



Cultural Value and Feature Analysis of "Chineseization" of Foreign Words of English Origin

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ABSTRACT

Chineseization of foreign words is not only the result of cultural exchange, but also the embodiment of cultural tolerance, and its in-depth study is of great practical significance. For this reason, it is proposed to carry out a research on the cultural value and characteristic analysis of the Chineseization of foreign words of English origin. After comprehensively analyzing the process of "Chineseization" of English-originated foreign words according to the six stages of borrowing, phonological adjustment, semantic transformation, grammatical integration, wide dissemination and stabilization, we analyze the three types of "Chineseization" of English-originated foreign words: transliteration, combination of sound and meaning, and paraphrase. At the same time, we analyze the cultural value of the "Chineseization" of English-derived foreign words in enriching the Chinese lexical system and expressions, promoting the communication and integration of Chinese and foreign cultures from the four perspectives of both phonetics and semantics, phonetic component semantics, original meaning transference and derivation, and transliteration of phonetically (morphologically) translated words, as well as elaborating on the cultural value of "Chineseization" of English-derived foreign words in enriching the Chinese vocabulary system and expressions and promoting the communication and integration of Chinese and foreign cultures. The Chineseization of English-derived foreign words is characterized by the diversification of word forms, the use of denotative means and the restriction of lexical context.

Keywords: English-origin foreign words; Cultural value; Feature analysis; "Chineseization" process; "Chineseization" mode; Cultural exchange and integration; Use of denotation; Contextual limitation.

INTRODUCTION

World cultural exchanges in terms of language are multi-dimensional and in-depth, analyzed from the aspect of the display of linguistic diversity, cultural exchanges in the process of cultural exchanges, the language used in different countries and regions collide with each other, fusion, and show the diversity of language^[1]. For example, in international conferences, business negotiations, academic exchanges and other occasions, English is widely used as an international common language, which promotes the exchange of information and cooperation on a global scale^[1-2]. Analyzed from the perspective of language borrowing and fusion, in cultural communication, the vocabulary, grammatical structure and other elements of one language may be borrowed by another language, forming the phenomenon of language fusion. The extensive use of foreign words of English origin in Chinese is a typical example, which not only enriches the expressive ability of Chinese, but also reflects the openness and tolerance of Chinese to foreign cultures. Analyzed from the perspective of language and culture transmission, through language, the ideas, concepts and values of a culture can be spread to other countries and regions^[3-42]. For example, the establishment of "Confucius Institutes" in the Chinese language around the world has not only spread the Chinese language, but also spread Chinese culture. From the perspective of non-verbal communication, apart from language itself, cultural communication also involves non-verbal behaviors, such as body language, facial expressions, etiquette and norms, etc. These non-verbal behaviors can be found in different cultures. These non-verbal behaviors have different meanings and expressions in different cultures, which have an important impact on the effect of cross-cultural communication^[3]. In recent years, the "Chineseization" of

English-originated foreign words has become more and more prominent in the actual language environment . On the one hand, in the process of Chineseization, English-originated foreign words often need to be phonetically adjusted to adapt to Chinese pronunciation habits^[4] . On the other hand, the meanings of foreign words in Chinese may be different from those of the original words, because they have undergone semantic transformation and adaptation in the process of incorporation into Chinese. This transformation may be related to the cultural background and contextual habits of the Chinese language. In addition, the use of foreign words in Chinese also needs to conform to the grammatical rules of Chinese. For example, nouns usually need to be preceded by appropriate quantifiers or modifiers, and verbs need to pay attention to changes in tense and voice. The extensive use of foreign words of English origin in Chinese not only enriches the Chinese vocabulary, but also reflects the acceptance and integration of foreign cultures into the Chinese language^[5]. These words are reflected in news reports, advertisements, daily communication and other fields. From the perspective of social change and development, by analyzing the trends and characteristics of foreign words, we can get a glimpse of the trajectory of social change and the direction of future development . With the rise of China's economy and the improvement of its international status, the international influence of Chinese language is also increasing. The phenomenon of "Chineseization" of foreign words of English origin can help to enhance the international status and influence of the Chinese language. By integrating foreign words into the Chinese language system and giving them new cultural connotations and expressions, the Chinese language can also better adapt to the needs and challenges of the globalization era .

