amount by which the cost of a country's exports exceeds the value of its imports, i.e. xuất: export, siêu: super*), *super interest rate* (OV: *siêu lãi suất*, i.e. *siêu: super, lãi suất: interest rate*), *hyper inflation* (OV: *siêu lạm phát*, i.e. *siêu: hyper, lạm phát: inflation*), *oversize* (OV: *siêu trường*, i.e.: *siêu: super, trường: long*), *overweight* (OV: *siêu trọng*, i.e. *siêu: super, trọng: heavy*) ...
- *Money* (OV: *ngân* – definition: *current medium of exchange in the form of coins and banknotes*): *disbursement* (OV: *giải ngân* - definition: *the payment of money, i. e. giải: disburse, ngân: money*), *cashier* (OV: *thu ngân* – definition: *handling payments and receipts, i.e. thu: collect, ngân: money*): , *accountant* (OV: *kiểm ngân: inspection of financial accounts, i.e. kiểm: inspection, ngân: money*), *reserve* (OV: *trữ ngân: supply of money not needed for immediate use but available if required, i.e. trữ: refrain, reserve, ngân: money*)...
- *Paper* (OV: *phiếu*): *stocks* (OV: *cổ phiếu*), *bonds* (OV: *trái phiếu*), *draft* (OV: *hối phiếu*), *bill* (OV: *tín phiếu*) *commercial paper* (OV: *thương phiếu*) ...
- *Internal* (OV: *nội*): *internal issue* (*nội khối*), *domestic law* (OV: *nội luật*), *internal need* (*nội nhu*), *domestic currency* (OV: *nội tệ*, i.e. *nội: internal, tệ: currency*), *inline* (OV: *nội tuyến*), *interior field* (OV: *nội đồng*) ...
- *Re* (OV: *tái* – definition: *again*): *restructure* (OV: *tái cấu trúc*), *re-organising* (OV: *tái cơ cấu*), *congestion* (OV: *tái ách tắc*), *relocation* (OV: *tái định cư*), *re-process* (OV: *tái chế biến*), *re-design* (OV: *tái thiết kế*), *re-encroachment* (OV: *tái lấn chiếm*), *re-import* (OV: *tái nhập*), *re-export* (OV: *tái xuất*)...

From these component elements, Vietnamese people have used the method of combining with two types of compound meaning and divided meaning to create new words. In a compatible meaningful

match, people pair two elements with equal role, "often describe objects, activities or properties that often go together in pairs of which only being without one, the pair will become incomplete." [5,206] such as *transfer (gasoline)* (OV: *sang chiết (gas)*), *payment (remittances)* (OV: *chi trả (kiểu hối)*), *bank statement* (OV: *sao kê (tài khoản)*), *recruitment* (OV: *sàng tuyển*), *inoculate* (OV: *cấy truyền*), *seeding and nursing* (OV: *wom dưỡng*), *seeding and creating* (OV: *wom tạo*)... In addition, a part of the lexical unit is formed by the inclusion of the shortening trend. This is the tendency to combine two bilingual vocabulary units to indicate two things, phenomena that are close to each other or go together, but before combining them, they have drawn an element in each unit. The relationship between the two elements is an equal relation in the semantic perspective. The meaning of the new word contains both the amount of meaning of each old unit and the new meaning. Those are words like *reduction* (OV: *tiết giảm*), *maintenance and repairment* (OV: *duy tu*, i.e. *duy: maintenance, tu: repairment*), *advance* (OV: *dự ứng* – definition: *expected estimation for advance payment*), *recruitment* (OV: *sàng tuyển* – *screening and selection*), *offtake* (OV: *bao tiêu*), *border trade* (OV: *biên mậu*), *collection* (OV: *thăm thu* – i.e. *thăm: inspection, thu: collection*), *usage satisfaction* (OV: *thỏa dụng* – i.e. *thỏa: satisfy, dụng: usage*), *trade* (OV: *giao thương* – i.e. *giao: trading, thương: commerce*) ... Ha Quang Nang has introduced 8 models of trends (2009). According to our observations, there are three types of paradigm in economic terms created recently. Specifically, if you call the morpheme in two compound words level 1 in the order from 1 to 4, we have the combined result in the abridged forms as below:

