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Forms and functions of Englishisms in Japanese women's fashion magazines

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FORMS AND FUNCTIONS OF ENGLISHISMS
IN JAPANESE WOMEN'S FASHION MAGAZINES

A Thesis

Presented to

The Faculty of the Linguistics and Language Development Department

San José State University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

by

Yumie Sase

August 2009

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FORMS AND FUNCTIONS OF ENGLISHISMS
IN JAPANESE WOMEN'S FASHION MAGAZINES

by
Yumie Sase

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ABSTRACT

FORMS AND FUNCTIONS OF ENGLISHISMS IN JAPANESE WOMEN'S FASHION MAGAZINES

by Yumie Sase

“Englishisms,” as defined in Thompson (2008), is an umbrella term that covers much vaguer terms for types of language contact, including *loanwords*, *borrowings*, *Anglocisms*, and *foreignisms*. This thesis analyzes the forms and functions of Englishisms in advertising of Japanese women's fashion magazines. It also compares the number of Englishisms per 100 words of text across domains and generations in these magazines.

First, a collection of data is presented to show Englishisms and the frequency, by type and token, across three Japanese women's fashion magazines. Second, Englishisms are identified to compare the forms and functions of Englishisms in advertisements of various domains in all three magazines. Third, three hypotheses are tested: (1) the three magazines differ in number of Englishisms per 100 words of text; (2) in all three magazines, the number of Englishisms per 100 words of advertising text that occur in the fashion and cosmetics' domains are greater than in other domains; and (3) the functions of foregrounder and neutralizer are performed by Englishisms in all three magazines; however, the specific functions of those Englishisms in context differ across domains.

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Chapter 1: Introduction and Background

There are over 55,200 loanwords in Japanese (*Sanseido's Concise Dictionary*, 2005), of which approximately 94 percent are English-based (Stanlaw, 2004). English loanwords are used in a broad range of domains, from automobiles to health (Haarmann, 1986), and play important roles not only in the delivery of specific messages but also in the daily lives of Japanese people.

Extensive research on English loanwords has been completed at the levels of phonology (Stanlaw, 1983; Morrow, 1987; Hoffer and Honna, 1988; McCreary, 1990; Kay, 1995), morphology (Hoffer and Honna, 1988; Kay, 1995; Stanlaw, 2004), and semantics (Morrow, 1987; Honna, 1995; Sakagami, 2000; Stanlaw, 2004). Additional research has investigated the word-formation processes and the pragmatic functions of loanwords in Japanese (Takashi, 1990; Honna, 1995; Kay, 1995; Stanlaw, 2004).

There are many different terms that linguists use for loanwords. For example, Morrow (1987), Kay (1995) and Stanlaw (2004) use “English loanwords.” Haarmann (1986) and McCreary (1990) divide the term into two words, “loan words.” Honna (1995) and Takashi (1990) mention “English loans.” Hoffer and Honna (1988) and Takashi (1990) also say “borrowings.” Sakagami (2000) uses “*gairaigo*” (“foreign loanwords”).

However, Thompson (2008, p. 22) chooses the term “Englishisms” in her thesis analyzing English-Russian contact in Post-Soviet Russia. She considers “loans” and “borrowings” to be vague labels, as these terms, as well as others, including “English-

based innovations,” “anglocisms,” and “foreignisms,” frequently have partially overlapping definitions. Therefore, Thompson uses “Englishisms” as an umbrella term for all of the above labels. Following Thompson, “Englishism” is the term used in this thesis.

Englishisms are particularly prevalent in the Japanese mass media and the advertising industry, where they have been most extensively researched by Takashi (1990). Haarmann (1986) and others have focused specifically on patterns of Englishisms used in women’s fashion magazines, which Haarmann determines to be the major area of magazine production in Japan. However, none of this research on fashion magazines has provided an in-depth study of variation in the forms and functions of Englishisms across generations and domains of advertising.

This thesis conducts such a study by identifying Englishisms in a large database that has been compiled from three fashion magazines which target particular generations of women readers, and which include extensive text material in several domains of advertising. Each of these Englishisms is then classified according to the word-formation processes involved and the intended impact on the readers of the text. The result is a previously unattempted quantitative and qualitative comparison of the use of Englishisms across three generations of readers and several domains of advertising in the most widely published genre of Japanese magazines.

Recent Studies

Takashi (1990), Honna (1995), Kay (1995), and Stanlaw (2004) have all investigated the most prevalent linguistic processes of word formation by which English

words are incorporated into Japanese texts. Stanlaw (2004, pp. 16, 22) identifies four of these processes. The first process is “phonological adaptation,” as in *konpyūtaa* (“computer”), which appears in Japanese texts both in the above *rōma-ji* (Roman letters) and in *katakana*. Stanlaw’s second process is “semantic shift,” in which the meanings of the words in English “become restricted, expanded, or modified in some way.” For example, Stanlaw reports that in the domain of computers, *konpyūtaa* refers only to a large computer network or infrastructure. “Personal computers” are clipped in Japanese to *paso-kon*. Stanlaw’s third process is “syntactic shift,” such as *hotto-na kappuru* (“hot couple,” in references to celebrities). In Japanese, the word *hotto* (“hot”) is used as an “adjectival noun” (Tsuji-mura, 1996, p. 136) although it is an adjective in English. *Hot* modifies the noun *kappuru* (“couple”). Stanlaw’s fourth process is hybrid compounds, as in *denshi-meiru* (“electronic mail”).

Haarmann (1986), Takashi (1990), Honna (1995), Kay (1995), and Stanlaw (2004) have all investigated why Englishisms are extremely popular among native speakers of Japanese. Kay (1995, p. 70) observes that many Englishisms, such as the clipped forms *akuseru* (“accelerator”) and *masukomi* (“mass communication”), retain denotative meanings that are equivalent to their lexical sources in English. However, Kay (1995) continues, other Englishisms and constructions differ connotatively both from their English sources and also from any Japanese equivalents, lending their referents a foreign appeal of appearing to be modern and sophisticated. Haarmann believes the purpose of this latter group is to express “a fashionable style in modern language usage” (1986, p. 108). For example, the Englishism *baggu* (“bag”), for a

women's modern-style fashion accessory, is used in fashion magazines instead of Japanese *kaban*, which is the traditional equivalent made of leather.

Haarmann (1986, p. 115) also observes that English slogans consisting of creative collocations of English words written in *katakana*, such as *tacchi mii puriizu* ("touch me please") and *ijii fiiringu* ("easy feeling"), occur frequently in women's fashion magazines targeting young adults. In contrast, Haarmann (1986, pp. 117-119) reports that in magazines intended for teenagers, creative hybrid constructions, such as *haru-no fasshon window* ("the spring fashion window") often combine *rōma-ji* and up to three other Japanese scripts.

Haarmann (1986) further posits that Japanese publishers realize that most readers of fashion magazines have limited proficiency in English and other foreign languages, and can comprehend only very short phrases in these languages. Therefore, according to Stanlaw (2004, p. 26), short advertising slogans, such as *Sawayaka* ("refreshed"), *teisuti* ("tasty"), *I feel Coke!* ("Coca-Cola"), play an important role in the visual language of advertisement. Other examples, cited by Honna (1995) and Stanlaw (2004), include *For beautiful humans life* (Kanebo), *Human Electronics* (Matsushita), and *My Life – My Gas* (the Tokyo Gas Company).

Takashi (1990), based on her extensive study of 5,556 occurrences of Englishisms in television commercials and advertising texts, identifies five general categories of the pragmatic functions of Englishisms. One category she identifies as "lexical-gap fillers" (Takashi, 1990, p. 331). Some of these are place names, such as *Amerika* ("America") and *Furansu* ("France"). Others are borrowings from English for

objects or concepts that have no equivalents in Japanese, such as *beddo* (“bed”), *pen* (“pen”), and *shawaa* (“shower”) (Takashi, 1990, p. 331). Stanlaw (2004, p. 15) provides as further examples *jiinzu* (“blue jeans”), *basu* (“bus”) and *apaato* (“apartment”).

A second of Takashi’s categories are “brand names” (1990, p. 331). Some of these are the names of imported products, including “*Xerox*,” “*Kent*,” and “*Vicks*.” Other brand names are “for made-in-Japan products and for Japanese companies” (1990, p. 331), such as *Regain* (“Regain,” a sports drink) and *Supaaku* (“Spark,” a cold medicine).

Takashi names a third category “technical terms” (1990, p. 331) which pertain to computer science, business, medicine, and academic subjects, including *fakushimiri* (“facsimile”), *amino-san* (“amino acid”) and *karushiumu* (“calcium”).

Englishisms in the above three categories generally do not have native equivalents in Japanese. There are two other categories that usually do have denotatively equivalent native words. One of these categories Takashi calls “euphemisms” (1990, p. 331), words that are used to avoid or neutralize “direct expressions, particularly in topics related to individualism, sex, and personal hygiene,” such as *mai hōmu* (“my home”) and *napukin* (“sanitary napkin”). In this study, such euphemisms are referred to as “neutralizers.” Stanlaw (2004, p. 18) adds to these examples *hazuu* and *waiifu* (from English husband and wife) in reference to non-traditional attitudes toward marriage and the family. Stanlaw also explains that the above use of *mai* (“my”), as also found in *mai kaa* “my car” and *mai peisu* “my pace,” may arise because the Japanese equivalent of English “my” (*watashi-no*) “tend(s) to sound selfish... and it may be easier to use an

English word in expressing one's independence, because it does not carry the same connotations" (2004, p. 18).

In contrast to the euphemisms, loanwords in the final category, which Takashi terms "special-effects givers" (1990, p. 330), are intended to have a "foregrounding" effect "to give new and cosmopolitan images of the product/service advertised." She provides as examples *sukin-kea* ("skin care"), *prestiji-na* ("prestigious"), and *herushii* ("healthy"). Since 45 percent of the Englishisms that she has identified fall into this category, Takashi concludes that "the primary function of English loans in the language of contemporary advertising is to signal modernity and sophistication of the thing that is advertised" (1990, pp. 331-332).

Takashi (1990) also reports on the frequency with which Englishisms performing each function occur in advertisements that target consumers across genders and age groups. She finds that overall, Englishisms appear with equal frequency in texts targeting women and men, and that while they occur in texts targeting all age groups, the frequency of Englishisms is highest in advertising intended for teenagers and young adults, a tendency that Haarmann (1986) also reports in his study of fashion magazines. However, Haarmann does not examine variation in functions of Englishisms across generations or domains.