On this basis, this paper puts forward the cultural value and characteristic analysis of the "Chineseization" of English-origin foreign words, so as to analyze the phenomenon of "Chineseization" of English-origin foreign words from a more systematic perspective.

1 THE PROCESS OF "CHINESEIZATION" OF FOREIGN WORDS OF ENGLISH ORIGIN

The process of "Chineseization" of foreign words of English origin is a complex and dynamic process, in order to analyze it more clearly as a whole, this paper mainly summarizes the six stages shown in Table 1.

Table 1 The process of "Chineseization" of foreign words of English origin

Stage	Main performance
Borrowing stage	Foreign words are borrowed from Chinese, usually due to the lack of corresponding vocabulary in Chinese to express a certain concept or thing, or the inability of existing vocabulary to accurately convey the unique connotation of foreign culture.
Speech adjustment stage	The pronunciation of foreign words in Chinese needs to be adjusted to adapt to the pronunciation characteristics of Chinese. This includes increasing tones, adjusting the number of syllables, or replacing phonemes.
Semantic transformation stage	During the process of integrating foreign words into Chinese, their meanings may change or transform. This transformation may be related to factors such as the cultural background and contextual habits of the Chinese language.
Grammar integration stage	The use of foreign words in Chinese needs to comply with the grammar rules of Chinese. This includes part of speech conversion, grammar structure adjustment, etc.
Extensive dissemination stage	After the adjustment and adaptation in the above stage, loanwords begin to widely spread and be used in Chinese. This process requires broad acceptance and recognition within the language community.
Stable stage	With the passage of time and widespread use, foreign words gradually stabilize in Chinese and become part of the Chinese vocabulary system.

The analysis of the process of "Chineseization" of foreign words of English origin in Table 1 shows that it mainly includes six stages: the borrowing stage, the phonological adjustment stage, the semantic transformation stage, the grammatical incorporation stage, the widespread dissemination stage and the stabilization stage, in which the stabilization stage marks the completion of the process of "Chineseization" of foreign words. Among them, the stabilization stage also marks the completion of the process of "Chineseization" of foreign words.

2 TYPES OF "CHINESEIZATION" OF FOREIGN WORDS OF ENGLISH ORIGIN

The "Chineseization" of English loanwords mainly includes three types: transliteration, combination of sound and meaning, and free translation. Among them, transliteration refers to the process of adapting foreign words into Chinese characters that possess similar pronunciations. This technique allows for the representation of non-native vocabulary within the Chinese writing

system. The Chinese character employed for transliteration, in this context, ceases to carry its original meaning or semantic significance; instead, it solely retains its pronunciation and writing form, functioning primarily as a phonetic placeholder. Transliteration is one of the most direct ways of "Chineseization" of loanwords. For example, "cool" directly uses the Chinese character "cool" with similar pronunciation to indicate the meaning of an English word, which means "great and fashionable". "Disco" translates English words with the Chinese character "Disco" with similar pronunciation, indicating a style of dance and music. "TOEFL" transliterates the English exam name Test of English as a Foreign Language with "TOEFL", that is, "the exam for English as a foreign language".

The combination of sound and meaning refers to that on the basis of transliteration, the selection of some Chinese characters is similar in pronunciation, but also has certain significance, so as to give consideration to the characteristics of transliteration and free translation. For example, the first half of "Internet" is transliterated from "inter -", and the second half of "Internet" is transliterated from "inter -" to express the characteristics of the network, both transliterating elements and meaning^[6]. The first half of Downing Street is transliterated from the name "Downing", while the second half of the street clearly points out the nature of the place, which is a perfect combination of transliteration and free translation. The first half of "milk shake" translates "milk", and the second half "xi" transliterates "shake", which not only retains the pronunciation characteristics of the original word, but also reflects its composition characteristics.

