摘　要

新词是指用以反映新事物、新现象、新概念、新思维等的具有新形式、新意义或新用法的词语。它们是社会的一面镜子，备受学者们的关注。20 世纪 70 年代末以来，全球一体化进程加快，世界政治、经济贸易、文化教育、科学技术等以前所未有的速度向前发展。其中，经济贸易的发展尤为迅猛，其变化可谓翻天覆地。在这样一个全球经济大繁荣的背景下，英汉经贸新词如雨后春笋般应运而生，值得我们认真加以研究。

纵观学者们对经贸新词的研究，有的从词汇变化发展的外因来分析汉语经济类新词；有的从构词法的角度分析商务英语新词的构词规律；还有的从修辞学的视角对中文政治经济新词的英译进行研究。但我们发现对英汉经贸新词作跨语言专题研究的极少，从认知角度对其进行研究的便是凤毛麟角了。

本文在前人研究的基础上，首先根据英汉经贸新词的构词特点，运用美国著名认知语言学家 Gilles Fauconnier 的概念合成理论，从认知角度分析英汉经贸新词的在线构建过程，旨在揭示英汉两种语言中经贸新词背后共同的认知机制；然后结合统计数据从其构词、语义和社会文化特征三个方面对英汉经贸新词进行分析和比较，旨在揭示其共同认知机制背后的异同。

本文的语料主要来自 *A Dictionary of New English Words*（《最新英语新词语词典》 1996）、*20th Century Words*（《20 世纪新词语词典》 2002），*Oxford Advanced Learner's English-Chinese Dictionary* (*Extended fourth edition*)（《牛津高阶英汉双解词典》第四版增补版 2002），《新词语大辞典》（2003）和英语新词网站：Wordspy 网（www.wordspy.com）。

文章主要采用定性定量分析和英汉比较研究两种方法对搜集的 443 个英语经贸新词和 1530 个汉语经贸新词进行比较和研究。定性分析主要用于英汉经贸新词构词种类及其认知机制的研究，定量分析和英汉比较主要用于英汉经贸新词的数据统计和其他方面的比较。

研究发现：第一，概念合成理论对英汉经贸新词，特别是英汉复合经贸新词、英汉转换经贸新词、英汉派生经贸新词等具有很强的解释力，四个心理空间的映射模式能较好地解释英汉经贸新词意义的整个动态在线构建过程；第二，无论是

从构成方式、语义特点，还是从社会文化特征来看，英汉经贸新词的共性都远远大于其差异。共性的存在可归因于其背后人类共同的认知心理和认知机制，即不同心理空间的映射和概念合成；差异的产生可追溯到其不尽相同的地理、历史与文化等因素。

本研究存在的不足：第一，因为复合词内部结构较为复杂和篇幅有限的缘故，本文只着重讨论了由两个名词组合而成的英汉复合经贸新词，对其他复合经贸新词的研究比较薄弱；第二，英汉经贸新词与其他领域词汇在语义合成机制上是否相同，没有做出比较分析。这些都有待我们今后做进一步的学习和探讨。

关键词：经贸新词；构词形式；比较研究；概念合成；认知机制

Abstract

Neologisms refer to the words created with new forms, new meanings or new usages to express new things, new phenomena, new concepts and new ideas. They are the mirror of our society and attract many scholars. Since the late 1970s, globalization has speeded up and such fields as world politics, economy and trade, culture and education, science and technology, etc. have been developing unprecedentedly. Among them, huge changes in economy and trade dominate over others. Under this background, neologisms of economy and trade in both English and Chinese have mushroomed, which deserve our careful study.

Among the researches on neologisms of economy and trade, some have discussed Chinese business words from the perspective of the external causes for their vocabulary change; some have explored the formation rules of English business new words; some have conducted a rhetoric study of the translation of new Chinese economic words. But few have conducted cross-language studies of the very subject of neologisms of economy and trade, and still fewer have looked into the subject from the perspective of cognition.