To summarize this review, Honna (1995), Kay (1995), and Stanlaw (2004) describe the word-formation processes by which English words enter the Japanese language. Takashi (1990) provides a comprehensive and detailed typology of the functions of Englishisms in advertising across generations. Haarmann (1986) has

researched fashion magazines but does not examine functions in as much detail as does Takashi, either in general or across generations. None of these studies compares the forms and functions of Englishisms across generations and domains. Therefore, the goal of this study is to complement the above research by investigating quantitatively and qualitatively the word-formation processes and the functions of Englishisms across generations and domains of advertising in women's fashion magazines.

Methodology and Hypotheses of this Study

This study collects and analyzes a corpus of data consisting of all Englishisms that occur in single complete issues of three women's fashion magazines that target female readers from three generations: *JJ* (2008, November), intended for teenagers; *Frau* (2008, October), directed at readers in their 20's and 30's; and *Marisol* (2008, October), for women in their 40's and 50's (see Appendix A).

Each Englishism is classified according to its underlying word-formation process and according to the pragmatic function that it serves. Separate data collection and analysis are completed for each magazine according to domain of advertising (e.g., advertising for different types of products or services, such as cosmetics, foods, fashion, and traveling).

The study tests the following three hypotheses:

Hypothesis (1): The three magazines differ in number of Englishisms per 100 words of text.

Hypothesis (2): In all three magazines, the number of Englishisms per 100 words of advertising text that occur in the fashion and cosmetics' domains are greater than in other domains.

Hypothesis (3): In all three magazines, the functions of foregrounder and neutralizer are performed by Englishisms; however, the specific functions of those Englishisms in context differ across domains.

Organization of this Study

This thesis is organized as follows. Chapter 2 presents the data collected and compares the number of Englishisms per 100 words of text in the three magazines.

Chapter 3 analyzes the functions of Englishisms in the texts from all three magazines.

Chapter 4 discusses the results and summarizes this study.

Orthography and Translation in Japanese

Japanese transcriptions into English are pronounced differently from how they appear when written because some sounds, such as long vowels (*aa*, *ei*, *ii*, *ō*, and *ū*), are not normally articulated by native English speakers. In this paper, all Japanese examples use the Hepburn Romanization System invented by James Curtis Hepburn.

Chapter 2: Approach and Data Collection

Based on Takashi's (1990) and Stanlaw's (2004) methodologies, each distinct Englishism is identified as a *type*. Each recurrence of that Englishism in the same or a derived form that performs the same pragmatic function (e.g., lexical-gap filler, foregrounder, or neutralizer) is considered a *token* of that type. An Englishism that occurs only once in the data (a “nonce” construction) is considered to be a type. Brand names are reported separately from other Englishisms.

In addressing Hypothesis (1), the study compares the number of Englishisms across the three magazines (see Table 2-1).

Table 2-1

The Number of Englishisms Collected in the Three Magazines

Magazines		<i>JJ</i>	<i>Frau</i>	<i>Marisol</i>	Total
Collected	Types	96	116	71	283
	Tokens	117	131	90	338
Brand names		19	22	29	70
Total		136	153	119	408

These Englishisms appear in 19 advertisements from *JJ*, 30 advertisements from *Frau*, and 31 advertisements from *Marisol*. The names of all the companies that advertise in the issues of each magazine analyzed are listed in Appendices B, C, and D.

In some cases, the same advertisement occurs more than once among the three magazines. For example, identical advertisements appear on page 7 of both *JJ* and *Frau*. Another instance of a shared advertisement occurs on page 70 of *JJ* and page 20 of *Marisol*. Similarly, four advertisements occur in both *Frau* and *Marisol*.

In some advertisements, it is not possible to calculate the number of Englishisms per 100 words for two reasons. First, some advertisements have no text beyond the brand names of the item being advertised. These are identified with “*” in Appendices B, C, and D. Second, some Englishisms occur only in the context of short advertising slogans or phrases, such as “Enjoy color!” (*JJ*, 2008, November, p. 122) and “Excellence though Passion” (*Marisol*, 2008, October, p. 42). These are noted with “***” in Appendices B, C, and D.

Phonological Adaptations

There are three types of phonological adaptation. The first type is the substitution of Japanese vowels and consonants for the sounds of English phonemes that do not occur in Japanese. The second type is the epenthetic insertion of vowels to break up consonant clusters, which do not occur in Japanese. The third type of adaptation is the addition of word-final vowels to prevent words from ending in a consonant. In the study, Englishisms that form only brand names are classified solely as phonological adaptations. These are listed in Appendix E.

Product names and brand names in advertising in Japanese fashion magazines, such as *rancomu* for “LANCOME,” *shaneru* for “CHANEL,” and *kuriniiku* for “CLINIQUE,” are phonological adaptations.

Kay (1995, p. 69) observes that Japanese speakers have great difficulty pronouncing sounds that do not exist in Japanese. For instance, native Japanese speakers do not distinguish between [l] and [ɭ] because the Japanese language has only [ɭ]; therefore, all of the [l] sounds in the above examples change to [ɭ]. Kay (1995, p. 69) also observes that there are some phonological rules that change English consonants into Japanese ones.

For example, Tsujimura (1996) demonstrates that the sounds [f], [b], [s], and [z] in Japanese replace /f/, /v/, /θ/, and /ð/ in English. These four substitutions appear in the data below collected in this study. These data also reveal the other phonological processes described above.

(1)	<i>Sound Change</i>	<i>English</i>	<i>Japanese</i>
	a. foundation	[faundeɪʃən]	[ΦandeɪʃON]
	b. face	[feɪs]	[Φeɪsɯ]
	c. soft	[sɒft]	[soΦɯto]
(2)	a. vitamin	[vaɪtəmin]	[bitamɪN]
	b. volume	[vɒlju(:)m]	[borj:ɯmɯ]
	c. visual	[viʒu(ə)l]	[bidʒɯarɯ]
(3)	a. python	[paɪθən]	[paɪsɒN]
	b. triathlon	[traɪəθlɒn]	[traɪasɯrɒN]
	c. 50th	[fɪftiəθ]	[ΦɪΦɯtɪsɯ]
(4)	a. the	[ðə]	[za]

Possible syllable structures in Japanese [V], [CV], [CyV], and [n] which is syllabic. Tsujimura (1996, p. 100) identifies three types of vowel insertion that preserve this syllable structure in Englishisms: (i) /o/ after /t/ and /d/; (ii) /i/ after /ç/; (iii) /u/ elsewhere. These types of vowel insertions are demonstrated in the following data from the three magazines.

(5)	<i>English</i>	<i>Japanese</i>
a. consultant	[kənsʌlt(ə)nt]	[konsarutanto]
b. best	[best]	[besuto]
c. round	[raund]	[raundo]
d. approach	[əprouç]	[apurowçi]
e. nail	[neil]	[neiru]
f. cream	[kri:m]	[kuri:mu]

Domains of Japanese Advertisements in the Three Fashion Magazines

Before comparing the forms and functions of Englishisms in advertisements in the three magazines, the domains of these advertisements should be introduced. The issues examined of *JJ* and *Frau* has advertisements from the same six domains: fashion, cosmetics, foods, electronics, health, and travel. The issue of *Marisol* has advertisements from five domains. Three of these domains--fashion, cosmetics, and foods--overlap with *JJ* and *Frau*. *Marisol* also has advertisements in the domains of kitchen items and automobiles, but does not have advertisements relating to electronics, health, or travel as do the other magazines (see Table 2-2).

When the domains of all advertisements in the three magazines are identified, it is possible to compare the numbers of advertisements in each magazine by domain. Not

surprisingly, by far the largest numbers of advertisements in all three magazines occur in the domains of fashion and cosmetics. However, *JJ* and *Marisol* have more fashion than cosmetics advertisements whereas *Frau* has more cosmetics advertisements than fashion advertisements.

Table 2-2

The Number of Advertisements by Domains

	Fashion	Cosmetics	Food	Electronics	Health	Travel
<i>JJ</i>	7	5	1	4	1	1
<i>Frau</i>	5	14	2	4	3	2

	Fashion	Cosmetics	Food	Kitchen Items	Auto
<i>Marisol</i>	16	10	2	1	2

The total number of advertisements in each magazine is different, so the numbers of Englishisms per 100 words (i.e., percentages) across domains in the three magazines are compared in Table 2-3. As mentioned earlier, advertisements with no text or only slogans, marked with either single or double asterisks (either * or **) in the Appendices, are not included in these percentages; therefore, the listings for health advertisements in *JJ*, fashion advertisements in *Frau*, and kitchen item advertisements in *Marisol* are “N/A.”

As shown in Table 2-3, within each domain, there are no differences in the percentage of Englishisms among the magazines. However, a comparison of percentages of Englishisms across domains reveals a greater percentage of Englishisms in the advertisements for electronics and autos than in the advertisements for fashion and cosmetics.

Table 2-3

Average Percent of Englishisms across Domains

	Fashion	Cosmetics	Food	Electronics	Health	Travel
<i>JJ</i>	5.7	5.4	6.5	11	N/A	4.7
<i>Frau</i>	N/A	4.8	5.0	10	5.2	4.1

	Fashion	Cosmetics	Food	Kitchen Items	Autos
<i>Marisol</i>	5.5	5.1	9.1	N/A	13.8

In the three magazines, there are a total of 80 advertisements containing 190 Englishism types, and a total of 361 Englishism tokens (see Appendix F). Table 2-4 indicates the number of Englishisms which appear in only one of the magazines, in two of the magazines, and in all three magazines.

Table 2-4

Occurrences of Englishisms in One, Two, or Three Magazines

Magazine	Englishisms
<i>JJ</i>	58
<i>Frau</i>	62
<i>Marisol</i>	26
<i>JJ and Frau</i>	14
<i>JJ and Marisol</i>	12
<i>Frau and Marisol</i>	10
<i>JJ, Frau, and Marisol</i>	8
Total	190

Englishisms occur in 19 advertisements from *JJ*, in 30 advertisements from *Frau*, and in 31 advertisements from *Marisol*. As reported in Table 2-2, the number of advertisements in *Marisol* is virtually the same as in the *Frau*, but *Frau* has more than double the Englishisms of *Marisol*. Similarly, while the number of advertisements in *JJ* is two-thirds of the number in *Frau*, the number of Englishisms is nearly the same in the two magazines. In other words, the younger the targeted readership of a magazine, the more Englishisms are used in advertisements appearing in that magazine.

Chapter 3: Data Analysis

In this chapter, the word forms and pragmatic functions of selected Englishisms are analyzed according to domain. The Englishisms are underlined and translated from Japanese into English.

First, Englishisms in advertisements from each magazine are shown as samples. Second, the forms and functions of Englishisms are examined across the three domains common to all the magazines: fashion, cosmetics, and food. Third, Englishisms in the remaining domains--electronics, health, travel, and auto--are analyzed.