Free translation refers to literal translation according to the morphological structure and word formation principle of loanwords, that is, translation according to the meaning of loanwords with Chinese vocabulary and grammatical structure. Free translation can more accurately convey the meaning of the original words, so that foreign words can better integrate into the Chinese environment. For example, "supermarket" is directly translated into "supermarket" according to the meaning of the English word, that is, the abbreviation of "supermarket", which reflects the characteristics of large scale stores and various types of goods. "Emotional quotient" means "emotional quotient", which accurately conveys the meaning of the original word about emotional management and interpersonal skills. The "millennium bug", which means "millennium bug", vividly describes the system problems that may occur when the computer transits from 1999 to 2000, and is easy to understand and remember.

To sum up, phonetic translation, combination of sound and meaning, and Italian translation are the three main ways of "Chineseization" of foreign words of English origin. Each of them has its own characteristics and applicable scenarios, and together they promote the spread and integration of foreign words in Chinese.

3 THE CULTURAL VALUE OF "CHINESEIZATION" OF FOREIGN WORDS OF ENGLISH ORIGIN

3.1 Foreign words enrich Chinese language

In the process of Chineseization, English loanwords with both sound and meaning not only retain the pronunciation characteristics of the original words, but also incorporate Chinese semantic elements, so that these words can be consistent with Chinese culture in pronunciation and meaning. This translation method is not only convenient for memory and pronunciation, but also enhances the expression and cultural connotation of vocabulary. The case of "Coca Cola" serves as a prime illustration. Beyond merely replicating the foreign pronunciation, this iconic brand name cleverly harnesses the dual morphemes "Coca" and "Cola" (as well as the colloquial shortening "Coke") to evoke the essence of the product's refreshing taste and the joy it brings. This fusion of sound and meaning transcends linguistic barriers, creating a brand identity that is universally recognizable yet deeply ingrained in Chinese culture^[7].

Furthermore, this translation method fosters a vibrant interplay between Chinese and foreign cultures. It demonstrates the Chinese people's remarkable ability to adapt and assimilate foreign concepts while infusing them with local flavor and understanding. Over time, such loanwords often evolve beyond their initial meanings, acquiring new connotations that reflect societal changes, cultural shifts, and evolving consumer preferences.

3.2 Innovation and Diversity of Incorporating Foreign Words into Chinese Language

Morphemism of transliterated components, a distinctive linguistic phenomenon, underscores the profound capacity of the Chinese language to assimilate and transform foreign elements into its own vibrant vocabulary. This process involves the strategic adoption of syllables or entire words from foreign languages, transforming them into active morphemes that seamlessly integrate into the Chinese word-formation system. This not only demonstrates the remarkable compatibility of Chinese but also showcases the boundless creativity of its speakers in adapting and innovating with linguistic materials from diverse sources^[8]. The evolution of "bar" into a fully-fledged Chinese morpheme is a testament to this dynamic process. Initially, "bar" was merely a transliterated fragment, carrying little more than its original English pronunciation. However, over time, it has acquired a life of its own within the Chinese linguistic landscape, becoming a versatile building block that can be combined with a wide array of concepts to create novel expressions like "internet bar," "tea bar," and countless others. These new words, born from the fusion of East and West, reflect the ever-evolving social and cultural landscape of contemporary China.

