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focus, manage stress, and interact positively with peers and teachers.

Several psychological theories of motivation have influenced educational practices. For instance, Abraham Maslow's hierarchy of needs suggests that students must have their basic needs met (e.g., safety, belonging) before they can focus on higher-level needs such as self-esteem and self-actualization. In the classroom, this implies that teachers should create a safe, supportive environment where students feel valued and connected to others.

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THE PENETRATION OF ENGLISH VOCABULARY INTO CONTEMPORARY VIETNAMESE: A PRELIMINARY STUDY

Abstract

This study examines the penetration and influence of English vocabulary in Vietnamese since the 1986 Renewal reforms. Using mixed methods, media analysis, linguistic categorization, and sociolinguistic observation, the research identifies widespread English borrowing across domains like technology, fashion, and entertainment. Findings reveal that English loanwords (e.g., shopping, gym, fan) dominate daily communication, often replacing Vietnamese terms due to perceived modernity or efficiency. While this enriches the lexicon, especially in technical fields, it also risks language purity, with arbitrary code-mixing (e.g., "Lạ và fun") and distorted pronunciations (e.g., "xì tai" for style) proliferating in media and youth speech. The trend reflects Vietnam's global integration but underscores the need for balanced language policies to preserve Vietnamese integrity while embracing useful borrowings. The study calls for mindful adoption to prevent communicative fragmentation and cultural dilution.

Keywords

English loanwords in Vietnamese, linguistic borrowing, language penetration,
Vietnamese vocabulary enrichment, code-mixing.

1. Introduction

Cultural exchange among ethnic groups inevitably leads to linguistic adaptation, particularly in vocabulary. As the national language, Vietnamese has absorbed loanwords from several foreign languages throughout history. The earliest and most profound influence came from Chinese due to prolonged historical contact, with Chinese-derived vocabulary becoming an integral part of Vietnamese. Next, French and other European languages introduced terms related to science, technology, and socio-cultural concepts,

significantly enriching Vietnamese lexicon. During the era of the Soviet-led socialist bloc, Russian also entered Vietnamese, but its impact remained limited, sporadic, and unsystematic.

From the mid-1980s, when Vietnam initiated its reform and reintegration into the global community, English gained prominence. Today, English permeates all levels of communication in Vietnam, from casual daily interactions to formal contexts, profoundly shaping Vietnamese language habits. This linguistic borrowing reflects Vietnam's evolving cultural interactions and societal development across different historical periods.

2. Research Methodology

This study employs a mixed-methods approach to analyze the penetration of English vocabulary into contemporary Vietnamese. Primary data was collected through: (1) systematic documentation of English loanwords in Vietnamese media (newspapers, magazines, television) from 1986 to present; (2) linguistic analysis of bilingual examples across seven domains (communication, entertainment, sports, fashion, cuisine, management, and technology); and (3) observational research of code-mixing in everyday conversations.

3. Findings and Discussion

3.1. Preliminary Survey of English Vocabulary Penetration into Vietnamese

In Vietnam, the explosion of English usage began during the Renewal period in 1986. However, it was not until the second half of the 1990s when the Communist Party and the Vietnamese government's Renewal - Openness - Integration policy was fully implemented that English became the most crucial bridge, connecting Vietnam to the world. Over time, English has permeated daily life; reaching every household and weaving its way into every neighborhood and region. From urban centers to remote rural areas, the sounds of English, both familiar and unfamiliar, can now be heard everywhere.

The spelling examples listed below will be recorded uniformly in their original English form.

+ Communication relationships, emotions, and forms of address:

I, you, boy, girl, baby, teen, boyfriend, girlfriend, callboy, callgirl, hot boy, hot girl, darling, love, gay, les(bian), couple, date, first date, kiss, nick, hobby, cool, OK, bye, bye bye, stop, card, stress, scandal, WC, toilet,...

+ Entertainment activities including music and cinema:

pop (K-pop, J-pop, V-pop,...), rock, jazz, rap, blues, hip hop, country, folk, disco, dance, single, album, top hit, diva, star, cover, lip-sync, keyboard, fan, fanpage, poster, show, live show, showbiz, talk show, audio, video, video clip, mix, remix, studio, contemporary dance,...