A sample text from *JJ* (2008, p. 84) appears in (6).

- (6) Ekizochikku-na paison-gata-ga inshōteki-na raundo fasunaa.
Exotic-Gen python-embossing-SUB impressive-Gen rounded fastener

“A zip-around (wallet) with impressive and exotic python skin embossing.”

In Japanese, the English word “exotic” has two translations: (i) *ekizochikku-na* / *ikokujōcho-no*, and (ii) *gaikokusan -no* (“foreign products,” often referring especially to products that are made in the tropics) (Collick, Hinada, and Tanabe, 1995, p. 578). The suffixes *-no* and *-na* are the genitive case particles in Japanese. The word *ikokujōcho* means the atmosphere that the foreign scenery in the advertisement creates, and it is one definition of *ekizochikku*. The adjective phrase *ekizochikku-na* is often used instead of *ikokujōcho-no* in fashion advertisements. The Japanese word *ikoku* means “foreign country” and *jōcho* means delicate feelings or a special atmosphere that causes such feelings. It would be an awkward expression for Japanese speakers to say *ikokujōcho-na paison-gata-ga* in this text because there is a subtle difference in nuance between

ekizochikku-na and *ikokujocho-no*. Japanese already has a word for “exotic” so *ekizochikku-na* serves the pragmatic function of a foregrounder in this text, rather than a lexical-gap filler.

Generally, Japanese people refer to the huge snake from the tropics as *nishikihebi*. The word *paison* is used instead of *nishikihebi* in Japanese fashion advertisements to denote python skin or imitation python skin. It is clear that the writer did not choose the phrase *nishikihebi-gata* because *paison* is used for the type of material that bags and wallets are made of, rather than the living animal. In the fashion domain, *paison* is used as a foregrounder.

In this sentence, *inshōteki-na* (“impressive”) modifies the compound *raundo fasunaa* (“rounded fastener”), which is an example of “made-in-Japan English” (Stanlaw 2004) or “Japanese-oriented English” (Honna 2006). In Japanese, *raundo* is used as a foregrounder because the adjective *marui* already exists. As for the word *fasunaa*, its pragmatic function is that of a lexical-gap filler because such fasteners originated outside of Japan, and are imported and used in daily life.

The second sample text, from *Frau* (2008, p. 28), occurs in (7).

- (7) Nenrei-ya kankyo-kara kuru sutoresu-de ochikondeshimatta hada-o
 Aging and environmental-from come stress-by damaged skin-Acc
- uruoshi imasugu mizumizushii hari-o.
 hydrated instantly fresh firmness-Acc

“Skin damaged by aging and environmental stress, hydrated instantly, fresh, and firm.”

The Englishism *sutoresu* (“stress”) has almost the same denotative meaning as *seishinteki-na atsuriyoku* “mental pressure.” The phrase *kankyo-kara kuru*

(“environmental from come”) modifies *sutoresu*. The English word “stress” can be used for stress caused by the environment. However, Japanese does not have a pre-existing word that can be used this way. Since Japanese does not have a word with the same meaning in this context as English “stress,” *sutoresu* is used as lexical gap filler.

The text in (7) has neither a subject nor a verb but it makes grammatical and semantic sense. The implied subject is clearly “our product,” and the implied verb is “to make.” Therefore, the complete translation would be: “Our product makes skin damaged by aging and environmental stress hydrated and makes it instantly fresh and firm.” Despite the lack of both subject and verb, readers are able to understand the text in this advertisement. Moreover, since subject and verb are hidden, the sentence is more impressive; that is, the entire sentence is foregrounded.

The final sample text, from *Marisol* (2008, p. 20), is shown in (8).

- (8) Hontōni hitsuyō-na kea-dake-ni shibori,
 Really essential-Gen care-only-Dat focus on

 kumitate-rareta-shisutemu-desu.
 design-Pass-system-Aux

“The system is designed with a focus on only essential care.”

In the domain of cosmetics, the Englishism *kea* (“care”) is used as a foregrounder connoting sophistication. However, in other domains, *kea* functions as a neutralizer. This is the case in the provision of medical and psychological care to the elderly, where the Japanese noun *sewa* (“care for”) carries a negative connotation due to the difficulty of taking care of older people, and the Englishism *kea* serves to mitigate this burden.

Moreover, the Englishism *kea* is written in *katakana*, while the term *sewa* is written in *kanji* (Chinese characters). In Takashi's (1990) study, the main reason for Englishisms in fashion advertisements is to make the products seem more modern and sophisticated. As a result, she observes, writers tend to use more Englishisms because *kanji* look less modern and sophisticated than *katakana* and *rōma-ji*.

The next Englishism *shisutemu* ("system") is used as a lexical-gap filler in the advertisement. The meaning of the equivalent word in Japanese is different from English. According to *Sanseido's Concise Dictionary* (2005), the word *shisutemu* has five meanings: "(i) organization, (ii) formula, (iii) order, (iv) structure, and (v) method to handle the problem for hardware and software" (p. 440). In recent years, this Englishism *shisutemu* has come to be frequently used in the fifth meaning because of rapidly evolving technology. None of the five different meanings of the word match the usage in this text. As a result, *shisutemu* is used as a lexical-gap filler, and no Japanese word is replaced there.

Englishisms in the Fashion Domain

Englishisms are often shown with images of the product in the fashion domain, with only the brand name written, perhaps to impress the readers with the image. In *Frau*, directed at readers in their 20's and 30's, there are five such fashion advertisements with no text. As Table 2-3 demonstrated in Chapter 2, it is impossible to calculate the average percentage of Englishisms in *Frau* for this reason.

JJ, intended for teenagers, has seven fashion advertisements without any text, and *Marisol*, for women in their 40's and 50's, has sixteen. In these magazines, as in *Frau*, only a few advertisements have both an image of the product and some text.

The following are examples of Englishisms in the fashion domain:

(9) Enameru kuroko shorudaa. (*JJ*, 2008, November, p. 84)

“A shoulder bag made of patent leather [imitation] crocodile-skin.”

In (9), the Englishism *enameru* (“enamel”) is used as a lexical-gap filler. In Japanese, materials such as nylon, vinyl, and polyester are imported from foreign countries, so these Englishisms have the pragmatic function of lexical-gap filler.

The other Englishisms in (9) have different pragmatic functions. *Kuroko*, a clipping of *kurokodairu* (“crocodile”) is used instead of *wani* just as *paison* (“python”) is used instead of *nishikihebi* in example (6). The word *kuroko* replaces *wani* in Japanese fashion advertisements to denote crocodile skin or imitation crocodile skin. It is obvious that the writer did not choose the phrase “*wani-no shorudaa*” because *kuroko* is used for the type of material that bags and wallets are made of, rather than the living animal. Since in the fashion domain, *kuroko* also creates a sense of elegance, it actually functions as both a lexical-gap filler and a foregrounder.

The Englishism *shorudaa* is also a clipping of *shorudaa baggu* (“shoulder bag”). The Englishism *baggu* is omitted because *shorudaa* occurs only in the collocation for shoulder bag. The Japanese word for shoulder is *kata*, but the word *kata* does not apply to shoulder bags. The Englishism *shorudaa baggu* (“shoulder bag”) serves the pragmatic function of a lexical-gap filler because shoulder bags are made outside of Japan, and are

imported and used in daily life although the original words *kata* and *kaban* already exist in Japanese.

(10) Paison shorudaa. (*JJ*, 2008, November, p. 84)

“A shoulder bag made of [imitation] python-skin.”

Just as *kuroko* is used to modify *shorudaa* in (9), the Englishism *paison* (see (6)) modifies *shorudaa* in (10). The Englishism *baggu* (“bag”) is again omitted. In the fashion domain, *paison* (“python”) is used as a foregrounder. “*Paison shorudaa*” means that the shoulder bag is made of python-skin or imitation python-skin, and it is written in *katakana* in this phrase. *Katakana* script is more easily understood than *rōma-ji* by readers when they look at the advertisement. English slogans written in *rōma-ji* look stylish and fashionable; however, it is much easier for Japanese speakers to understand the same texts in *katakana*.

(11) Sekushii-na shorudaa baggu. (*JJ*, 2008, November, p. 84)

“A sexy shoulder bag.”

In (11), the Englishism *baggu* (“bag”) is not omitted as in (9) and (10). The adjective *sekushii-na* (“sexy”) modifies *shorudaa baggu* to appeal to the teenage readers of *JJ*, most of whom want to look very sexy.

According to Tsujimura (1996, p. 136), the word *sekushii* (“sexy”) is used as an “adjectival noun” like *hotto* (“hot”) in Japanese. *Sekushii* (“sexy”) serves the pragmatic function of a lexical-gap filler in Japanese. It also serves as what Takashi calls a euphemism (a “neutralizer” in this study), used to avoid or neutralize “direct expressions, particularly in topics related to individualism, sex, and personal hygiene” (1990, p. 331).

(12) Netto gentei puraisu 7,800 yen! (*JJ*, 2008, November, p. 84)

“Special Internet price: ¥7,800!”

In (12), the Englishism *netto* (“the Net”) is a clipping of the word “Internet,” which fills a lexical gap in Japanese. In *JJ*, intended for teenagers, clipping is often used in advertisements, such as *shorudaa* for *shorudaa baggu* (“shoulder bag”), in (9) and (10). The word *gentei* means limited but there is a semantic shift in the text. *Netto gentei* means that people are only able to buy the products online so customers are given a discount Internet special.

The Englishism *puraisu* (“price”) is used instead of denotatively equivalent *kakaku*, serving the pragmatic function of a foregrounder, and giving readers an impression of stylishness when they read these Englishisms in this advertisement.

(13) Purachina-ga jinsei-no kagayaki-no shunkan-o eien-ni tsunagi ... (*Marisol*, 2008, October, p. 34)

“Platinum brightens every moment of the rest of your life ...”

(14) Junsui. Kishō. Toki-o koete, purachina. (*Marisol*, 2008, October, p. 34)

“(Platinum is) pure. (Platinum is) rare. (Platinum is) forever.”

In (13) and (14), the Englishism *purachina* (“platinum”) appears. Platinum is a metal not originally used in Japan, so *purachina* (“platinum”) has the pragmatic function of lexical-gap filler. The texts of (13) and (14) are from a jewelry advertisement. In these texts, *purachina* (“platinum”) is the subject of the sentence. In (14), the subject is omitted in the actual text, but the Englishism *purachina* (“platinum”) is the implied subject.