3.3 Cultural deduction and innovation of English loanwords in Chinese

The conversion and extension of the original meanings of English loanwords in the Chinese linguistic landscape is a fascinating and ongoing process that underscores the intricate interplay between language, culture, and society. As these words traverse the boundaries of their original linguistic homes and settle into the rich soil of Chinese, they undergo a transformative journey, their meanings broadening and deepening in response to the unique cultural and contextual nuances of their new environment^[9]. Initially, when English loanwords are introduced into Chinese, they often serve as direct translations, carrying their original meanings and connotations intact. However, as these words become more entrenched in Chinese discourse, they begin to evolve, adapting to the linguistic patterns, social customs, and psychological nuances of their new linguistic ecosystem.

This process of meaning conversion and extension is not merely linguistic; it is deeply rooted in cultural and social dynamics. Take the word "fans" as a prime example. Originating from the English term for "enthusiastic followers," its adoption into Chinese vocabulary has led to a profound transformation in meaning. In Chinese, "fans" has not only retained its original sense of ardent supporters but has also acquired a more specialized and intensified connotation, referring to individuals who possess an almost fanatical devotion to a particular celebrity, brand, or idea. This extension reflects the growing prominence of celebrity culture, brand loyalty, and individual expression in contemporary Chinese society.

3.4 Cultural recreation and rich expression of loanwords in Chinese

The free translation of phonetic (morphological) translated words represents a creative and nuanced approach to linguistic adaptation, wherein the essence of foreign terms is conveyed while deeply embedding them within the cultural fabric of Chinese^[10]. This methodology meticulously balances two crucial aspects: preserving the sonic or morphological identity of the original word and ensuring its seamless integration into the nuances of Chinese linguistic patterns and cultural context. In the case of "talk show," the transliteration of the phrase into Chinese characters that mimic its English pronunciation maintains a sense of familiarity and connection to its origin, while the accompanying free translation offers a profound cultural adaptation. The separate translation of "talk" and "show" into Chinese—which may vary depending on the context and dialect, but typically conveys concepts akin to "conversational" and "display" or "performance"—enables the phrase to resonate deeply with Chinese audiences^[11]. This fusion of transliteration and free translation ensures that "talk show" not only retains its essential meaning but also takes on a distinctively Chinese flavor, rich with cultural connotations that resonate within the local linguistic environment. This translation strategy exemplifies the intricate dance between tradition and modernity, cultural continuity and innovation. By blending the familiar with the novel, it encourages a two-way dialogue between Chinese and foreign cultures, fostering mutual understanding and appreciation. Moreover, it highlights the ingenuity and versatility of the Chinese language, which is capable of absorbing and transforming foreign elements while preserving its own unique identity and depth.

3.5 Promoting cultural exchange and integration

The integration of English loanwords into Chinese not only greatly enriches the language expression system of Chinese, but also deeply promotes the exchange and integration of Chinese and foreign cultures. These loanwords are not just simple transplants of vocabulary, they often carry the profound cultural characteristics, rich historical background, and unique social customs of the source language country. Through clever translation and adaptation to the Chinese context, these loanwords have become bridges connecting different cultures and promoting mutual understanding.

Taking holiday vocabulary as an example, the introduction of Western holidays such as "Christmas" and "Valentine's Day" not only provides Chinese people with the opportunity to personally experience and experience the festive atmosphere and cultural traditions of the West, but also stimulates people's curiosity and exploration of different cultures. These festivals have gradually become localized in China, incorporating Chinese cultural elements and celebration methods, forming a unique blend of Chinese and Western festival culture. This cultural exchange and integration not only enhances mutual understanding and respect between Chinese and Western cultures, but also promotes cultural diversity and innovative development.

In addition, the integration of English loanwords into Chinese is also reflected in various aspects of daily life. From "pizza" and "burger" in food culture to "jeans" and "T-shirt" in fashion trends, these loanwords not only enrich people's material lives, but also bring new lifestyles and cultural experiences. They have become a link connecting different cultures and promoting cultural exchange, allowing Chinese people to enjoy foreign cultures while also deepening their understanding and respect for the world's diverse cultures.