Based on the previous studies, first, this thesis discusses the interpretation processes of neologisms of economy and trade by adopting conceptual blending theory to reveal their common cognitive mechanism in light with their common formation types; then, with the statistics we have done, this thesis compares a large number of English neologisms of economy and trade with Chinese ones from three different aspects, namely the aspects of formation features, semantic features and sociocultural features to explore their great similarities and slight differences behind their common cognitive mechanism.

Our data mainly come from four dictionaries and a website, They are *A Dictionary of New English Words* (1996), *20th Century Words* (2002), *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002), *A Dictionary of Chinese Neologisms* (2003) and a website of English new words,

www.wordspy.com.

Methods of qualitative and quantitative analyses and a comparative study of English and Chinese are synthesized in this thesis to analyze and compare 443 English and 1,530 Chinese neologisms of economy and trade collected. The method of qualitative analysis is introduced to discuss the formation types of neologisms of economy and trade in English and Chinese; the methods of quantitative analysis and a comparative study of English and Chinese are applied to work out the statistics and compare the data we collected.

The major findings of this thesis lie in two points: first, the conceptual blending theory has strong explanatory power in the analysis of neologisms of economy and trade, especially in compound words, converted words and affixed words. The mapping models of the four mental spaces can effectively explain the on-line processes of the meanings of neologisms of economy and trade in English and Chinese. Second, the similarities between English and Chinese neologisms of economy and trade far outweigh their differences, from the analysis of their formation features, their semantic features, or their sociocultural features. These great similarities, to a great degree, result from our human cognitive psychology and their common cognitive mechanism, which boil down to the mappings and conceptual blending processes of different mental spaces, while the slight differences mainly result from their different geographical, historical, cultural conditions and so on.

The limitations of this thesis include: firstly, due to the complexity in the structures of compound words and the lack of space in the thesis, we have only dealt with the compounds composed of two nouns, ignoring the analysis of other compound words. Secondly, we have failed to go further for a comparative study of the semantic cognitive mechanism of words in other fields other than those in neologisms of economy and trade in English and Chinese. They are left behind for our future studies.

Key Words: neologisms of economy and trade; word formation; comparative study; conceptual blending; cognitive mechanism

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Introduction

With the rapid development of society, all languages change a lot in such aspects as phonetics, lexicon and syntax. According to Mr. Hu Zhuanglin (2001: 96), "Changes in lexicon strike our eyes most quickly and easily." The changes of lexicon include the emergence of neologisms, the loss of words, and the changes of lexical meaning, among which the emergence of neologisms has always been an attractive research subject to language researchers.

In the past 30 years, with the intimate economic cooperation between countries, neologisms of economy and trade are constantly swarming into both English and Chinese. The manifestation lies in the following two aspects:

On the one hand, many English neologisms of economy and trade have come into being. John Ayto mentioned in his *20th Century Words* (2002: Introduction, viii): "The 1980s were the decade of money, typified both by financial jargon and by the lifestyle terminology of those who made and enjoyed it", and such neologisms of economy and trade as *cash back, carbon tax, telemarketing, telebanking* emerge in large numbers.

On the other hand, numerous Chinese neologisms of economy and trade have sprung up. We've noticed that more than half items of the 2,200 neologisms from *Xinhua Dictionary of New Words* (2003) are about economy and trade, such as 欧元, 涨停板, 跌停板 and so on. And a great number of the over 6,000 items of neologisms from *Modern Chinese Dictionary* (2005) are also about economy and trade, such as 转轨, 下海, 跳楼价, 无形资产, and so on.

Through careful analysis of the data, we find some specific reasons for the emergence of neologisms of economy and trade in English and Chinese. Six major reasons are listed as follows:

Firstly, the diversification of marketing methods provides many neologisms in both languages. For example, there're *shuttle trading, street sweep, ambush marketing, balloon financing, telemarketing* and so on in English and 倒款, 倒汇, 引资, 独资,

传销, 直销 and so on in Chinese.