The formal word order of Japanese is Subject-Object-Verb. Every Japanese sentence has a subject, although as discussed above, frequently the subject is implied rather than explicit. This commonly occurs in advertising when copy-writers want to make a foreground information in print advertisements. For example, the formal sentence structure in (14) would be “*purachina-wa junsui-desu.*” (“Platinum is pure.”) and “*purachina-wa kichō-desu.*” (“Platinum is rare.”). However, if copy-writers always wrote complete sentences in that way, readers would not pay as much attention to the products being advertised.

Englishisms in the Cosmetics Domain

As Table 2-2 showed in Chapter 2, in the domain of cosmetics, *JJ* has five advertisements, *Frau* has fourteen advertisements, and *Marisol* has ten advertisements. As mentioned earlier, the Englishism *kea* (“care”) is used as a foregrounder in advertising, and it occurs in all three magazines, usually in compound words, such as *sukinkea* (“skin care”), *eijingukea* (“antiaging care”), and *koraagenkea* (“collagen care”).

Examples of the use of Englishisms with *kea* appear in texts (15) through (26):

(15) Hifukagaku-no riron-o hinto-ni umareta, surii suteppu sukinkea. (*JJ*, 2008, November, p. 70; *Marisol*, 2008, October, p. 20)

“Three-step skincare (cream), which produced a dermatological theory by a hint.”

In (15), the Englishisms *surii suteppu* (“three step”) modify the Englishism *sukinkea* (“skin care”). In Japanese, the word *sukinkea* does not modify a noun as in the English “skin care cream.”

In the cosmetics domain, the Englishisms *surii* (“three”) and *suteppu* (“step”) are used instead of Japanese *san* (“three”) and *dankai* (“step”). Similarly, the Englishism *sukinkea* (“skin care”) is used instead of *hada-no sewa*; therefore, these Englishisms serve the pragmatic function of foregrounders, and readers have the impression of modernity when they read these Englishisms in advertisements.

(16) Uruoi-to hari-o wasureteshimatta hada-no-tame-no sukinkea. (*Frau*, 2008, October, p. 42)

“Skincare (cream) for skin that has lost its moisture and firmness.”

In (16), copy-writers use the Englishism *sukinkea* (“skin care”) to imply skin care cream or lotion. It would be an awkward expression for Japanese speakers to say *sukin-no-tame-no* in this text because there is a subtle difference in nuance between *hada-no* and *sukin-no*. For Japanese people, *hada-no* indicates their body skin but *sukin-no* means animal skin. Japanese already has a word for “skin” but native Japanese speakers prefer *sukin* to *hada* when indicating skin, especially when forming compounds, as in *sukinshippu* (“physical contact”) and *sukinheddo* (“skinhead”).

(17) “kagayaku megami” no na-o motsu sukinkea, tanjō-desu. (*Frau*, 2008, October, p. 84)

“Skin care (lotion) was born and named ‘Shining Goddess’.”

(18) Noebia-no sukinkea. (*Frau*, 2008, October, p. 88)

“Noevir (the company name) skincare (cream).”

In (17) and (18), copy-writers also use the Englishism *sukinkea* (“skin care”) to imply skin care cream or lotion. In (17), the skin care lotion is named “*kagayaku megami*” (“Shining Goddess”). In (18), the company name, Noevir, directly modifies the Englishism *sukinkea*.

(19) Sukinkea-no riron-ga ikiduku, ... (*Frau*, 2008, October, p. 88)

“A theory of the skin care breathes, ...”

In (19), the subject is “*sukinkea-no riron*” (“a theory of the skin care”). The particle *-no* is a genitive marker and *-ga* is a nominative marker in Japanese. As in (15), in (16) through (19), *sukinkea* is used as a foregrounder.

The next Englishism, *eigingukea* (“antiageing”) in (20) through (25), is not written “anti-” in the text although *eijingu* has the meaning of antiageing in these contexts. There is a word for “aging” in Japanese: *rōka* (Collick et al., 1995, p. 1981). The Englishism *eingu* is written in *katakana*, while the word *rōka* is written in *kanji* (Chinese characters). Thus, while the word *eigingukea* is used like *sukinkea*, unlike *sukinkea*, it serves as a neutralizer.

(20) Senshin-no eijingu. (*Frau*, 2008, October, p. 2)

“Advanced antiageing (skin) care (cream).”

(21) Ni-jikan-de hajimeru eijingu. (*Frau*, 2008, October, p. 28; *Marisol*, 2008, October, p. 24)

“Antiaging (skin) care (lotion) that starts working in two hours.”

(22) Ima-to mirai-no eijingukea. (*Frau*, 2008, October, p. 28; *Marisol*, 2008, October, p. 24)

“Antiaging (skin) care (lotion) that you can use now and forever.”

(23) Kao-to hada-no eijingukea-ni nozomimasu. (*Frau*, 2008, October, p. 42)

“(Our product) takes on the challenges of antiaging face and skin care (cream).”

(24) Hada-no sain-ni kiduitara, isoide eijingukea. (*Frau*, 2008, October, p. 84)

“If you notice the signs (of aging) on your skin, you need antiaging (skin) care (lotion).”

(25) Eijingukea-wa mousukoshi sakinokoto ... (*Frau*, 2008, October, p. 84)

“Antiaging (skin) care (lotion) will be needed a little later...”

In (20) through (25), it is likely that writers know that ageing is a worry of women in their late 20's, the target audience of *Frau*, because most women who are over 30 have noticed wrinkles around their eyes. Most women have to use “aging care” once they have passed a certain age. Therefore, *eijingukea* functions as a neutralizer.

A third Englishism containing *kea* occurs in *koraagenkea* (“collagen skin care cream”) in (26):

(26) Motarasuno-wa hari-dake-deha-nai, koraagenkea. (*Frau*, 2008, October, p. 42)

“(We) produce collagen (skin) care (cream) with fresh skin.”

The Englishism *koraagen* (“collagen”) is a lexical-gap filler, as is *koraagenkea*, which has come to be used recently in advertising, serving as a lexical-gap filler.

Another type of compound construction has the word “up” attached to a verb, such as *meikuappu* (“makeup”), *kaaruappu* (“curl up”), and *rifutoappu* (“liftup”), which occur in (27) and (28).

(27) Shintōjō, sūpaamoisuchaa meikuappu. (*Frau*, 2008, October, p. 170)

“Debuting supermoisture makeup.”

(28) Meiku-o otoshita jibun-ni ... (*Marisol*, 2008, October, p. 24)

“One who removed makeup...”

In the cosmetics domain, the Englishism *meikuappu* (“makeup”) is often used, as in (27). In (28), the Englishism *meiku* (noun), a clipping of *meikuappu*, can become a verb as in *meiku-suru* (“to do makeup”). It would also be possible to use the original Japanese verb, *keshō-o suru* (“to apply makeup”), in this text. However, whereas *keshō-o suru* is written in *kanji*, *Meikuappu* and *meiku* are written in *katakana* and are therefore foregrounders. Like *kea*, *Meikuappu* and *meiku* have become widely used in daily life.

(29) Burashi-ga nemoto-kara kaaruappu. (*JJ*, 2008, October, p. 7)

“A brush makes (your) an eyelash curl from (its) base.”

In (29), the Englishism *burashi* (“brush”) serves the pragmatic function of a lexical-gap filler because brushes used for makeup originated outside of Japan. On the other hand, *kaaruappu* is used as a forerunner because the Japanese verb *makiageru* already exists for “curl up.”

(30) Hada-ni noseta shunkan-kara hajimaru, azayaka-na rifutoappu-kan (*Marisol*, 2008, October, p. 28)

“(Our product) gives you the feeling that your skin is lifted up immediately

on use.”

The Englishism *rifutoappu* is used as a foregrounder because the original Japanese verb, *mochiageru*, is written in *kanji*. *Rifutoappu* (noun) can be compounded to a hybrid form *rifutoappu-kan* (“the feeling that your skin is lifted up”) by attaching *-kan* (“feeling”).

As in (28) through (30), Englishisms of this type, instead of equivalent Japanese compounds, such as *tsukurii-ageru* (“to makeup”), *maki-ageru* (“to curl up”), and *mochi-ageru* (“to lift up”), frequently occur as foregrounders in the cosmetics domain of Japanese women’s fashion magazines.

Englishisms in the Health Domain

As Table 2-2 showed in Chapter 2, in the domain of health, *JJ* has one advertisement, *Frau* has three advertisements, and *Marisol* has no advertisements. The *JJ* advertisement is a slogan-only advertisement, so the number of Englishisms per 100 words cannot be calculated for that advertisement. The frequency of Englishisms in *Frau* is 5.2 per 100 words (see Table 2-3).

Similarities between the Englishisms in the cosmetics domain and the Englishisms in the health domain include certain Englishisms that are used in both domains. In particular, advertisements in both domains use compounds with “care,” as in (31) and (32) in the health domain.

(31) Bodiikea bumon dai ichi-i (*JJ*, 2008, November, p. 164)

“Ranked number one in body care.”

In (31), this product is an ointment for preventing body odor, which is a serious problem for many Japanese. In the advertisement, the product is described as “For Problem Perspiration” and as “Extra Strong” in English. The Englishism *bodiikea* (“body care”) is also used as a neutralizer. The equivalent phrase in Japanese, *karada-no sewa*, has a very severe negative connotation. In contrast, *bodiikea* links the product with cosmetics.

Another Englishism with *kea* in the domain of health appears in (32).

(32) Koukinou nikibikea. (*Frau*, 2008, October, p. 22)

“High-performance: pimple care (cream).”

In (32), the Englishism *nikibikea* is a creatively coined hybrid compound. This product is based on clinical skin medicine, and is an acne prevention cream. It is normal for teens to have pimples, but the situation is different if younger women in their 20’s (the readers of *Frau*) have them. For a young woman, it is very embarrassing to have pimples on her face. Every woman wants to keep the skin of her face beautiful, so there is demand for this *nikibikea* product.

While in Japanese the English word “care” changes to *kea*, pimple(s) do not shift to *pinpuru*. The word *nikibi* (“pimples”) remains in use because the word “pimples” is unfamiliar for Japanese people. Moreover, “skin care” and “body care” are often used in daily conversation so the writer makes up the Englishism *nikibikea* as a foregrounder.

(33) Meiku-wa kuzurenikuku shinka. (*Frau*, 2008, October, p. 134)

“Your makeup evolves to avoid being ruined.”

As explained above, the Englishism *meiku* (“make”) is clipping of *meikuappu* (“makeup”). It is hard to remove makeup even if women wash their faces because recent

cosmetics are made to last a long time and to be water resistant. The quality of cosmetics is becoming very good, and foundations are made from small particles; therefore, women cannot remove cosmetics well when they wash their face with a cleansing cream. As a result, dirt collects in the pores. This product, which is designed for young women like those who read *Frau*, takes care of the health of face skin by removing the dirt that has accumulated in the skin pores.