This process of cultural exchange and integration not only helps to build a more open and inclusive social environment, but also promotes the common prosperity and development of global cultures. Through the introduction and localization of loanwords, the boundaries between different cultures have been broken, and people have begun to accept and understand different cultural traditions and values with a more open attitude. This cultural exchange and integration not only enriches people's spiritual world, but also promotes social harmony and progress.

3.6 Reflecting Social Changes and Characteristics of the Times

The popularity and evolution of English loanwords in Chinese is not only a mirror reflecting the profound changes in Chinese society, but also a distinct imprint of the characteristics of the times. Under the sweeping wave of globalization and the rapid advancement of technology, a large number of new things, concepts, and technologies have flooded into China, carrying their unique English loanwords and becoming fresh blood in the Chinese vocabulary.

Taking the field of information technology as an example, the rapid popularization of words such as "Internet", "smartphone" and "artificial intelligence" not only marks the explosive growth of information technology, but also highlights China's rapid progress in science and technology and significant increase in global influence. The widespread use of these loanwords not only enables the Chinese people to keep up with the pace of technological development, but also promotes the dissemination and popularization of scientific and technological culture, inspiring the enthusiasm and pursuit of scientific and technological innovation in the whole society.

Meanwhile, the popularity of these loanwords also reflects the Chinese people's curiosity and acceptance of new things. In the rapidly changing social environment, people are eager to learn and acquire new knowledge and technologies to meet the needs of the times. The introduction and popularity of loanwords provide people with a window to understand the external world, broaden their horizons, and promote cultural diversity and inclusiveness.

In addition, these loanwords also reflect society's desire for innovation and change. Against the backdrop of intensified global competition and rapid technological revolution, Chinese society places greater emphasis on innovation and change to address

external challenges and internal demands. The introduction and use of loanwords not only enrich language expression, but also stimulate people's innovative thinking and awareness of change, promoting the continuous progress and development of society.

In summary, the popularity and evolution of English loanwords in Chinese not only vividly depict the changes and characteristics of Chinese society, but also play an important role in promoting social progress and innovation. They have witnessed China's rapid development and increasing global influence, as well as promoted cultural diversity and inclusiveness, providing strong support for building a more open, inclusive, and innovative social environment.

4 CHARACTERISTICS OF THE "CHINESEIZATION" OF FOREIGN WORDS OF ENGLISH ORIGIN

4.1 Diversity of word forms

In the process of Chineseization of foreign words of English origin, their word forms display diversified characteristics, reflecting a complex interplay between linguistic adaptation and cultural assimilation. This diversification is evident not only in the phonetic transcription system but also in the morphological and syntactic transformations these words undergo as they integrate into the Chinese language system. They can be summarized into the nine word forms shown in Figure 1.

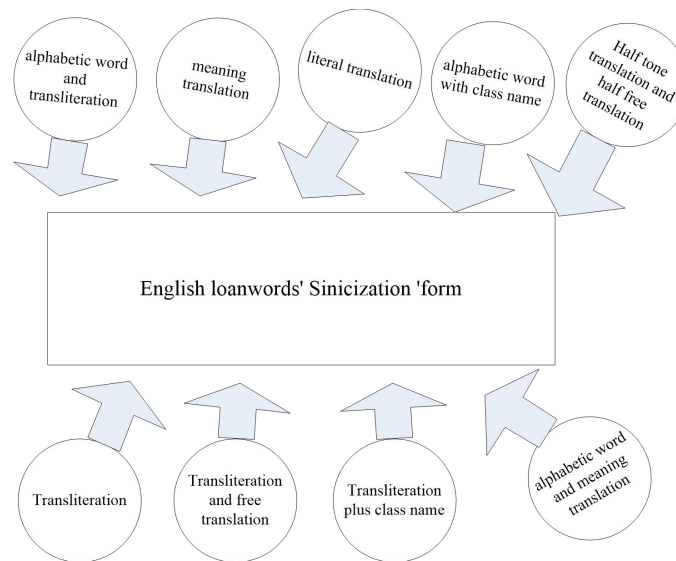


Figure 1 "Chineseization" morphology of foreign words of English origin

Note: Refer to Zhang Bo's "Principles and Methods for Defining Chinese Foreign Words", Journal of Chinese Language, Issue 3, 2019. Among them, 'borrowing the original form' is the most typical foreign word that has not been Sinicized, while the other 9 forms have varying degrees of Sinicization, with the highest degree of Sinicization for paraphrased words.