Secondly, the development of monetary and business systems changes the way capital flows and the condition in which money circulates, and thus brings many neologisms of economy and trade. For example, there're *capital flight, boomflation, offshore account, moneyman, store card, cash dispenser* and so on in English and *偿贷, 长款, 承包制, 二元化结构, 工贸结合, 连锁商店, 弱弱联合, 金融大鳄, 金融风暴,* and so on in Chinese.

Thirdly, the prosperity of stock market leads to the emergence of a great number of neologisms of economy and trade in English and Chinese. Because the stock market is apt to change, average stockholders need some professional *chartist* or *quat jock* to guide them to *buy in* or *buy out* various stocks or funds like *gilt warrant, Tubby, vulture fund,* etc. Nowadays in China, many people *炒股*. They analyze *大盘* to buy *A 股, B 股, H 股* or *S 股* and so on. Sometimes, they are *蓝筹股* or *绩优股,* but sometimes, they may be *绩差股* or *绩劣股.* And when lucky, it may be *牛市,* while unlucky, it is *熊市.*

Fourthly, the technology of computer and the Internet quickly spreads to commerce, leading to the emergence of many neologisms of economy and trade. People now can conduct *cyber-shopping* by paying *cyber-money* easily, and *cyber-commerce* flourishes to its summit. There're also *网络服务商, 网络经济, 网络营销, 网上银行, 电子货币, 电子银行* and *电子商务* in Chinese.

Fifthly, the enormous improvement of our living standard has also introduced many neologisms of economy and trade. For example, in English, *CEO (Chief Executive Officer)* is not rare any more, and *CTO (Chief Technology Officer), CFO (Chief Financial Officer), CIO (Chief Information Officer), COO (Chief Operation Officer)* and *CGO (Chief Government Officer)* come out one after another; and in Chinese, besides *蓝领,* we've got *白领, 灰领, 金领, 粉领* and so on.

Sixthly, due to the new policies made by many countries, there're also many neologisms related. For example, there're *Euro, European Money System, single currency, Eurodollar, Reaganomics, EEC (European Economic Community), OPEC (Organization of Petroleum Exporting Countries), WTO (World Trade Organization)*

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and so on in English, and 北煤南运, 出口转内销, 粗放经济, 东西联动, 对外开放, 多极化经营, 减税让利 and so on in Chinese.

Knowing that either English or Chinese has been greatly influenced by the changes in economy and trade, it's necessary and important for us to look into the very subject of neologisms of economy and trade in both languages. While, scholars have seldom looked into the very subject of neologisms of economy and trade and conducted cross-language studies, much less have they studied the subject from the perspective of cognition. This thesis titled *A Cognitive Semantic Approach to Neologisms of Economy and Trade* is composed to make up for the limitation of previous studies, and hence, it is of some significance:

Firstly, this thesis is of significance to businessmen and students of business major. Neologisms of economy and trade in this thesis will facilitate their abilities in speaking, reading and writing English and Chinese business materials such as negotiations, contracts, newspapers, magazines and documents.

Secondly, this thesis can help us understand the needs of the multitude better. Neologisms of economy and trade in English and Chinese are being frequently used, and they epitomize the creativity and productivity of languages. So by analyzing them, we can have a better understanding of the needs of the multitude and the trend of the economic changes, and then we can take better measures to keep a balance between them.

Thirdly, this study can help enlarge the research field of linguistics. This thesis raises a new research subject that the blending theory may be also effective to the interpretation of other words in other fields as well as in neologisms of economy and trade, since they have similar formation types. And hence, this thesis can help enlarge the research field of linguistics, especially that of cognitive linguistics.

Fourthly, the study in this thesis makes contribution to strengthening the explanatory power of conceptual blending theory. From the interpretation processes of compound words, converted words, affixed words, shortened words and loan words, the conceptual blending theory put forward by Gilles Fauconnier proves to have a strong explanation to the neologisms of economy and trade in English and Chinese.