Englishisms in the Food Domain

As Table 2-2 showed in Chapter 2, in the domain of food, *JJ* has one advertisement, *Frau* has two advertisements, and *Marisol* has two advertisements. When the number of Englishisms per 100 words in this domain is compared across the three magazines, the frequency of Englishisms in *Marisol* is much higher than in *JJ* and *Frau* (see Table 2-3).

In *Marisol*, there is much description of the products while there are only short texts in *JJ* and *Frau*. Englishism examples from the food domain include the following:

(34) Karorii haafu. (*JJ*, 2008, November, p. 66)

“Half the Calories.”

(35) Nō karorii. (*Frau*, 2008, October, p. 11)

“No calories.”

In (34) and (35), these advertisements are aimed at readers in their teens, 20s and 30s who are on a diet. In the chemistry domain, the word calorie is commonly used as a technical term. However, in these advertisements, the Englishism *karorii* (“calorie”)

serves the pragmatic function of a lexical-gap filler in this text, rather than a technical term. In (34) and (35), the Englishisms *haafu* (“half”) and *nō* (“no”) function as foregrounders because there are older words in Japanese for these concepts.

(36) Originaru-no marongurasse. (*Marisol*, 2008, October, p. 184)

“An original *marrons glacé*.”

Japanese already has a word for “original” so *originaru-no* serves the pragmatic function of a forerunner in this text. The Englishism *marongurasse* (“marroons glace”) is a lexical-gap filler because “marroons glace” is a French phrase for a snack that originated outside of Japan.

Englishisms in the Electronics Domain

As shown in Table 2-2, *JJ* and *Frau* each have four advertisements in the domain of electronics. When the number of Englishisms per 100 words is compared across all domains, the frequency of Englishisms in electronics advertisements in these two magazines is much higher than in other domains (see Table 2-3).

Englishisms in the electronics domain appear in (37) through (42).

(37) Ie rabu zoku. (*JJ*, 2008, November, p. 102)

“Homebody.”

In (37), the expression *rabu* is very common Japanese, similar to “I love NY” in English. This advertisement by a mobile phone company is written about a relationship with the family. The concept of the advertisement is to connect the family with their products. In

Japanese, the word *ie* means home and the word *zoku* means a tribe. When these words are written in *kanji*, the combination of *ie* and *zoku* means a family.

The Englishism *rabu* (“love”) serves the pragmatic function of neutralizer because Japanese native speakers tend to avoid expressing personal emotions directly. When a writer chooses *rabu* instead of *ai* (“love”), readers do not feel as awkward as they would with the Japanese expression.

(38) Houfu-na rainappu. (*JJ*, 2008, November, p. 102)

“Abundant choices.”

In (38), the Englishism *rainappu* (“lineup”) is used as a lexical-gap filler because there is no native Japanese word that has the same meaning. It is common to use the Englishism *rainappu* (“lineup”) for a starting lineup in the domain of sports, such as baseball or football. *Rainappu* in (38) occurs as a semantic shift. The products that are advertised are also made by a mobile phone company. The Englishism *rainappu* (“lineup”) means choices that readers (customers) have when they buy their mobile phones.

(39) Koseiha surimu. (*JJ*, 2008, November, p. 102)

“Individual slimness.”

(40) “Surimu izu aato.” (*JJ*, 2008, November, p. 5)

“Slimness is Art.”

In (39) and (40), the Englishism *surimu* (“slimness”) is used as a foregrounder. The meaning of *surimu* is “thinness” in this texts and it is a noun. The writers choose the clipped form *surimu* instead of *surimunesu* due to the length of the latter in Japanese phonology and orthography. The word “slim” makes their mobile phones seem stylish.

In Japan, the telecommunication companies are highly competitive and they produce new products at a rapid pace. Most new mobile phones are much lighter and smaller than previous models, and it has become common for people to use the Internet and download music or movies on their own phones. For this reason, manufacturers compete over each gram of weight and the sharpness of the mobile phones' appearance, along with the advanced applications of their products.

(41) "Aideazu fō raifu" (*JJ*, 2008, November, p. 5)

"Ideas for Life"

The advertisement in (41) is made by Panasonic and the product they are advertising is a digital still camera. "Ideas for Life" could be expressed as *seikatsu-no tame-no chie* in Japanese, so all three of the Englishisms--*aideazu*, *fō*, and *raifu*--serve the pragmatic function of foregrounders in this advertisement. It is the slogan for the company and the very short text is typical of the English advertising slogans that Stanlaw (2004, p. 26) mentions. Japanese people are not familiar with the plural form of the word "idea" but the concept of the slogan makes sense because there is no difference between "idea" and "ideas" for Japanese people.

(42) "Sumaato supōtsu" (*Frau*, 2008, October, p. 152)

"Smart Sports"

In (42), this text is also a short English slogan by another mobile phone company. These Englishisms *sumaato* ("smart") and *supōtsu* ("sports") serve the pragmatic function of a foregrounder because native Japanese words already exist, such as *kashikoi* ("smart") and *undō* ("sports"). As mentioned in the discussion of (41), Japanese people are not familiar

with the plural form of the word “idea,” but the Englishism *supōtsu* (“sports”) is often used in only the plural form. Also, it is widely used in the same way as the native word *undō* in daily life in Japan.

The English slogan “Smart Sports” in (42) may have an impact on the readers, who are potential customers for the company’s new mobile phones. The concept of this text is that their product will be more convenient for listening to music when people do any sports, such as running or exercising.

Englishisms in the Travel Domain

As Table 2-2 showed in Chapter 2, in the domain of travel, *JJ* has one advertisement, *Frau* has two advertisements, and *Marisol* has no advertisements. When the number of Englishisms per 100 words in this domain is compared between *JJ* and *Frau*, the frequency of Englishisms is 4.7 and 4.1 respectively. The absence of travel advertisements in *Marisol* suggests that advertisers consider younger women to be more interested in travel than older women.

The travel domain includes names of foreign countries and cities, such as Thailand and Hong-Kong. For young people, East Asian countries are targeted because these countries are very close to Japan so airfare is much cheaper. In the three advertisements from this domain, two Asian countries and one European country are introduced. Interestingly, there are no advertisements for travel within Japan. It seems that younger readers are more interested in traveling to a foreign country than within Japan.

Englishisms from the travel domain occur in (43) through (46).

(43) Jibun-dake-no seifutii zōn-o sagashite ... (*JJ*, 2008, November, p. 82)

“(You) are looking for safety zone only for you...”

Seifutii zōn (“safety zone”), an example of “Japanese English” or *wasei-eigo*, as discussed on page 17, serves a foregrounding function. The denotatively equivalent Japanese phrase *anzen chiiki* requires four *kanji*, which create an image that is not stylish and modern. In contrast, the *katakana* characters for *seifutii zōn* evoke a modern image that originates outside of Japan.

(44) Pūketto-made non sutoppu (*JJ*, 2008, November, p. 82)

“By a direct flight to Phuket.”

In (44), *pūketto* (“Phuket”) serves the pragmatic function of a lexical-gap filler because the noun is the name of an island in a foreign country (Thailand). Japanese people have phonologically adapted Phuket just as they do with English names and words. The other Englishism in (44), *non sutoppu* (“non-stop”), is also written in *katakana* and is used as a foregrounder in place of the Japanese term *chokkō-bin*. The use of *non-sutoppu* in this advertisement foregrounds a more casual mood targeting the teenage reader of *JJ*.

In contrast, for the slightly older women who read *Frau*, *chokkō-bin*, written in *kanji*, is used in (45).

(45) Nihonkara-wa, chokkōbin-no toruko-kōkū-de. (*Frau*, 2008, October, p. 24)

“By the direct flight of Turkish Airlines from Japan (to Turkey).”

In (45), *toruko* (“Turkish”) serves the pragmatic function of a lexical-gap filler because the noun is a phonological adaptation of the name of a foreign country.

(46) Sūpaa eko wari. (*Frau*, 2008, October, p. 13)

“Super discount for economy class.”

In (46), the Englishism *sūpaa* (“super”) serves the pragmatic function of a foregrounder because it replaces the Japanese word *tokudai-no* (“super”), which is seldom used because it looks very old fashioned. The next Englishism *eko* is a clipping of “economy” that shows the seat class in this domain. The following word *wari* is similarly a clipping of *wari-biki* (“discount”) in Japanese. The term *eko wari*, with *eko* in *katakana* and *wari* in *kanji*, means “discount for economy class” that ANA (Air Nippon Airlines) has coined.

The short phrase *sūpaa eko wari* is created to appeal to the young women who read *Frau*. These types of phrases are understandable to Japanese readers even if *katakana* and *kanji* are mixed. Japanese people easily understand what is meant by the text even if there is no picture.

Englishisms in the Auto Domain

As Table 2-2 showed in Chapter 2, only *Marisol* has any auto advertisements (two). When the number of Englishisms per 100 words is counted, the frequency of Englishisms is 13.8, the highest frequency of all the domains analyzed in this study (see Table 2-3).

In Japan, cars are very popular for women who have reached a certain age. Customers who plan to buy a new car are able to order one of many colors before ordering it. They can choose the color in the same way that they can when shopping to

buy clothes. Most cars are smaller than American compact cars, and these cars are made to look very stylish.

Englishism examples from the auto domain occur in examples (47) through (49).

(47) Happy 50th (*Marisol*, 2008, October, p. 186)

“Happy 50th (Anniversary)”

In (47), the word “anniversary” does not appear after “Happy 50th” which is written entirely in English. However, readers are able to guess that the car company is making new car models as special editions for its 50th anniversary. In Japanese, the word for “anniversary” is *kinen*, so this phrase means “50 *shūnen kinen omedetō*.”

In English, the word “happy” is an adjective and modifies a noun. In Japanese, if “Happy” (or *happi*) is used to make a phrase, as in (47), it means *omedetō* (“congratulations”). In this advertisement, other expressions, such as “*akemashite omedetō*” (“Happy New Year”) and “*tanjōbi omedetō*” (“Happy Birthday”) appear in both Japanese and English.

(48) Gojushūnen kinen-sha debyū (*Marisol*, 2008, October, p. 186)

“Debut of 50th Anniversary celebration car”

The advertisement in (48) is written in Japanese and does not omit the word *kinen* (“anniversary”). Readers will consider a Japanese written text to be strange if there is no word “anniversary” after “50th” as in (47). Therefore, the writer never omits the word *kinen* (“anniversary”) in Japanese. However, readers of Japanese magazines readily accept English ambiguous expressions in *katakana* or *rōma-ji*, even if the English phrases or sentences are grammatically incorrect, as in the omission of a plural “-s.”