**Table 2: Abridge forms to create second-level economic compound words**

- Model 1: Selected morphemes are 1 and 3

<b>Compound word level 1 (morpheme 1 &amp; morpheme 2)</b>	<b>Compound word level 1 (morpheme 3 &amp; morpheme 4)</b>	<b>Compound word level 2 (morpheme 1 &amp; morpheme 3)</b>
Maintenance (OV: Duy trì)	Repair (OV: Tu sửa)	Repairment (OV: Duy tu)
Estimated (OV: Dự trù)	Cope with (OV: Ứng phó)	Advance (OV: Dự ứng)
Screening (OV: Sàng lọc)	Selective (OV: Tuyển chọn)	Recruitment (OV: Sàng tuyển)
Include (OV: Bao gồm)	Consume (OV: Tiêu thụ)	Offtake (OV: Bao tiêu)
Border (OV: Biên giới)	Trade (OV: Mậu dịch)	Border trade (OV: Biên mậu)
Inspection (OV: Thăm định)	Accept (OV: Thu nhận)	Collection (OV: Thăm thu)

- Model 2 Selected morphemes are 1 and 4

<b>Compound word level 1 (morpheme 1 &amp; morpheme 2)</b>	<b>Compound word level 1 (morpheme 3 &amp; morpheme 4)</b>	<b>Compound word level 2 (morpheme 1 &amp; morpheme 4)</b>
Satisfaction (OV: Thỏa mãn)	Usage (OV: Sử dụng)	Usage satisfaction (OV: Thỏa dụng)
Provide (OV: Cung cấp)	Response (OV: Đáp ứng)	Supply (OV: Cung ứng)
Commencement (OV: Khởi công)	Construction (OV: Xây dựng)	Constructive commencement (OV: Khởi dựng)
Foster (OV: Bồi dưỡng)	Training (OV: Tập huấn)	Additional training (OV: Bồi huấn)

- Model 3: Selected morphemes are 2 and 3

<b>Compound word level 1 (morpheme 1 &amp; morpheme 2)</b>	<b>Compound word level 1 (morpheme 3 &amp; morpheme 4)</b>	<b>Compound word level 2 (morpheme 2 &amp; morpheme 3)</b>
Regulatory (OV: Điều tiết)	Minimise (OV: Giảm thiểu)	Reduction (OV: Tiết giảm)

Beside the compatible meaning compound type, there is the divide-meaning compound type which shows the high level of Vietnamisation because most of the combination of Sino-Vietnamese elements in economic terms is based on the Vietnamese syntactic relation: the main element is before the sub-element. Examples of words in specific patterns are as follows:

- Market (OV: Thị trường) + X: *foreign currency market, domestic currency market, real estate market, trading market, free market, interbank market ...*

- Price (OV: Giá) + X: *closing price, preferred price, reserve price, agreement price, market price ...*

- Vốn (OV: Vốn) + X: *concessional capital, charter capital, reciprocal capital, committed capital, disbursed capital and available capital ...* and a range of models with fewer associated words such as *foreign goods, domestic goods, foreign investors, domestic investors, negative growth, double regression, static traffic ...*

#### 4.1.1.2. *Economic terms are composed by a combination of a Sino element and a Vietnamese element*

Vietnamese + Sino-Vietnamese or Sino-Vietnamese + Vietnamese are also dynamic models, showing Vietnamisation in word creation in which Vietnamese + Sino-Vietnamese is the most common model. In this model, the Vietnamese element usually plays the main role, the major indicator, and the Sino element often plays the minor role, the minor classification element. Its function is narrowing the concept periphery and clarifying the internal meaning of the concept. Example:

-Er/Or (OV: Nhà – defignition: noun to appoint the subject’s function) + Sino-Vietnamese elements such as *investor (nhà đầu tư, i.e. đầu tư: invest)*, *supplier (nhà cung cấp)*, *distributor (nhà phân phối)*...