Among them, transliteration "Chineseization" is directly based on the pronunciation of English original words, such as "coffee", "sofa", etc. This kind of vocabulary retains the pronunciation characteristics of the original word, but completely adopts the combination of Chinese characters in morphology. The "Chineseization" of transliteration and free translation is based on transliteration and combined with the meaning of the original word to form a new vocabulary form. For example, the word "beer" not only retains the pronunciation of the original word "beer", but also clarifies its drink attribute through the word "wine". Transliteration plus class name "Chineseization" adds words indicating categories after transliterated words to clarify their attributes or uses. For example, "golf", "jeep" and so on, this way makes vocabulary more consistent with Chinese word formation habits in form.

The "Chineseization" of alphabetic word and meaning translation refers to a way of introducing vocabulary that combines the original pronunciation of foreign words with their meaning in Chinese, and uses this as a basis for the "sinicization" of vocabulary. This method retains the pronunciation characteristics of foreign words while clearly expressing the meaning of the word through Chinese characters, such as "IP address", "SOS Children's Villages", etc. The "Chineseization" of alphabetic word and transliteration refers to a way of introducing and transforming vocabulary, which combines the original pronunciation of foreign words with transliterated Chinese characters based on that pronunciation. This method not only retains some of the original pronunciation features of foreign words, but also achieves the "sinicization" of vocabulary in form through transliteration of Chinese characters. Meaning translation "Chineseization" refers to the process of translating and expressing foreign words using corresponding Chinese vocabulary based on their meanings, rather than directly transliterating them based on their pronunciation. This approach emphasizes the transmission of lexical meaning rather than the preservation of pronunciation. For example, translating "computer" into "computer" is a free translation based on its function and purpose, rather than simply transliterating its pronunciation. Literal translation into Chinese refers to translating directly based on the literal meaning of foreign language vocabulary using corresponding Chinese vocabulary, while maintaining the structure and form of the original sentence as much as possible. Unlike transliteration, literal translation focuses more on conveying meaning rather than

preserving pronunciation. For example, translating "blackboard" as "blackboard" is a literal translation into Chinese, as it directly corresponds to the literal meaning of foreign language vocabulary and expresses the same concept in Chinese vocabulary.

The "Chineseization" of alphabetic word with class name refers to retaining some or all of the letters in the original spelling when introducing foreign concepts or terms, and adding a Chinese name that describes their category or nature. This approach combines the original form of loanwords with classification naming in Chinese context, for example, "iPhone" in "iPhone" retains its original brand name, while "phone" indicates its category. The "Chineseization" of half tone translation and half free translation refers to the use of transliteration to preserve the pronunciation characteristics of foreign vocabulary, while conveying its meaning through free translation. For example, the word "beer" in "beer" is a transliteration that retains the pronunciation of the original word, while "wine" is a free translation that indicates it is a beverage. This approach combines the advantages of transliteration and free translation, retaining the pronunciation characteristics of foreign words while helping to understand their meanings through the free translation part.