In (48), the Englishism *debyū* (“debut”) serves the pragmatic function of a lexical-gap filler. According to *Sanseido’s Concise Dictionary* (2005), the word *debyū* means *yononaka-ni derukoto* (p. 675), translated as ‘the things that appear in the world.’ There is no word in Japanese that means the same as the French word “debut.” Therefore, Japanese speakers commonly use the word *debyū* in their daily lives.

(49) Mittsu-no sutairu. (*Marisol*, 2008, October, p. 186)

“Three styles.”

In (49), the Englishism *sutairu* (“style”) serves the pragmatic function of foregrounder. According to *Sanseido’s Concise Dictionary* (2005), the word “*sutairu*” has three meanings: (i) *yōshi* (“figure”), (ii) *yōshiki* (“style of writing”), and (iii) *kata* (“style in fashion”), and it also makes compounds, such as “freestyle,” “hairstyle,” or “lifestyle” (p. 509). In this text, the Englishism *sutairu* (“style”) has the third meaning.

Three different types of new car models are advertised in this text. In Japanese, it makes sense if people say *surii sutairu* (“three styles”) instead of *mittsu-no sutairu* because the number three is commonly used even if there is no -s on the plural noun. *Mittsu-no* or *surii* (“three”) can be easily switched in the Japanese reader’s mind. The word *sutairu* functions as a foregrounder because they are denotatively equivalent Japanese words for “style.”

In the auto advertisement domain of women’s fashion magazines, the products are new cars but they are advertised as if they were fashion accessories. In Japan, new car models appear twice a year. Because of this, there is extreme competition to sell new

cars; therefore, the Englishisms in this domain are used to convey a modern and fashionable image.

Chapter 4: Conclusion

This study has reported on the collection and analysis of a corpus of data consisting of all Englishisms that occurred in all of the advertisements that appeared in single issues of three Japanese fashion magazines. It has also examined quantitatively and qualitatively the word-formation processes and the pragmatic functions of Englishisms across domains and generations in these magazines.

Chapter 2 presented the data collection from the advertisements. The number of Englishisms collected across the three magazines was tabulated using Takashi's (1990) and Stanlaw's (2004) methodologies, in which each Englishism was identified as a *type* or as a *token* of that type. There were a total of 80 advertisements analyzed, containing 190 Englishism *types* and a total of 361 Englishism *tokens*. Seventy brand names were reported separately from other Englishisms because the Englishisms that form brand names occurred only as phonological adaptations.

As for the domains of the advertisements in the three magazines, *JJ* (targeting readers in their teens) and *Frau* (targeting readers in their 20's and 30's) contained advertisements from the same six domains: fashion, cosmetics, foods, electronics, health, and travel. *Marisol* (targeting readers in their 40's and older) had advertisements from three of the domains in the other two magazines--fashion, cosmetics, and foods--as well as advertisements for kitchen items and automobiles but did not have advertisements relating to electronics, health, or travel (see Table 2-2). Table 2-3 indicated the average percentages of Englishisms across domains, and Table 2-4 showed the number of

Englishisms that appeared in each of the three magazines individually, that appeared in two of the magazines, and in that appeared in all three magazines.

Chapter 3 analyzed the functions of Englishisms in the advertisements from all three magazines. In the fashion domain, Englishisms often appeared with images of the products and with only the brand names written. Most words identifying fashion accessories, such as shoulder bags, purses, and jewelry, were Englishisms. In the cosmetics domain, the number of Englishisms per 100 words was compared across the three magazines, and there was no major difference. The types of Englishisms *X-kea* (e.g., skin care) and *Y-appu* (e.g., make up, curl up, and lift up) often occurred in the cosmetics domain. Englishisms in the health domain were very similar to Englishisms in the cosmetics domain because there were the same types of compounds (e.g., body care). In the food domain, the frequency of Englishisms in *Marisol* was much higher than in *JJ* and *Frau* when the number of Englishisms per 100 words was compared. In the electronics domain, restricted to advertisements in *JJ* and *Frau*, the frequency of Englishisms was much higher than in other domains. In the domain of travel, *JJ* had one advertisement, *Frau* had two advertisements, and *Marisol* had no advertisements. The absence of travel advertisements in *Marisol* suggests that advertisers consider younger women to be more interested in travel than older women. Only *Marisol* had any auto advertisements. When the number of Englishisms per 100 words was counted in this domain, the frequency of Englishisms was higher than in other domains in all three magazines.

As for the three hypotheses posited in Chapter 1, Hypothesis (1) predicted that the number of Englishisms would be greatest in magazines targeting the younger generations. In both *JJ* and *Frau*, there were over 100 Englishisms, while there were fewer than 100 Englishisms in *Marisol*. This indicates that there is a tendency for women's fashion magazines targeting younger women to use more Englishisms than in magazines targeting older women.

Hypothesis (2) claimed that the number of Englishisms per 100 words of text in advertisements in the fashion and cosmetics domains would be greater than in the other domains in all three magazines. Surprisingly, the numbers of Englishisms per 100 words of text in advertisements in the auto and electronics domains were higher than those in the fashion and cosmetics domains. That is, even though the advertisements were in women's fashion magazines, Englishisms occurred more frequently in advertisements in high-tech domains.

Hypothesis (3) proposed that in all three magazines, Englishisms would perform the functions of "special-effect givers," such as foregrounders and neutralizers, but that the specific functions of these Englishisms would differ across domains. This hypothesis was supported by the use of the Englishism *kea* ("care") as a forerunner in cosmetics advertisements even though in the domain of caring for the elderly, *kea* is often used as a neutralizer due to the negative connotations of the Japanese word "*sewa*."

As another example, the Englishism *eijingu* ("antiageing") is not written "anti-" in the text although *eijingu* has the meaning of antiageing in advertisements in women's fashion magazines. The Englishism *eijing* is used as a forerunner. However, in other

domains, *eijingu* is often used as a neutralizer. Japanese people avoid saying *rōka* (“aging”) directly in Japanese because it has a negative connotation in their minds about getting older.

In Japan, there are a large number of (bi-) weekly or monthly publications (Kay, 1995, p. 75). The Japanese people are skillful at creating new terms in these publications, and most of these new words are derived from English words, such as *seifutii zōn* (“safety zone”). The Japanese use Englishisms very frequently in magazine advertisements, selecting native words or Englishism depending on the domain. Englishisms reflect cultural contexts, and so are a part of the Japanese language and culture. No one can predict whether equivalent native words will disappear, but in order to understand this area of language contact and change, it is necessary to consider the cultural values of both native words and of Englishisms in Japanese society.

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Appendix A

List of Magazines Used as Sources for Englishisms

1. *JJ* (2008, November) Tokyo: Kobunsha
2. *Frau* (2008, October) Tokyo: Kobunsha
3. *Marisol* (2008, October) Tokyo: Shueisha

Appendix B

List of the Advertisements in *JJ*

(Number of Englishisms per 100 words)

In Appendices B, C, and D, * indicates an advertisement that includes only a photograph and a brand name, while ** indicates an advertisement that includes only a photograph, a brand name, and a short slogan, such as “Enjoy color!” (*JJ*, 2008, p. 122) and “Excellence through Passion” (*Marisol*, 2008, p. 42).

1. Kanebo Co. Ltd. (pp.2-3) ($7/144 = 4.9$)
2. Panasonic Corporation (p.5) *
3. Dior (p.7) ($13/130 = 10$) -- also in *Frau* (p.7)
4. Dior (p.8) *
5. Courrèges (pp.12-13) *
6. Panasonic Corporation (p.14) ($10/108 = 9.3$)
7. Folli Follie Japan, LTD. (p.30) *
8. Gilfy (p.32) *
9. LANCOME (pp.34-35) ($7/233 = 3.0$)
10. CHANEL (pp.64-65) *
11. Q.P. Corporation (p.66) *
12. CLINIQUE (pp.70) ($19/368 = 5.2$) -- also in *Marisol* (p.20)
13. Lamiela (p.80) *
14. Thai Airways International (p.82) ($17/360 = 4.7$)
15. T•N•NOMURA Corporation (p.84) ($20/370 = 5.4$)
16. NTT Docomo, Inc. (pp.102-103) ($18/490 = 3.7$)
17. NTT Docomo, Inc. (pp.122-123) *
18. LUMINE Corporation (pp.124-125) *
19. CBIC Corporation (p.164) ($11/100 = 11$)

Appendix C

List of the Advertisements in *Frau*

(Number of Englishisms per 100 words)

1. Cosme Decorte (p.1) ($7/128 = 5.8$)
2. Dior (p.7) ($13/130 = 10$) -- also in *JJ* (p.7)
3. LOUIS VUITTON (p.8) *
4. CHANEL (p.10) ($13/140 = 9.3$)
5. Japan Coca-Cola Company (p.12) ($7/140 = 5.0$)
6. All Nippon Airlines (p.14) ($5/100 = 5.0$)
7. LANCOME (p.17) ($7/255 = 7.4$) -- also in *Marisol* (p.221)
8. SHIPS Co., LTD. (p.18) *
9. Microsoft (p.19) ($8/100 = 8.0$)
10. TOKIWA YAKUHI Co., LTD. (p.22) ($7/116 = 6.0$)
11. TURKISH AIRLINES (p.24) ($3/95 = 3.2$)
12. KIRIN Co., LTD. (p.26) * -- also in *Marisol* (p.196)
13. ESTÉE LAUDER COMPANIES, INC. (p.28) ($5/266 = 1.9$) -- also in *Marisol* (p.24)
14. SUQQU (p.42) ($12/534 = 2.2$)
15. The Gap, Inc. (p.44-45) *
16. ALBION (p.47) ($3/151 = 2.0$)
17. The Gap, Inc. -- BANANA REPUBLIC (p.48) *
18. RMK (p.64) ($5/141 = 3.5$)
19. POLA Inc. (p.84) ($11/284 = 3.9$)
20. NOEVIR Co., Ltd. (p.88) ($2/40 = 5.0$)
21. Kao Corporation – SOFINA (pp.100-101) ($6/202 = 3.0$)
22. MENARD (p.126) *
23. HITACHI, Ltd. (p.134) ($17/506 = 3.4$)
24. PAUL & JOE (p.143) *
25. SOFTBANK CORP. (p.144) ($12/126 = 9.5$)
26. Kao Corporation – est (p.148) ($4/96 = 4.2$) -- also in *Marisol* (p.60)
27. KDDI CORPORATION (p.152) ($7/37 = 18.9$)
28. Calgel (p.154) ($12/173 = 6.9$)
29. CLINIQUE (p.170) ($13/315 = 4.1$)
30. SSP Co., Ltd. (p.294) ($9/323 = 2.8$)