Conclude (OV: chốt phiên) + Sino-Vietnamese elements such as *final interest (chốt lãi)*, *scale out (chốt lời)*, *closure (chốt phiên)*...

Sale + Sino-Vietnamese elements such as *wholesale (bán buôn)*, *retail (bán lẻ)*, *net sale (bán ròng)*, *sell-off (bán tháo)*, *quasi-rent (bán tô)*, *debt sale (bán nợ)*... *liquidity trap (bẫy thanh khoản)*, *income trap (bẫy thu nhập)*...

Package (OV: Gói) + Sino-Vietnamese elements such as *service pack (gói dịch vụ)*, *rescue package (gói giải cứu)*, *stimulus package (gói kích cầu)*, *support solution package (gói giải pháp hỗ trợ)*...

Flow/Line (OV: Dòng) + Sino-Vietnamese elements such as *investment flow (dòng đầu tư)*, *product line (dòng sản phẩm)*, *capital flow (dòng vốn)*...

There are also cases where the main element is performed by the Sino-Vietnamese element, the definition element is the pure Vietnamese element. For example:

Exist (OV: Tồn) + pure Vietnamese element such as *backlog (tồn đọng)*, *hold back (tồn giữ)*, *contain (tồn chứa)*...

Sino-Vietnamese elements + green such as *green commerce (thương mại xanh)*, *green tourism (du lịch xanh)*, *green architecture (kiến trúc xanh)*, *green business (doanh nghiệp xanh)*, *green marketing (tiếp thị xanh)*, *green shares (cổ phần xanh)*...

Sino-Vietnamese elements + clean (sạch) such as *clean energy (năng lượng sạch)*, *clean agricultural products (nông sản sạch)*, *clean technology (công nghệ sạch)*, *clean certificate (chứng chỉ sạch)*, *clean document (chứng từ sạch)*...

Sino-Vietnamese elements + net (ròng) such as *net interest* (lãi ròng), *net profit* (lợi nhuận ròng), *net income* (thu nhập ròng)...

Thus, it can be seen that Sino-Vietnamese elements are quite common in economic terminology. Of course, there are also cases of Sino-Vietnamese words created to copy and translate new and abstract concepts from the Indo-European origin. This is a department with a relatively large number of words: *capital account* (tài khoản vốn), *capital market* (thị trường vốn), *capital structure* (cấu trúc vốn), *market* (thị trường), *market share* (thị phần), *risk capital* (vốn rủi ro), *dividend* (cổ tức), *net income* (thu nhập ròng), *open account* (tín dụng mở)... The translation through Sino-Vietnamese words in major economic terms is also understandable. Because we know that some emerging economic sectors in Vietnam such as trade, banking and finance are long-standing ones in Europe and America. In the process of exchanges development and economic integration, economic sectors in European countries were introduced into Vietnam and accordingly introduced a whole system of new concepts. To adapt to the Vietnamese people's intonation, these concepts have been copied and translated into the Sino-Vietnamese terms. This translation both preserves the abstract and general "core structure" of the term in general and satisfies the habits of language users.

Economic vocabulary composed of Sino-Vietnamese elements have many advantages. Firstly, it ensures structural rigidity and conceptual accuracy. Let's compare the terminology *shareholder* (cổ đông) with the phrase "the person who holds the shares", *dividend* (cổ tức) with the phrase "return on shareholders", *border trade* (biên mậu) with "trading activities in border areas", *divestments* (thoái vốn) with "capital decline"... we can see that the terminologies are always more complete and defined than the free phrase, thus satisfying user psychology. Secondly, composed words from Sino-Vietnamese elements always contained strict systems with certain structural elements and structure models such as *accounting* (kiểm ngân), *disbursement* (giải ngân), *cashier* (thu ngân), *cash reserve* (trữ ngân)... *capital account* (tài khoản vốn), *capital asset* (tài sản vốn), *capital market* (thị trường vốn), *capital structure* (cấu trúc vốn), *capital tax* (thuế vốn), *capital cost* (giá vốn)... *foreign demand* (cầu ngoại), *investment demand* (cầu đầu tư), *fuel demand* (cầu nhiên liệu), *market demand* (cầu thị trường)... Thirdly, Sino-Vietnamese factors can create terms that represent abstract and highly generalised concepts. For example the word "code" in *stock symbol* (mã cổ phiếu), *ticker symbol* (mã chứng khoán), *listed code* (mã niêm yết), *main code* (mã chủ chốt) or *increasing stock* (mã tang), *decreasing stock* (mã giảm), *standby stock* (mã đứng giá)... "super (siêu)" in *super speed* (for car) (siêu tốc), *oversize* (siêu trường), *overweight* (siêu trọng), *super interest* (siêu lãi suất), *super sale* (siêu khuyến mãi), *super*