+ Sports:

gym(nastics/nasium), league (V-League, J-League, K-League, Champions League, Premier League), World Cup, cup, derby, play off, hat-trick, fair play, doping,...

+ Clothing and fashion:

fashion, style, designer, stylist, model, catwalk, make-up, beauty salon, body, sexy, jeans, T-shirt, bikini, pull, second-hand, shop, shopping, sales, sale off, size, street style, cosplay, cosplayer,...

+ Cuisine:

bar, pub, beer, Coca-Cola, Pepsi, hot dog, fast food, chewing gum, party, buffet, menu, bill,...

+ Social and production management:

CEO, manager, leader, part-time (job), deadline, made in (Japan), list, in-out,...

+ Electronic technology - telecommunications - information technology:

internet, computer, laptop, mobile, mobile phone, email, online, offline, chat, post, update, download, upload, file, link, click, enter, escape, hacker, IC, chip,...

Below are some specific examples of English vocabulary commonly used in Vietnamese publications:.

Vietnamese	English translations
Mỗi fan còn được tặng thêm một tấm poster đẹp long lanh. (<i>Báo Hoa học trò, số 629</i>)	Each fan also received an additional glittering beautiful poster. (<i>Student Flower Newspaper, No. 629</i>)
Stop! Đợi ở đây nhé! Hai định kêu lên. (<i>Thiêt Vũ, Dạ khúc</i>)	Stop! Wait here! Hai almost shouted out. (<i>Thiet Vu, Nocturne</i>)
Chỉ mất một giây để click, bạn có thể có đến 90 phút bù lại với một bộ phim hay tuyệt vời. (<i>Báo Hoa học trò, số 629</i>)	It takes just one second to click, and you can get 90 minutes back with an absolutely great movie. (<i>Student Flower Newspaper, No. 629</i>)
Có thể gửi vào mail hoặc offline cho tớ theo địa chỉ[...]. (<i>Báo Hoa học trò, số 463</i>)	You can send it to my mail or offline to my address [...]. (<i>Student Flower Newspaper, No. 463</i>)
May sao thành phố nghe dư luận, quyết định cho stop cái WC ấy, cứu cho Hồ Gươm khỏi nặng mùi,... (<i>Báo An ninh thủ đô, 8/7/2003</i>)	Fortunately the city listened to public opinion and decided to stop that WC, saving Hoan Kiem Lake from bad odors... (<i>Hanoi Security Newspaper, 8/7/2003</i>)
..., ý tưởng xây dựng toilet công cộng là rất đáng hoan hô. (<i>Báo An ninh thủ đô, 8/7/2003</i>)	...the idea of building public toilets is very commendable. (<i>Hanoi Security Newspaper, 8/7/2003</i>)
Một số người đã dùng nhiều cách để lobby cho những sản phẩm không có chất lượng của mình. (<i>Báo An ninh thế giới cuối tháng, 21/5/2003</i>)	Some people have used various ways to lobby for their low-quality products. (<i>End-Month World Security Newspaper, 21/5/2003</i>)
Chỗ nào khai trương cửa hàng fashion mới cũng có mặt họ. (<i>Thế giới phụ nữ, số 37-2004</i>)	They show up wherever new fashion stores open. (<i>Women's World Magazine, No. 37-2004</i>)
Chào mừng diện mạo mới của Tiger beer. (<i>Báo Thanh niên 5-6/2006</i>)	Welcome to the new look of Tiger beer. (<i>Young People Newspaper, 5-6/2006</i>)
Sau đó tin nhắn này đã được nhiều người phát tán bằng cách forward cho bạn bè. (<i>Báo Lao động, 4/6/2003</i>)	Later this message was spread by many people through forwarding to friends. (<i>Labor Newspaper, 4/6/2003</i>)
Sử dụng 'vốn tự có' để kiếm tiền từ việc kinh doanh thân xác đang là một nghề mới của những chàng gay, hay còn gọi là callboy hay đồng tính. (<i>Báo An ninh thế giới, 1/1/2004</i>)	Using their 'natural assets' to make money from body business has become a new profession for gay men, also called callboys or homosexuals. (<i>World Security Newspaper, 1/1/2004</i>)
Các giáo sư và những sinh viên có mặt đều nhất trí rằng, các chương trình quảng cáo trên truyền hình Mỹ rất hấp dẫn và rất sexy. (<i>Báo Tuổi trẻ, 31/5/2003</i>)	The professors and present students all agreed that American TV commercials are very attractive and very sexy. (<i>Youth Newspaper, 31/5/2003</i>)
Cơ quan công tố Đà Nẵng đang thụ lý hồ sơ để sớm truy tố nhóm trộm cắp IC xe máy từng hoành hành ở thành phố này trong thời gian từ tháng 4 đến tháng 7. (<i>Báo Công an nhân dân, 1/1/2001</i>)	The Da Nang prosecutor's office is processing documents to soon prosecute the motorcycle IC theft group that operated in this city from April to July. (<i>People's Police Newspaper, 1/1/2001</i>)