In this thesis, we've collected many English neologisms of economy and trade from *A Dictionary of New English Words* (1996), *20th Century Words* (2002), *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002), a website for English new words: www.wordspy.com, and also a large number of Chinese ones from *A Dictionary of Chinese Neologisms* (2003). First, based on the data, we apply qualitative approach to analyzing the common five formation types respectively. Second, we adopt conceptual blending theory to discuss their interpretation processes and explore their common cognitive mechanism. At last, adopting quantitative analysis, we conduct a comparative study of them from three aspects namely their formation features, semantic features and sociocultural features.

This thesis is divided into four chapters along with an introduction and a conclusion chapter. The organization of this thesis is as follows:

Introduction briefly introduces the research object, the research background, the reasons for the emergence of neologisms of economy and trade in English and Chinese, the significance, the general idea, the data collection, the methodology, and the organization of this thesis.

Chapter One reviews the previous studies. Definitions of neologisms in addition with the definition and previous studies of neologisms of economy and trade are included here. By reviewing the previous studies, we find that few researchers have conducted cross-language studies of the very subject of neologisms of economy and trade in English and Chinese, and that still fewer have looked into the subject from the perspective of cognitive semantics. The literature review provides us the significance of this thesis as well as the success of the previous studies.

Chapter Two presents the theoretical framework and the methodology of this thesis. We first give a brief account of the conceptual blending theory, including its origin—mental space theory and its major viewpoints. Then, we probe deeper into its cognitive mechanism of semantic integration. At last, we give an account of the research methods used in this thesis, which include the method of qualitative and quantitative analyses, and the method of a comparative study of English and Chinese.

Chapter Three is the application of conceptual blending theory to the

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interpretation of neologisms of economy and trade in English and Chinese. We first discuss the formation of neologisms of economy and trade in both languages and find out that they're mainly formed through the same five ways, namely compounding, conversion, affixation, shortening and borrowing. Then we interpret the five types respectively to reveal the common cognitive mechanism behind these two languages. At last, we summarize the cognitive mechanism of neologisms of economy and trade in English and Chinese, raising the supposal that conceptual blending theory should also be effective to the words in other fields.

Chapter Four is a comparative study of neologisms of economy and trade in English and Chinese. In order to find out their similarities and differences, we compare the two collections of data from three aspects, namely the formation features, semantic features, and sociocultural features. We find that the similarities between them are greater than their differences. The great similarities boil down to the common cognitive mechanism behind them, while the slight differences may lie in their different geographical, historical, cultural conditions, etc.

At last, we come to the final conclusion. Here, the general idea of this thesis is summarized, the major findings are listed and the limitations are displayed, too.

Chapter One
· Literature Review

The study of neologisms has had a long history, but the specific study of neologisms of economy and trade is a relatively new subject. In this chapter, first, we're going to introduce the definition of neologisms of economy and trade by discussing the previous definitions of neologisms; then, we'll go over the previous studies of neologisms of economy and trade to find their limitations as well as their contributions.

1.1 Definitions of Neologisms and Neologisms of Economy and Trade

According to *Longman Dictionary of Contemporary English* (2003: 1009), a neologism is "a new word or expression, or a new meaning for an older word". It shows that neologisms include the newly created words and the words with new meanings. This feature is the essence of the definition of neologisms.

According to *The Oxford Dictionary of New Words* (1998: iii), "...a new word is any word, phrase or sense that came into popular use or enjoyed a vogue in the given period". This shows that a neologism also has something to do with a certain period of time. That is to say, it is related not only to its meaning, but also to the time when it appears. These two features are included in almost all other definitions of neologisms.

John Ayto pointed out in his dictionary *The Longman Register of New Words* (1989: Introduction): "By definition, the introduction of new words, and of new meanings for old ones, reflects developments and innovations in the world at large and in society."

Charence L. Barnhart and his colleagues wrote in *A Dictionary of New English* (1973: Preface, 7): "By 'new English' we mean those terms and meanings which have come into the common or working vocabulary of the English-speaking world during the period from 1963 to 1972."

Li Xingjian, Cao Congsun, Yun Jingkui (1993: 3) pointed out: "Neologisms are like other vocabulary members, which have to do with the scope, the number and the phenomena of multiple meanings and explanations."