*profit (siêu lợi nhuận)... “fund (quỹ)” in investment fund (quỹ đầu tư), hedge fund (quỹ đầu cơ), housing fund (quỹ nhà ở), land fund (quỹ đất)... Similarly market/sale (tiếp thị / bán hàng); total income/gross income (tổng thu nhập / thu nhập gộp); cash flow/ money flow (ngân lưu / luồng tiền); depreciation / decrease in value (khấu hao/ sụt giảm giá trị)... also the advantages of these Sino-Vietnamese elements are shown. This explains why the quantity of Sino-Vietnamese words used in economics directly and indirectly (via English-American term) account for a large number. With the use of these Sino-Vietnamese elements, one will reduce the effort in finding the most similar pure Vietnamese elements, especially in cases where it is impossible to find the appropriate pure Vietnamese elements, then choose to use the Sino factor which shall be "possible" and have a higher "safety". Of course, in the use of words, if "priority" is excessive, it will cause the abuse of Sino-Vietnamese elements.*

Currently, in the era of globalisation, it is recommended that we should not consider the word borrowed from Sino-Vietnamese in general, or the word borrowed from economic Sino-Vietnamese in particular, as foreign words, but must be recognised as the organic word class of Vietnamese and is of foreign origin but has been Vietnamised thanks to the creativity of the Vietnamese people.

#### **4.1.2. Loan words and borrowings from the English - American language**

Aside from Sino loan words and borrowings, borrowed words from European languages also account for about 20% of the total economic borrowed words. Most of the words that we have listed are in English borrowed words. In recent years, the borrowing of English terms has been increasing by a noticeable feature that English words appearing in Vietnamese mostly contain new concepts that Vietnamese do not yet have. This is further confirmed when we consider the terms of the economic sector, the most dynamic and the most volatile region for a country. According to a survey by Nguyen Ngoc Tram at the time of 2002, borrowed economic terms accounted for 7% of the newly borrowed common terms (informatics term is 15%, while in social sciences, the number is trivial).

Looking at economic loan terms in the press, mass media and real life, we see vocabulary borrowing taking place in three trends: borrowing the original form of the original language, copying the words from the original language and borrowing them in the path of conversion.

##### **4.1.2.1. Tendency of borrowing the original form of the original language**

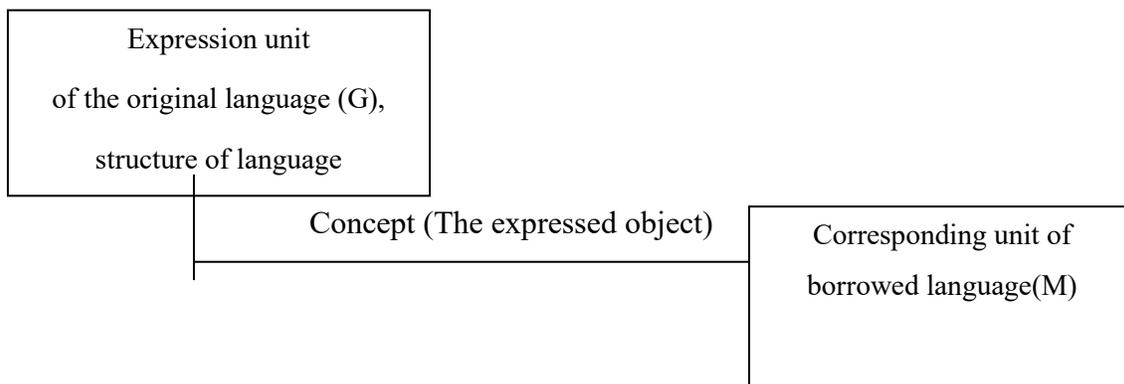
This is a tendency to use the spelling of borrowed languages, mainly English. But if in other areas of life such as entertainment, electronics technology, fashion, food, communication,