Appendix D

List of the Advertisements in *Marisol*

(Number of Englishisms per 100 words)

1. SHISEIDO Co., Ltd. (p.3) ($2/53 = 3.8$)
2. SHISEIDO Co., Ltd. (p.5) ($3/90 = 3.3$)
3. GUCCI (pp.6-7) **
4. CHANEL (pp.8-9) *
5. GIORGIO ARMANI (pp.10-11) **
6. Dior (pp.12-13) *
7. TIFFANI & Co. (pp.18-19) *
8. CLINIQUE (p.20) ($19/368 = 5.2$) -- also in *JJ* (p.70)
9. Chloé (pp.22-23) *
10. ESTÉE LAUDER COMPANIES, INC. (pp.24) ($5/266 = 1.9$) -- also in *Frau* (p.28)
11. BOTTEGA VENETA (pp.26-27) *
12. CHANEL (pp.28-29) ($7/186 = 3.8$)
13. BURBERRY (pp.30-33) *
14. PLATINA GUILD INTERNATIONAL (pp.34-35) ($9/165 = 5.5$)
15. SANYO Co., Ltd. (pp.36-37) *
16. Yves Saint Laurent (pp.38-39) *
17. CHANEL (p.40) *
18. CORNES (p.42) **
19. Ioree Rodkin (p.44) *
20. Cosme Decorte (pp.46-47) ($4/74 = 5.4$)
21. SANYO Co., Ltd. (p.48) *
22. CLINIQUE (p.50) ($13/190 = 6.8$)
23. LE CREUSET (p.52) *
24. PELLE BORSA (p.53) *
25. Kao Corporation – est (p.60) ($4/96 = 4.2$) -- also in *Frau* (p.148)
26. Mary's (p.184) ($8/88 = 9.1$)
27. Subaru (p.186) ($4/9 = 13.8$)
28. Institute of Apli-Aging Co., Ltd. (p.192) ($8/83 = 9.6$)
29. KIRIN Co., LTD. (p.196) * -- also in *Frau* (p.26)
30. LANCOME (p.221) ($7/255 = 7.4$) -- also in *Frau* (p.17)
31. Les Copains (pp.236-237) *

Appendix E

List of Englishisms (Brand Names) Analyzed

<u>Englishisms</u> (meaning)	<u>Magazines</u>
<i>Aaru emu kei</i> (RMK)	<i>Frau</i>
<i>Akuarumieiru gurosu</i> (AQUALUMIÈRE GLOSS)	<i>JJ</i>
<i>Akuto nobu</i> (ACT-NOV)	<i>Frau</i>
<i>Agureira</i> (AGLAIRA)	<i>Frau</i>
<i>Ana</i> (ANA)	<i>Frau</i>
<i>Antouraggi</i> (Entourage)	<i>Frau</i>
<i>Arubion</i> (ALBION)	<i>Frau</i>
<i>Baabarii</i> (BURBERRY)	<i>Marisol</i>
<i>Baitaru saiensu puremiamu</i> (Vital Science Premium)	<i>Frau</i>
<i>Bottega beneta</i> (BOTTEGA VENETA)	<i>Marisol</i>
<i>Deodoranto</i> (Deodrant)	<i>JJ</i>
<i>Deonachure</i> (Deonatulle)	<i>JJ</i>
<i>Diōru</i> (Dior)	<i>JJ, Frau, Marisol</i>
<i>Ei kyū</i> (AQ)	<i>Marisol</i>
<i>Eibekkusu</i> (EVEX)	<i>Marisol</i>
<i>Epoka</i> (EPOCA)	<i>Marisol</i>
<i>Esuto</i> (est)	<i>Marisol</i>
<i>Feisu kurie</i> (Face Crie)	<i>Frau</i>
<i>Fō rōziizu</i> (Four Roses)	<i>Frau, Marisol</i>
<i>Fori fori</i> (Folli Follie)	<i>JJ</i>
<i>Girufii</i> (Gilfy)	<i>JJ</i>
<i>Gucchi</i> (CUCCI)	<i>Marisol</i>
<i>Gurantsurizumo</i> (GranTrismo)	<i>Marisol</i>
<i>Ibusan rōran</i> (Yves Saint Laurent)	<i>Marisol</i>
<i>Iduramakkusupurasu akutiibu</i> (Hydramax active)	<i>Frau</i>
<i>Jupieiru</i> (JUPIER)	<i>Frau</i>
<i>Jorujio arumaani</i> (GIORGIO ARMANI)	<i>Marisol</i>
<i>Kanebō</i> (Kanebo)	<i>JJ</i>
<i>Karujeru</i> (Calgel)	<i>Frau</i>
<i>Koka kōra</i> (Coca-Cola)	<i>Frau</i>
<i>Kofureidoru</i> (COFFRET D'OR)	<i>JJ</i>
<i>Kōnzu</i> (CORNES)	<i>Marisol</i>
<i>Kosume dekorute</i> (Cosme Decorte)	<i>Marisol</i>
<i>Kureiju</i> (Courrèges)	<i>JJ</i>
<i>Kuriniiku</i> (CLINIQUE)	<i>JJ, Frau, Marisol</i>
<i>Kurizia</i> (KRIZIA)	<i>Marisol</i>
<i>Kuroe</i> (Chloé)	<i>Marisol</i>
<i>Kyutina</i> (CUTINA)	<i>Frau</i>
<i>Makikuriimu anfinittii</i> (MAQUICRÈME INFINITÉ)	<i>JJ</i>

<i>Masaaratii</i> (MASERATI)	<i>Marisol</i>
<i>Merii</i> (Mary's)	<i>Marisol</i>
<i>Misu diooru sherii</i> (Miss Dior Chérie)	<i>JJ</i>
<i>Noebia</i> (NOEVIR)	<i>Frau</i>
<i>Pakuto</i> (product name of Kanebo)	<i>JJ</i>
<i>Panasonic</i> (Panasonic)	<i>JJ</i>
<i>Pieiru bōsa</i> (PELLE BORSA)	<i>Marisol</i>
<i>Pōru ando jō</i> (PAUL & JOE)	<i>Frau</i>
<i>Purimabisuta</i> (Primavista)	<i>Frau</i>
<i>Ramiera</i> (Lamiela)	<i>JJ</i>
<i>Rankomu</i> (Lancome)	<i>Frau, Marisol</i>
<i>Rabaiaaju</i> (Raviage)	<i>JJ</i>
<i>Resu kopainzu</i> (Les Copains)	<i>Marisol</i>
<i>Rifuto rumieiru</i> (LIFT LUMIÈRE)	<i>Marisol</i>
<i>Ribiibu</i> (RéVive)	<i>Marisol</i>
<i>Rōrii rodokin</i> (Ioree Rodkin)	<i>Marisol</i>
<i>Ru kurūze</i> (Le Creuset)	<i>Marisol</i>
<i>Rumikkusu</i> (Lumix)	<i>JJ</i>
<i>Rumine</i> (LUMINE)	<i>JJ</i>
<i>Shaneru</i> (CHANEL)	<i>Frau, Marisol</i>
<i>Sofiina</i> (SOFINA)	<i>Frau</i>
<i>Sofuto sutōn daburyū</i> (Soft Stone W)	<i>JJ</i>
<i>Subaru</i> (Subaru)	<i>Marisol</i>
<i>Tiifanii</i> (TIFFANI & Co.)	<i>Marisol</i>

Appendix F

List of Englishisms (Other Than Brand Names) Analyzed

(190 Types / 361 Tokens)

Englishisms (meaning)

Aato (art)
Aideazu (ideas) [2 tokens]
Akusesariizu (accessories)
Akutosuru (to act)
Andamankai (Andaman Sea)
Anibaasarii (anniversary)
Anime (anime) [2 tokens]
Apurōchi (approach) (n.) [4 tokens]
Arerugii (allergy) [4 tokens]
Bakku (back)
Baggu (bag) [2 tokens]
Baransu (balance) [3 tokens]
Besuto(na) (best) [3 tokens]
Biichi (beach)
Bijyuaru (visual)
Bitamin (Vitamin)
Bitamin bii tū (Vitamin B₂)
Bitamin shii (Vitamin C)
Bodii kea (body care)
Boryūmu (volume) [2 tokens]
Burandei (brandy) [2 tokens]
Burashi (brush) [2 tokens]
Būtu (boots)
Daburu sengan (washing your face twice) [2 tokens]
Dameigi (damage)
Dekome (decoration mail) [2 tokens]
Debyū (debut) [3 tokens]
Derikeitona (delicate)
Edukeitaa (educator)
Ee shiriizu (a series)
Eigingu kea (aging kea) [7 tokens]
Ekisu (extract)
Ekizotiikuna (exotic) [2 tokens]
Ekuserensu (excellence)
Enameru (enamel)
Enjoi (enjoy)

Magazines

JJ
JJ
JJ
Frau
JJ
Marisol
JJ
Frau, Marisol
JJ, Frau, Marisol
Marisol
JJ
JJ, Frau
JJ, Marisol
JJ
JJ
Frau
Frau
Frau
JJ
Frau, Marisol
Marisol
JJ, Frau
JJ
Frau
Frau
JJ
JJ, Frau, Marisol
Marisol
Frau
Frau
Frau, Marisol
Frau
JJ
Marisol
JJ
JJ

