CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter deals with how the data was collected for this small-scale research. The researcher's primary interest in carrying out this study is to examine and compare the lexical borrowings found in four different genres and they are Sports News, Entertainment News, Local News and Education News sections in the English newspapers. The study aims to investigate whether there are differences in the types of lexical borrowing in the respective genres and semantic domains. Moreover, it focuses on the degree of lexical borrowings to show in which genre and semantic domain there is the most borrowings.

The first part of this chapter deals with the source of data and the data collection process. The second part explains the models used in the analysis. They involve the loanwords and borrowed phrases in the four genres (Lowenberg, 1986 and 1991) and the semantic domains (Heah, 1989). The third part of this chapter looks at data analysis, pertaining to the area of the study which was compared according to the number of borrowed items and reasons for borrowings.

Therefore, this study proposes to address itself to the following research questions.

Research Questions

1. What are the domains of loanwords or borrowed phrases in each genre of the printed news media?

2. Which genre has the most borrowings?

3. What are the possible reasons for borrowing?

With the research questions now comes another important aspect, source of data and data collection, which is discussed in the following section.

3.1 Source of Data and Data Collection

The data comprises 377 items, which was collected from the four different genres of writing found in *The New Straits Times/The New Sunday Times* and *The Star/ Sunday Star*. The genres are Sports News, Entertainment News, Local News and Education news. Fourteen copies of each newspaper were collected over a period of fourteen days, dated from 21 July 2002 to 3 August 2002. Both the newspapers were chosen as the source for the data to ensure that the items were words commonly used in the day-to-day life of Malaysians and thus reflect the average Malaysian adult's semantic knowledge in the respective genres. Borrowed words were found in the pages related to specific genres mentioned above. The borrowed items that were repeated were not taken into account, as this study does not look at the frequency of use of the borrowed items.

Proper nouns which were not analysed are names of people, for example, *Mohd Zain, Samy Vellu*; names of countries and places, for example, *Singapore, Japan, America, German, Anak Bukit, Pendang*; names of organisations, for example, *BAKTI, MARA*, and names of roads or streets, for example, *Jalan Bukit Bintang, Jalan Yap Ah Loy*; and also names of institutions, for example, *S.M. Khatolik*. Events for example, *Karnival Seluas Angkasa*; songs, for example, *Terpedaya*; clubs, for example *Kelab Golf*; housing estates, for example, *Taman Sentosa*; companies, for example, *Lebuhraya Utara Selatan Sdn. Bhd.* and buildings, for example, *Menara Star* were not regarded as borrowings and therefore were not included in the count. These words are unavoidable in any language for obviously practical reasons; they are usually retained in their

original forms in the borrowing language with little or no assimilation. These words are retained as they serve their purpose well in their original form.

Lowenberg's (1991) study identified no denotatively equivalent words or phrases. That is he counted all Local News words used in the English language in Malaysia. This study however, differs from Lowenberg's study in this respect. In the researcher's opinion, the words 'adat' and 'rotan' can be substituted with 'custom' and 'whipping' or 'caning' and this can still convey the meanings as intended.

Therefore, the use of loanwords denotes the convenience factor used to express emotional loading and social identity with the Local News where the writer uses the loanwords to make English the language of Malaysians. Evidently, this reflection is embodied in the following lines.

> "We cannot write like the English. We should not. We cannot write only as Indians. We have grown to look at the world around as part of us. Our method of expression therefore has to be dialects, which will some day, prove to be as distinctive and colourful as the Irish and the American. Time alone will justify it".
>
> (Raja Rao 1943: viii in Malachi, 1996)

Chinua Achebe also reflects on this idea about the African writer in English:

> "The price a world language must be prepared to pay is submission to many different kinds of use. The African writer should aim to use English in a way that brings out his message best without altering the language to the extent that its value as a medium of international exchange will be lost. He should aim at fashioning it out of an English, which is at once universal and able to carry out his peculiar experience".
>
> (Chinua Achebe 1965: 28 in Malachi, 1996)

It is clear that there is a need to view the new varieties of English with reference to the countries in which they are used. Kachru (1986) states that each variety represents a distinct speech community in which the variety performs certain functions and is

appropriate in its role in the socio-cultural context in which it operates. Words like 'adat' and 'rotan' the researcher perceives as fulfilling this Malaysian English function. The researcher has regarded these words as borrowings but these are now categorised as 'assimilated' integral parts of English use in Malaysia.

The borrowings on each page were extracted and listed down. The items shown in the table below were taken from each page of each section of the newspapers for fourteen days. This was to ensure that as far as possible items were extracted from each section of the text covering each genre. The total number of borrowings in this study will be referred to as the corpus of data.

Table 3.1

Total Number of Borrowings in each Genre

Genres	Sports News	Local News	Entertainment News	Education News
No. of Items	20	208	120	29

The total number of borrowed items in the corpus was 377.