In everyday Vietnamese speech, you can frequently hear phrases like:

Vietnamese	English translations
Món này sale 50% nè!	This item is 50% off!
Tối nay party nhé!	Let's party tonight!
Cái này trending lắm!	This is so trending right now!
Xài wifi nhà hàng xóm đi!	Just use the neighbor's wifi!
Ồi dào, ầm IC mà.	Oh come on, it's just IC (integrated circuit).
Chú mày còn baby lắm.	You're still such a baby.
Trông mấy anh chị khóa trên vẫn còn teen lắm.	The upperclassmen still look so teen-ish.
Hàng made in Việt Nam nhé.	This is made in Vietnam stuff.
Đi shopping không?	Want to go shopping?
Chiều dọn hàng sớm đi tập gym đấy nhé.	Let's close shop early this afternoon to go to the gym.
Đi shopping đi.	Let's go shopping.
Hàng hand-made đấy.	That's hand-made stuff.
Quả scandal này thật đáng buồn.	This scandal is really sad.
Check inbox đi!	Check your inbox!
Chụp selfie cái đã!	Take a selfie first!

3.2. Preliminary Observations on the Penetration and Influence of English Vocabulary in Vietnamese

3.2.1. Penetration Trends

The linguistic acculturation leading to the infiltration of English vocabulary into Vietnamese is an inevitable process, particularly as English has become the most widely studied foreign language in Vietnam. Notably, spontaneous adoption appears to dominate over systematic, well-guided borrowing. This situation stems from Vietnam's English education system remaining largely movement-driven, lacking feasible orientation to achieve substantive results.

English vocabulary is being adopted indiscriminately, often without genuine necessity. Even mass media which should model proper English usage frequently demonstrates arbitrary employment of English terms. From academic to everyday contexts, the omnipresence of English vocabulary has become conspicuous.

3.2.2. Scope of Penetration

It is now evident that English vocabulary has permeated nearly all aspects of social life in Vietnam. Students and young people have been at the forefront of this trend. As English has become a compulsory foreign language in the national education system, the youth, being highly receptive to new trends, have readily incorporated it into both academic studies and daily communication.

The scientific community has also embraced this highly convenient linguistic resource. In many research papers, when Vietnamese terms cannot fully capture the intended meaning, researchers often use English equivalents accompanied by explanatory notes, a widely accepted practice, given the international standardization of such terminology. Vietnam's late entry into modern scientific development has made the adoption of specialized terminology through English an inevitable necessity.

In the media sector, from print journalism to radio and television, English words appear frequently, particularly in the language of program hosts (commonly referred to as “MCs” [em-cee]), as well as in entertainment publications and sports programs. Even among less educated groups, such as market vendors, domestic helpers, and homemakers, certain English words have found their way into everyday speech and become common expressions in daily communication.

3.2.3. Positive Impacts

The increasingly widespread penetration of English vocabulary into all aspects of Vietnamese social life has brought about the following positive effects.

This process helps to enrich the Vietnamese lexicon, particularly in scientific, technical, and technological terminology. English loanwords allow for more precise, concise, and clear expression of certain concepts, eliminating the need for lengthy Vietnamese phrases or even entire paragraphs to explain them.