<i>Eru-shisutein</i> (L-Cysteine)	<i>Frau</i>
<i>Esukeipu</i> (escape)	<i>JJ</i>
<i>Esute</i> (esthetique + salon)	<i>Frau</i>
<i>Fandeishon</i> (foundation) [9 tokens]	<i>JJ, Frau, Marisol</i>
<i>Fasunaa</i> (zipper/ fastener)	<i>JJ</i>
<i>Fea</i> (fair)	<i>Marisol</i>
<i>Feisurain</i> (face line) [2 tokens]	<i>Frau, Marisol</i>
<i>Fifuteisu</i> (50th)	<i>Marisol</i>
<i>Fō</i> (for) [3 tokens]	<i>JJ, Frau</i>
<i>Fōkasu</i> (focus)	<i>JJ</i>
<i>Forumu</i> (forme <French>)	<i>Frau</i>
<i>Geimu</i> (game)	<i>JJ</i>
<i>Geru</i> (gel)	<i>Frau</i>
<i>Hai</i> (high) [2 tokens]	<i>Marisol</i>
<i>Hamamu</i> (Hamamu; Turkish style bath)	<i>Frau</i>
<i>Happy</i> (happy)	<i>Marisol</i>
<i>Honkon</i> (Hong Kong)	<i>Frau</i>
<i>Hōmupeeji</i> (homepage)	<i>Frau</i>
<i>Hinto</i> (hint) [2 tokens]	<i>JJ, Marisol</i>
<i>Ie rabu zoku.</i> (homebody)	<i>JJ</i>
<i>In</i> (in)	<i>JJ</i>
<i>Inpakuto</i> (impact) [4 tokens]	<i>Marisol</i>
<i>Ion</i> (ion)	<i>Frau</i>
<i>Itariasan</i> (made in Italy)	<i>Marisol</i>
<i>Izu</i> (is) [2 tokens]	<i>JJ, Marisol</i>
<i>Jetto</i> (jet steam) [2 tokens]	<i>Frau, Marisol</i>
<i>Juerii</i> (jewellery)	<i>JJ</i>
<i>Kaado</i> (card) [2 tokens]	<i>Frau</i>
<i>Kaaraa</i> (curler) [2 tokens]	<i>JJ, Frau</i>
<i>Kaaruappu</i> (curl up) [2 tokens]	<i>JJ, Frau</i>
<i>Kabaaryoku</i> (cover + power)	<i>JJ</i>
<i>Kabaasuru</i> (to cover)	<i>Frau</i>
<i>Kakao</i> (cacao)	<i>Frau</i>
<i>Karaa</i> (color) [3 tokens]	<i>JJ, Marisol</i>
<i>Karorii haafu</i> (calorie half)	<i>JJ</i>
<i>Kasutamu fitto</i> (custom fit) [2 tokens]	<i>JJ, Marisol</i>
<i>Kea</i> (care) [7 tokens]	<i>JJ, Frau, Marisol</i>
<i>Kiipusuru</i> (to keep)	<i>Frau</i>
<i>Konpurekkusu</i> (inferiority complex)	<i>Marisol</i>
<i>Konsarutanto</i> (consultant) [2 tokens]	<i>JJ, Marisol</i>
<i>Kōsu</i> (course)	<i>Frau</i>
<i>Kotton</i> (cotton)	<i>Frau</i>
<i>Koraagen</i> (collagen) [4 tokens]	<i>Frau, Marisol</i>
<i>Koraagenkea</i> (collagen care)	<i>Frau</i>

<i>Korekushon</i> (collection) [2 tokens]	<i>JJ, Marisol</i>
<i>Kosume</i> (cosmetics) [2 tokens]	<i>JJ</i>
<i>Kuikkuni</i> (quickly)	<i>Frau</i>
<i>Kurengingu</i> (cleansing) [3 tokens]	<i>Frau</i>
<i>Kuriimu</i> (cream) [4 tokens]	<i>JJ</i>
<i>Kuroko</i> (crocodile)	<i>JJ</i>
<i>Marongurasse</i> (maroons glacé) [2 tokens]	<i>Marisol</i>
<i>Massagi</i> (massage)	<i>Frau</i>
<i>Masukara</i> (mascara) [2 tokens]	<i>JJ, Frau</i>
<i>Meiku</i> (make) [6 tokens]	<i>Frau, Marisol</i>
<i>Meikuappu</i> (makeup)	<i>Frau</i>
<i>Meiru</i> (mail) [3 tokens]	<i>JJ</i>
<i>Mekanizumu</i> (mechanism)	<i>Frau</i>
<i>Mezon</i> (House <German>)	<i>JJ</i>
<i>Mikuro</i> (micro) [2 tokens]	<i>Frau, Marisol</i>
<i>Mobairu</i> (mobile)	<i>Frau</i>
<i>Moisuchaa</i> (moisture)	<i>Frau</i>
<i>Naito shiin</i> (night + scene)	<i>JJ</i>
<i>Nachuraruna</i> (natural)	<i>Frau</i>
<i>Neirisuto</i> (nail + -ist)	<i>Frau</i>
<i>Neiru</i> (nail)	<i>Frau</i>
<i>Netto</i> (net)	<i>JJ</i>
<i>Niizu</i> (needs)	<i>JJ</i>
<i>Nikibi kea</i> (acne care)	<i>Frau</i>
<i>Nitto</i> (knit)	<i>JJ</i>
<i>No karorii</i> (no calorie)	<i>Frau</i>
<i>No sumajji</i> (no smudge) [2 tokens]	<i>JJ, Frau</i>
<i>Non sutoppu</i> (non stop)	<i>JJ</i>
<i>Nōberushō</i> (Nobel Prize)	<i>Marisol</i>
<i>Nyū</i> (new) [2 tokens]	<i>JJ</i>
<i>Oburiiku</i> (oblique) [2 tokens]	<i>JJ, Frau</i>
<i>Originaru</i> (original)	<i>Marisol</i>
<i>Pafōmansu</i> (performance)	<i>JJ</i>
<i>Paison</i> (python)	<i>JJ</i>
<i>Panoramakaaru</i> (panorama + curl) [2 tokens]	<i>JJ, Frau</i>
<i>Passhion</i> (passion)	<i>Marisol</i>
<i>Paudaa</i> (powder) [2 tokens]	<i>Frau, Marisol</i>
<i>Phuket</i> (Phuket) [6 tokens]	<i>JJ</i>
<i>Pinto</i> (focus <Dutch>)	<i>JJ</i>
<i>Poketto</i> (pocket)	<i>JJ</i>
<i>Purachina</i> (platinum) [7 tokens]	<i>Marisol</i>
<i>Puraisu</i> (price)	<i>JJ</i>
<i>Purasu</i> (plus)	<i>Frau</i>
<i>Puremiamu</i> (premium) [2 tokens]	<i>Frau</i>

<i>Purezento</i> (present) [2 tokens]	<i>Frau</i>
<i>Puropōshon</i> (proportion) [2 tokens]	<i>Frau</i>
<i>Purosesu</i> (process)	<i>Frau</i>
<i>Purotekuto</i> (protect) (n.)	<i>Frau</i>
<i>Pyuana</i> (pure) [3 tokens]	<i>JJ, Frau, Marisol</i>
<i>Raifu</i> (life) [2 tokens]	<i>JJ</i>
<i>Rain</i> (line) [3 tokens]	<i>Frau, Marisol</i>
<i>Rainappu</i> (lineup)	<i>JJ</i>
<i>Rannaazu</i> (runners)	<i>Frau</i>
<i>Ranuei</i> (runway) [2 tokens]	<i>JJ, Frau</i>
<i>Raundo</i> (round)	<i>JJ</i>
<i>Rasshu</i> (rush) [2 tokens]	<i>JJ, Frau</i>
<i>Richaagi</i> (recharge) [2 tokens]	<i>JJ</i>
<i>Rifutoappu</i> (lift up)	<i>Marisol</i>
<i>Rinyūaru</i> (renewal)	<i>Marisol</i>
<i>Rippu</i> (lip) [2 tokens]	<i>Marisol</i>
<i>Risaachi</i> (research)	<i>Marisol</i>
<i>Risutoappu</i> (list + up)	<i>Frau</i>
<i>Rizarutsu</i> (results)	<i>Marisol</i>
<i>Reberu</i> (level)	<i>Frau</i>
<i>Rōshon</i> (lotion) [2 tokens]	<i>JJ, Marisol</i>
<i>Rōpu</i> (rope)	<i>JJ</i>
<i>Rokkuon</i> (lock on)	<i>JJ</i>
<i>Sain</i> (sign)	<i>Frau</i>
<i>Saito</i> (site)	<i>JJ</i>
<i>Sapōtosuru</i> (to support)	<i>Frau</i>
<i>Sapurimento</i> (supplement)	<i>Frau</i>
<i>Seifutii zōn</i> (safety zone)	<i>JJ</i>
<i>Sekushiina</i> (sexy)	<i>JJ</i>
<i>Setto</i> (set)	<i>Frau</i>
<i>Seramidokapuseru</i> (creamed capsule)	<i>Frau</i>
<i>Serareito</i> (separate) (n.) [2 tokens]	<i>JJ, Frau</i>
<i>Shikkusuteififusu</i> (65th)	<i>Marisol</i>
<i>Shiin</i> (scene)	<i>JJ</i>
<i>Shiizunaru</i> (seasonal)	<i>Marisol</i>
<i>Shinpuru</i> (simple) [2 tokens]	<i>JJ, Marisol</i>
<i>Shisutemu</i> (system) [7 tokens]	<i>JJ, Frau, Marisol</i>
<i>Shoppu</i> (shop)	<i>JJ</i>
<i>Shorudaa</i> (shoulder bag)	<i>JJ</i>
<i>Sofuto</i> (soft) [2 tokens]	<i>Frau</i>
<i>Sukinkea</i> (skin care) [12 tokens]	<i>JJ, Frau, Marisol</i>
<i>Sumaato</i> (smart)	<i>Frau</i>
<i>Supa</i> (spa bath)	<i>Frau</i>
<i>Supōtsu</i> (sports)	<i>Frau</i>

<i>Sutairu</i> (style)	<i>Marisol</i>
<i>Sutoresu</i> (stress) [2 tokens]	<i>Frau, Marisol</i>
<i>Surimu</i> (slim) [3 tokens]	<i>JJ</i>
<i>Surii steppu</i> (3 step) [3 tokens]	<i>JJ, Marisol</i>
<i>Surū</i> (though)	<i>Marisol</i>
<i>Suupaaeko</i> (Super + economy)	<i>Frau</i>
<i>Supaamoisuchaa</i> (super + moisture)	<i>Frau</i>
<i>Taan ōbaa</i> (turn over)	<i>Frau</i>
<i>Tai</i> (Thai) [4 tokens]	<i>JJ</i>
<i>Tekisuchaa</i> (texture) [2 tokens]	<i>JJ, Frau</i>
<i>Tekunorogii</i> (technology)	<i>Frau</i>
<i>Tesuto</i> (test) [6 tokens]	<i>JJ, Frau, Marisol</i>
<i>Tetorapepuchido</i> (Tetra peptide) [2 tokens]	<i>Frau, Marisol</i>
<i>Toraburu</i> (trouble) (n.)	<i>Frau</i>
<i>Toraiasuron</i> (triathlon)	<i>JJ</i>
<i>Toreiningu</i> (training)	<i>JJ</i>
<i>Toruko</i> (Turkish)	<i>Frau</i>
<i>Tūru</i> (tool)	<i>Frau</i>
<i>Ū rabu haafu</i> . (“You love half.”)	<i>JJ</i>
<i>Wansaikuru</i> (one cycle)	<i>Frau</i>
<i>Wasabi</i> (wasabi)	<i>Marisol</i>
<i>Za</i> (the)	<i>JJ</i>