affection ... this trend includes a large number of words; compared to the field of economics, it can be said that the amount of words is quite small. Included in these economic borrowings is a small amount of words, such as *marketing (promotion)*, *dollar* (The dollar, the currency of the United States, Australia, Canada and other countries), *container* (Vietnamese pronunciation: công-ten-nơ, a vehicle such as a truck, a ship ... carrying a large metal container), *pick - up* (pickup truck, no roof, low side for builders), *repo (for stock)* (securities repurchase or resale transactions used on financial markets), *online*, *quota*, *blue chip* (The stock of long-standing, reputable, has stable earnings, low dividends and low risk company), *penny* (high quality stocks issued by big companies), *index*, *(number) trace* (numbers to identify, often used in banking), *stoploss* (sell order is used for clients to take profit / cut losses automatically), *trading*, *intraday* (deals of the day), *low*, *cat* (mooring lever (used in maritime)), *coupon* (stock coupon), *banking* (banking operations), *sale off* (discount), *account*, *sticker*, *(news) telex* (update message), *make - up* (Interest difference after deducting expenses), *lay - off* (fired staff), *check - out* (check-out at the airport / check payment at the supermarket)... The use of words following this undisturbed original trend has two reasons. Firstly, these are common terms for people working in economic sectors. Secondly, there are cases where foreign terms cannot be completely translated into Vietnamese and if interpreted by free terms, the term form is not guaranteed. The fact that economic words borrowed in the original form of English words is not much because these words carry new concepts that are more in-depth about economics, such as words from the banking and finance sector that have appeared in recent years. Thanks to the mass media such as newspapers, radio, television ... now people are gradually 'adapting' to these words. Hence it may take another ten years for the 'original' terms to go into depth and directly affect the communication life of Vietnamese people (of course, here we do not consider cases where the speakers and writers deliberately use borrowed word forms for other purposes).

Therefore, in principle, keeping the English writing style towards "internationalising vocabulary" is a trend for correcting the terminology. It is appropriate that these terms are specialised terms used in professional documents. But with these economic terms, especially those in emerging economic sectors in Vietnam such as banking and finance, securities, business, foreign economic ..., the accuracy is subject to be governed by the ability to absorb information from the vast majority of users. Therefore, the method of copying words from the etymology is the method used quite commonly. In other words, between the keep-original word method and the copycat-duplicate version (the method of constructing words based on the 'internal force' of the Vietnamese language), there are still cases that exist or are used in competition such as *marketing - tiếp thị*, *intraday - giao dịch trong ngày*, *trading - giao dịch*, *account - tài khoản*, *apply - yêu cầu chính thức*... So, in our opinion, if we use economic terms in the original way, we have to do it carefully and with orientation.

#### 4.1.2.2. The trend of copying from the original language

Economic borrowings are largely focused on this trend. This is a trend of high Vietnamisation in both reading and writing. The essence of the simulated phenomenon is to borrow the conceptual content of the original term and then translate the expression of the original term in words and the structure of the borrowed term. The linguistic tradition often calls this borrowed term "calque" or translation (loan translation). It can be visualised through the following diagram:



**Diagram 1: Copying borrowed words**

The tendency to copy words can be divided into two levels:

At the first level, people use the words and existing relationships of the borrowed language (Vietnamese) on the basis of translating almost every word of the borrowed word (English - American). This can be considered as a "direct" form of borrowing. It is only applied when the concept is conveyed in the original term and the Vietnamese word has a clear reciprocal. So this type accounts for quite a few, such as *cash flow* (*dòng tiền, luồng tiền, ngân lưu*), *black market* (*chợ đen*), *blue book* (*sách xanh*), *ceiling price* (*giá trần*), *bank loan* (*khoản vay ngân hàng*), *fixed investment* (*đầu tư cố định*), *hard currency* (*đồng tiền mạnh, ngoại tệ mạnh*)...