In addition, the penetration of English vocabulary in Vietnamese introduces internationally standardized concepts that Vietnam only became familiar with during its global reintegration, particularly in commerce, entertainment, fashion, cinema, and sports. Examples include: logo, slogan, marketing, quota, Olympic, hat-trick, penalty, top ten, SEA Games, internet, etc.

Furthermore, this incorporation enhances communicative efficiency and confidence in specific contexts. For instance: The term “gym” is more widely accepted than the Vietnamese “tập thể hình” (bodybuilding), as the latter carries a professional connotation unsuitable for casual exercisers. “Gym” better suits recreational fitness enthusiasts, aligning with their non-professional mindset.

Similarly, “shopping” has been readily adopted because the native Vietnamese phrase “đi chợ” (going to the market) does not reflect modern commercial activities. Additionally, Vietnamese speakers tend to specify what they intend to buy (e.g., “đi mua quần áo”-going to buy clothes). The term “shopping” conveniently encompasses all purchasing activities, making “Đi shopping” (Go shopping) a common expression nationwide, from urban to rural areas. For young people, words like “love,” “boyfriend,” and “girlfriend” also help boost confidence in certain social interactions.

An effective English learning strategy when used actively, purposefully, and in appropriate contexts. This method can significantly aid vocabulary acquisition when applied systematically.

3.2.4. Negative Consequences

The pervasive incorporation of English vocabulary into Vietnamese has generated several problematic trends that threaten linguistic integrity and effective communication. Foremost is the excessive replacement of adequate Vietnamese expressions with English equivalents in daily interactions - from basic courtesies like substituting “Cảm ơn/Xin lỗi” with “Thank you/Sorry” to familial terms like replacing “Con chào bố/mẹ” with “Goodbye papa/mama.” This phenomenon extends prominently to Vietnam's entertainment industry and commercial sphere, where hybrid stage names (Akira Phan, Noo Phước Thịnh, Midu) and English-dominated business nomenclature (Golden Plaza, Golden Lake, Luxury, shop Men, shop Fashion, Baby'shop) have proliferated.

In contemporary music production, many young artists arbitrarily insert English words and phrases into lyrics primarily for perceived cosmopolitan appeal rather than artistic necessity, often guided by subjective preferences rather than linguistic appropriateness. Daily conversations reveal similar patterns, with Vietnamese youth frequently code-mixing by interjecting English expressions like “no problem,”

“comment,” “take care,” “oh my god,” and “really” - often incongruously with older interlocutors. While language acquisition requires practice, such usage frequently disregards contextual suitability and communicative effectiveness.

Vietnamese media compounds these issues through several problematic practices. First is the widespread propagation of phonetically distorted English loanwords like “xì tai” (style), “đi zai” (design), and “xì trét” (stress). Second is the creation of arbitrary English-Vietnamese hybrid terms such as “Lạ và fun,” “Ciné,” “Musik,” and “2-tek.” While such linguistic playfulness might serve momentary entertainment value within peer groups, its normalization in mass media represents a concerning development.

These multifaceted challenges - spanning from individual speech habits to institutional media practices - collectively endanger Vietnamese language purity. Rather than achieving lexical enrichment, the current trajectory risks creating distorted, disjointed communication patterns that frustrate both speakers and listeners. The situation underscores the need for balanced language policies that reconcile global influences with the preservation of linguistic heritage and communicative clarity.

4. Conclusion

Our preliminary research shows that although the duration of English vocabulary penetration into Vietnamese is shorter compared to Chinese and French, its influence, due to both subjective and objective factors, has now expanded to nearly all aspects of life in Vietnam. This phenomenon has dual effects: while it enriches Vietnamese vocabulary, it also risks compromising the language’s purity.

Facing this trend, Vietnamese speakers, especially those responsible for language preservation and media, must strike a balance between adopting useful loanwords and safeguarding Vietnamese linguistic integrity. The goal is to maintain the language’s clarity while further enriching its lexicon. This issue will be explored in greater depth in a separate article.

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THREE MODERN METHODS OF TEACHING FOREIGN LANGUAGES

Abstract

The field of foreign language education has undergone significant transformation in recent years, driven by technological advancements and a shift toward more communicative, student-centered pedagogies. Traditional approaches that emphasized grammar and vocabulary memorization have given way to methods that prioritize real-world communication, cultural understanding, and learner engagement. This