The figure for each genre as mentioned earlier does not include frequency of each loanword in the examined texts. However, from the table it is clear that the Local News section carries the largest number of loanwords followed closely by Entertainment News. The Education News section falls in the third place. The Sports News has the least number of borrowings as shown in the above table.

3.2 Analytical Perspective Adopted

All the words in the 28 newspapers (from 21 July 2002 to 3 August 2002) that are loanwords were identified and grouped according to loanwords and borrowed phrases in the four genres, sociocultural perspective and its context of use and certain semantic domains.

3.2.1 Loanwords and Borrowed Phrases in the Four Genres

For studying the loanwords from the sociocultural perspective, the words were first put into the sociocultural categories into which they fell. The majority of the words in this corpus fall into 2 broad categories:

A. Institutions Unique to Malay-speaking Southeast Asia

B. Distributional Profile of Words in One Genre: Entertainment News

The words in Category A were subdivided into four semantic categories:

i.	Words related to Islam
ii.	Malaysian Titles
iii.	Malaysian Culture and Tradition
iv.	Food and Drinks

The words in each genre were then analysed to determine

a) Banner words and lexical shifts

In Malaysian English, banner words are frequently borrowed from Bahasa Malaysia, the official language. An example occurs in (6) below (in Lowenberg 1991), where the writer supports his opinion regarding broadcast programming by associating it with the popular slogan *Majulah Malaysia!* or 'Let's advance Malaysia!'

(6)   Well, with the video craze in full swing, I believe RTM (Radio and Television Malaysia) just has to loosen its belt and start investing wisely in local programmes to attract viewers. This new path might just prove its saviour. *Majulah Malaysia!*
         (Letter to the editor, New Straits Times, 11 June 1983)

The findings in this study show other latest banner words such as, *Malaysia Boleh.*

Once the words were categorised an attempt was made to account for the function of the borrowed words in the discourses in which they recur. The procedure used in analysing the data was based on the functions of the lexical items in its context of use as outlined above.

Lexical transfer from Malay has been noted in most analyses of Standard Malaysian English (Tongue 1979; Platt and Weber 1980; Wong 1981, Lowenberg 1986 and 1991), but it has generally been attributed to the filling of lexical gaps, for which other varieties of English have no denotatively equivalent terms. Examples of such borrowings are *gotong-royong, adat* and *rotan.* Many of the borrowings to fill lexical gaps occur in these areas in this study.

b) Their semantic range

Loanwords found in English language newspapers in Malaysia are mostly words taken from the Malay language. For example, the words: *bumiputera* and *rakyat.* Over the years, these words have changed in meaning and this aspect is discussed in this study.

B. Distributional Profile of Words in One Genre: Entertainment News

This area looks at the Malaysian way of life and interest in different types of entertainment where concepts are borrowed, from the official language; Bahasa Malaysia. The readers accept the use of the official language in describing their favourite programmes, which may be shown in other languages such as English, Chinese languages (Mandarin, Cantonese etc.) or Indian languages (Tamil, Hindi etc.)

3.2.2 The Semantic Domains

After an initial investigation of the corpus, it was decided to categorise the words into the following semantic domains and sub-domains:

a. Social concepts, arts and communication

   i.   Tourism
   ii. Aspects of daily living
   iii. Social activities
   iv. Economic view
   v.   Multimedia Super Corridor
   vi. Media language
   vi. New concepts and ideas – Motto/Themes

a. Food and drinks

   i. Local News
   ii. Foreign

b. Inanimate objects

   i.   Games
   ii. Currency
   iii. Flag
   iv. Cultural aspects
   v.   Medicine
   vi. Symbols of culture

c. Titles

   i. For both men and women

d. Musical instruments

   i.   Malay
   ii. Indian
   iii. Chinese
   iv. African
   v.   Brazilian

e. Animals

   i. Fish
   ii. Animals

f. Plants

    i. Medicinal value
    ii. Herbs for cooking

g. Traditional games

    i. Malay
    ii. Indian
    iii. Chinese

h. Clothes

    i. Malay
    ii. Indian
    iii. Chinese

i. Transport

    i. water
    ii. land
    iii. air

(Appendix 3: Semantic Domains – Semantic Sub-domains)

3.3 Data Analysis

As mentioned, earlier this study is descriptive in nature, so the analysis of corpus based

on the collection of data reflects this nature. The genres were compared according to:

1. Borrowed items

2. Semantic Range

3. Number of borrowed items

3.4 Conclusion

This study has attempted to examine whether any underlying patterns emerge in relation to borrowing in English newspapers during the stipulated period of the data collection. To arrive at this, analyses of the borrowings contained in the English newspapers were carried out to see factors that affect borrowings. Each word or phrase was reviewed in the context of its use to determine why it was borrowed and the concept and ideas behind this borrowing.