The second level is basically the same as the first level, the only thing here is that people do not translate each word but just copy the word structure, thereby selecting the appropriate words of the borrowed and created language, so that the constant object in the new word is the "conceptual identification method", "the way of naming things" and the change is the material of the borrowed language. According to Nguyen Ngoc Tram, due to the characteristics of the Vietnamese type, there is only one way to copy this form in Vietnamese. It has absolutely no structural duplication with the corresponding borrowed words, which also means that there is no way of copying at the first level as analysed above. In our opinion, the author's analysis is

reasonable because most of the borrowed words are of this type, but the complete negation of the 'direct' method is not certainly true in all cases. Here are some examples of this duplicated form Original word (G): *deflation* and borrowing word (M) in Vietnamese: *giảm phát* all reflect the concept of "price inflation action" but it is clear that the term M has been adapted by the material of the borrowed language on the basis of the word system (the opposite of "deflation" and "inflation").

G: *bill of exchange* means "debt conversion note" (bill: bill of payment, exchange: conversion). This is an unconditional payment order issued by one person to another, requesting that the person immediately upon seeing the voucher or to a certain future date pay a certain amount of money to someone, that or pay the holder. Copying into Vietnamese through the Sino-Vietnamese word we have the word "hối phiếu (draft) (in the system with "hối đổi (exchange)", "hối suất (exchange rate)"...

G: *Dumping* means selling at a discount to the cost of goods to eliminate competitors or gain more market share. Keeping this concept, converting to Vietnamese we have the term M: *bán phá giá*. In Vietnamese, there is also the phrase "sell off" which basically meets the above concept, but "sell off" and "dumping" differ on the compliance or non-observance of economic laws in general. If 'dumping' is a consequence of economic rules to ensure the capital of business people, 'dumping' is disregarding economic rules, despite the agreement of economic partners in order to keep the benefit on one side only.

There are also a series of other examples such as *wholesale (bán buôn)*, *retailing (bán lẻ)*, *bid (đấu thầu)*, *bond (trái phiếu)*, *credit transfer (chuyển khoản)*... Thus, it is easy to see that the borrowed term always attempts to find structural elements containing common meaning elements with those in the concept of the original term. Depending on the general level of the meaning element, we can see the clarity or ambiguity between the original term and the borrowed term. In other words, the relationship in meaning here is 'strong' or 'weak'.

In addition to the transcription of words or expressions, there are many cases in which the economic sector has transcriptions in the transitional meaning. For example, the term G: *Idle balances* (idle: inactive, not used; balances (in finance): the total amount owed after several payments) is copied and duplicated into the terminology M: *idle money* i.e. money withdrawn from circulation and kept in the form of hoarding of wealth. Herein the word balances is translated as 'money' based on what is mentioned in the original concept (a definition) rather than the conceptual content and the word idle translated as 'free' is based on the transfer meaning of the word 'free'. Also G: *sunk costs* are lost costs that cannot be recovered, copied and translated into sink costs.