4.2 The use of semantic means is outstanding

In the process of Chineseization of English loanwords, the use of semantic devices is exceedingly prominent, serving as a pivotal strategy in adapting foreign concepts into the Chinese linguistic landscape. On the one hand, to enhance the recognizability and ease of memory for these newly introduced words, translators frequently employ side radicals (or radicals with semantic implications) that are inherently meaningful in Chinese. This practice not only facilitates the learning and retention of these loanwords but also infuses them with cultural relevance and contextual understanding. For example, the word "coffee" in "coffee" does not directly mean meaning, but the side of the word "mouth" implies the behavior or object related to "mouth". On the other hand, on the basis of transliteration or free translation, the meaning of words is further clarified and enriched by adding explanatory notes, annotations, or contextual definitions. This approach not only aids comprehension for those unfamiliar with the original English term but also integrates the loanword more seamlessly into the Chinese linguistic and cultural landscape. By providing additional layers of meaning, these explanatory elements bridge the gap between the foreign concept and its Chinese adaptation, ensuring that the loanword conveys its intended message accurately and effectively. This method is often seen in the introduction of professional terms or new words, such as "clone". At the beginning of the introduction, it is often necessary to explain its meaning of "asexual reproduction" through annotations. In addition, in a specific context, the meaning of English loanwords can often be clearly indicated.

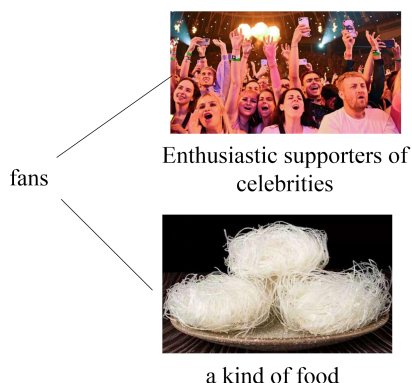


Figure 2 Differences in the meaning of "fan" in different contexts

As shown in Figure 2, the term "fan" in the context of the entertainment industry refers specifically to an ardent supporter of a particular star or idol, while in other contexts this specific meaning may be lost.

4.3 Lexical contextual limitations

The meaning of English loanwords in Chinese is intricately intertwined with context, manifesting in distinct ways across various domains. In professional settings, these words frequently adopt highly specialized meanings, enabling precise communication within specialized fields. For instance, in biology, the term "gene" denotes the basic unit of heredity, encapsulating the intricate information that is passed from one generation to the next. Similarly, in computer science, "internet" signifies the vast, global network connecting devices and people, facilitating the seamless exchange of data and communication across vast distances. This specificity underscores the value of English loanwords in facilitating international discourse and research collaborations. Cultural context, too, plays a pivotal role in shaping the meaning of these words. "Christmas," for instance, carries profound religious significance and festive traditions within Christian cultures, while in non-Christian settings, it primarily serves as a marker for a time of celebration and family gatherings, devoid of its original religious connotations. This demonstrates how cultural backgrounds inform the understanding and celebration of loanwords. Moreover, social context is dynamic and ever-evolving, impacting the meanings attributed to English loanwords. "Party," once a novel concept in the early days of China's reform and opening up, has transformed into a ubiquitous term encompassing various social gatherings and activities. This transformation reflects the changing social norms and values of modern Chinese society, where "party" has become a widely accepted form of social interaction.

5 CONCLUSION

The process of introducing and "Chineseization" foreign words of English origin is itself a kind of linguistic innovation. By means of phonetic translation, meaning translation and other methods, translators integrate foreign words into the Chinese system and create new vocabulary that conforms to Chinese expression habits. This kind of innovation is not only reflected in the form of vocabulary, but also in the semantic and pragmatic level, which makes the Chinese language more vivid and graphic when expressing certain concepts or emotions. In this paper, we propose a study on the cultural value and characterization of the "Chineseization" of foreign words of English origin, which reveals the impact of this phenomenon on the development of the Chinese language, cultural communication and social cognition from two perspectives: the micro and macro perspectives, respectively. It is analyzed that the "Chineseization" of foreign words of English origin is an important manifestation of Chinese-foreign cultural exchanges and integration. Through the introduction of foreign words, the Chinese language has absorbed the essence of other cultures and enriched its own cultural connotation. This kind of exchange and integration not only helps to enhance understanding and respect among different cultures, but also helps to promote global cultural diversity and common development.

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