#### **4.1.2.3. The trend of borrowing by the way of the transition**

This is a trend of borrowing vocabulary by adapting the pronunciation of the loan word (English) to record that word by reading and writing the borrowed language (Vietnamese). If this trend is considered as a form of borrowed Vietnamisation, this is a low level of Vietnamisation. The group of borrowed economic terms in this category is very few, for example: *ma-két-tinh* (marketing), *đô-la* (dollar), *công-te-nơ* (container), *cáp* (cable – exchange rate between the UK and US dollars), *xanh-đi-ca* (syndicate – business corporations, unions), *xoáp* (swap – convert and exchanging one type of securities for another kind of securities, including foreign currencies and interest rates), *ác-bít* (arbitrage – buying or selling an asset or commodity in two or more markets in order to profit from price differences between markets), *băng-co* (bancor – the name of the international currency that an international bank issues as recommended by Keynes. This currency can be used to pay debts and is part of the total international payment instruments), *các-ten* (cartel – official cooperation agreements on prices, production and other conditions among businesses in the reducing rights market), *coóc-xê* (corset – market slang for the UK government to require commercial banks to deposit more money in special accounts at the Bank of England), *côn-zôn* (consols – a permanent bond (entitled to a perpetual interest rate) or a perpetual bond (with the same annual interest rate) issued by the British government in the middle of the eighteenth century), *ốp-xôn* (option – call option (put option) or put option of a commodity or a financial security (stock, foreign currency) at an agreed price at a future time or a predetermined period of time), *cu-pôn* (coupon – the stub of the bond that the bond holder offers to receive the interest paid on the fixed rate bond) ... The number of words in this form is not, in our opinion, derived from the nature of the trend. This is the maximum reception trend to be able to fully reflect the sound surface in the original language on the basis of 'syllable' according to Vietnamese rules. So basically, in terms of pronunciation, it is 'close' to the original language, the 'syllable' to 'common' in the way of speaking and writing for Vietnamese people does not have much influence. Especially, it should be noted that the current language user community, which is narrower than the economic community, increasingly has access to original terms and concepts. So, this partly explains the tendency of the phonetic transcription of words to be in conflict with the tendency to keep the original form.

Based on the three presented trends, we find that to create Vietnamese economic terms, compounding is an important method that contributes to the creation of a large number of words. Words created by the compound method can be independent or sub-relations. However, the number of compound words according to the main relation is still the majority. Especially in the method of grafting, the combination of a mixture of elements from different sources is thoroughly applied. In addition to the normal mixture such as Vietnamese - Sino, Sino - Vietnamese, economic sector words are also created by the "hybrid" method (the method of

combining the combined elements of Sino - Vietnamese or pure Vietnamese combined. with Indo-European elements (which can be transcribed or in their original form). For example, *Almon lag* (độ trễ Almon), *Averch – Johnson effect* (hiệu ứng Averch – Johnson), *Bayes technique* (kỹ thuật Bayes), *Brookings model* (mô hình Brookings), *Carbon tax* (thuế Carbon), *Condorcet standard* (tiêu chuẩn Condorcet), *Dow Jones index* (chỉ số Dow Jones), *White plan* (kế hoạch White), *Engel line* (đường Engel), *Von Neumann ratio* (tỉ số Von Neumann)... This 'hybrid' phenomenon can occur in many different forms. The first is a hybrid of a Sino-Vietnamese or a pure Vietnamese element and an individual name such as the Dow Jones (a stock index that measures the price movement of the top 30 US industrial stocks. This stock is constantly being removed and added to with the purpose of providing a clear and direct measure to the stock market as well as the US economy. The founders of this index are Charles Henry Dow and Edward Davis Jones, (*Averch – Johnson effect* (hiệu ứng Averch – Johnson) (The profit maximising response of controlled firms when having to achieve a defined rate of return on capital that is motivated to choose a more capital-heavy input combination may not be used when not being achieved; that is the determined rate of return. This effect is also derived from two founders, Harvey A Averch and Leland L Johnson. This form of hybrid coupling is quite common and it becomes fixed phrases to reflect an economic concept. The second is a hybrid of a Sino-Vietnamese element or a pure Vietnamese element with a common name such as *intraday oscillator* (dao động intraday), *short-term trading* (trading ngắn hạn), *low rank* (mức low), *low price* (giá low), and *total volume* (tổng vol). This kind of hybrid composite usually exists only in the words of economists but not in a fixed way to convey the concept. The third is the combination of a Sino-Vietnamese or pure Vietnamese element with an abbreviated form such as *ARIMA forecast* (dự báo ARIMA) (Forecasting results are generated from the time series model of "autocorrelated integrated average"; ARIMA is an abbreviation of Autoregressive Integrated Moving Average, cif price (price includes cost, insurance and freight means the entire cost of goods supply; cif is an abbreviation of the phrase cost, insurance and freight).

## 5. Conclusion

5.1. Along with other word-making methods, in order to form economic terms, vocabulary borrowing is utilised at a high level. The terms of economic borrowing have two main sources: borrowing from the Sino language and borrowing from the English-American language are expressed in two forms. The first is to borrow the original form of the original language, which means 'preserving' the structure and meaning of the original language. The second is to localise borrowed words at different levels (partial or complete localisation) and different dimensions (phonetics, structure, semantics and writing). In these two sources of borrowing, it can be seen that the source of borrowings from the English-American language is larger, including the localisation of Vietnam using pure Vietnamese elements and using Sino-Vietnamese elements.



5.2. Different from the words borrowed in other fields, for economic terms, the form of copying, meaning to create new words whose content is an international concept and the form of the structural elements from the borrowing language are the main and most developed. In the future, in our opinion, this form will still play a major role (although in other areas of life people will still tend to use the term in pure form). Of course, for this kind of meaningful interpretation, the user needs to be mindful in creation consistency between the original term and the borrowed term (in terms of relationships 1 - 1) because if there is confusion about the form. The structure in the borrowed term will lead to confusion about the conceptual content in the original term.

5.3. According to our actual survey, the use of words borrowed in three trends is not homogeneous in different strata of society. Borrowing form only exists in people with a high level of proficiency and fluency in foreign languages such as experts, investment analysts, engineers in certain industries ... In addition, the economy has a lower foreign language proficiency, which is the majority of the people who do not belong to these specific economic sectors. The tendency is to copy most of economists in general and those who are not in these economic professions prefer to use. This is also the trend that analysts, commentators and economists prefer when speaking in public.

5.4. The borrowing of Sino and English-American languages has created a new class of economical vocabulary for the Vietnamese vocabulary system. This term may already have a fixed term and may also be just different usages. Whether these variations become terminology depends greatly on the selection process of the social community. However, in the current state, these borrowed words not only change the number of lexical vocabularies, but also contribute to change the quality of vocabulary in general. The problem now for this loan word class is that language users need to have a way to receive and use borrowed words so that they both 'keep the linguistic identity in accordance with the language conditions - The society in the current period has just updated with the global development trend'. In other words, in the current period, there is a need to unify and standardise borrowed words in the user community.



---

## REFERENCES

- Do Huu Chau (1981), *Từ vựng – ngữ nghĩa tiếng Việt*, Vietnam Education publishing house Ltd., Hanoi.
- Do Huu Chau (1986), *Các bình diện của từ và từ tiếng Việt*, Social Sciences Publishing House, Hanoi.
- Nguyen Van Khang (2007), *Từ ngoại lai trong tiếng Việt*, Vietnam Education publishing house Ltd., Hanoi.
- Nguyen Thi Bich Ha (1999), *Mấy nhận xét về đặc điểm thuật ngữ thương mại tiếng Việt*, Language Magazine No. 6.
- Nguyen Thi Bich Ha (2000), *So sánh cách cấu tạo thuật ngữ kinh tế thương mại trong tiếng Nhật và tiếng Việt hiện đại*, Doctoral thesis, University of Social Sciences and Humanities, VNU Hanoi.
- Bui Thi Thanh Luong (2006), *Từ ngữ mới tiếng Việt (trên tư liệu giai đoạn từ năm 1986 đến nay)*, Doctoral thesis, Institute of Linguistics
- Ha Quang Nang (2009), *Sự phát triển của từ vựng tiếng Việt nửa sau thế kỉ XX*, Social Science Publishing House.
- Nguyen Duc Ton (2002), *Dự án điều tra cơ bản các ngôn ngữ ở Việt Nam, nhánh điều tra tiếng Việt giai đoạn 2001 – 2004, phần: Từ ngữ mới xuất hiện trên các báo*