Sheng Mengying (1987: 2) noted: "By lexicology, generally speaking, neologisms refer to those words and phrases, even sentences which are created according to the word formation, to keep in step with the development of the society, science and culture by taking advantage of the existing sources of formation."

Miu Zhe, Qiu Xiaogang, Luo Tuo, Yang Shuying (1994: Preface) considered: "Generally speaking, neologisms are words which have come into the vocabulary after the mid-80s of the 20th century; some of the words might appear earlier, but if they have been popular till now, or if they have gained new meanings later, we also accept them as new words."

Kang Shiyong, Liu Hairun (2003: Preface, 19) proposed: "Neologisms can be defined as those words which are formed through various ways with new forms, new meanings or new usages which are not possessed by common traditional words."

Yu Genyuan (1994: Preface, 1) stated that in his *Modern Dictionary of Chinese New Words*, he had collected over 3,710 items of new words, new phrases and new usages from 1978 when China started the policy of reform and opening up to 1990.

Li Xingjian, Cao Congsun, Yun Jingkui (1989: Preface) put neologisms as an average: "As to the definition of neologisms, there's a common saying at present. A neologism is a newly created word, phrase or sentence representing a new concept."

To sum up, we find that different scholars have different definitions of neologisms because of the different backgrounds and time span of their researches. Therefore, according to the background and time span of this thesis, we can define neologisms as words created with new forms, new meanings or new usages to express new things, new phenomena, new concepts and new ideas from the late 70s of the 20th century up to the present. And hence, neologisms of economy and trade can be defined as neologisms which are those of economy and trade, including neologisms of banking, taxing, and stocks.

1.2 Previous Studies of Neologisms of Economy and Trade

Researches on neologisms have become a specialized subject of language. In fact, there are two main approaches to the studies of neologisms, the compilation of dictionaries and the composition of academic articles and works.

On the one hand, the studies on neologisms are in step with the compilation of dictionaries. There are numerous dictionaries of neologisms both in English and Chinese, such as *A Dictionary of New English* (1980), *The Longman Register of New Words* (1989), *Fifty Years among New Words: A Dictionary of Neologism* (1991), *20th Century Words* (2002), *The Oxford Essential Dictionary of New Words* (2003) and so on in English, and *New Words, New Expressions and New Meanings* (1987), *A Dictionary of Chinese New Words* (1991), *A Dictionary of New Words and New Expressions* (1989, 1993), *A Modern Dictionary of Chinese Neologisms* (1994), *A Dictionary of New Words* (1993), *A Dictionary of Chinese Neologisms* (2003) and so on in Chinese.

On the other hand, there are also a great many academic articles on neologisms which involve various fields, such as morphology, semantics, sociolinguistics, cultural linguistics and cognitive linguistics. For instance, Wang Rongpei (2000) studied the classifications of neologisms; Liu Yingxin (2004) discussed the semantic changes of neologisms; Li Jianguo (1997) proposed the cultural, social, and linguistic perspectives on neologisms; Zhou Hongbo (1993) made it clear that neologisms were mainly nouns, verbs and adjectives; Wang Rongpei (2003) pointed out that a study of the neologisms from the perspective of cognitive linguistics would greatly enhance the understanding of them; Lu Jiaying and Xiao Yunchu (2006) analyzed the neologisms made up of two nouns and the neologisms made up of an adjective and a noun from the perspective of cognitive semantics; Yan Chunyan and Liu Jianli (2006) discussed the formation process of neologisms based on the prototype theory, etc. Of the previous studies, many linguists and scholars have gone very far to explore the formation types of neologisms. For example, Algeo (1991: 14) found that new words could be formed through compounding, affixation, shortening, shifting, borrowing

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and other sources by analyzing the new words he collected; Lu Guoqiang and Lu Jidong (1996: Preface, 1-3) mentioned that neologisms could be formed through composition, shortening, back-formation, conversion and borrowing; Zhang Yihua (2003a: 5-9) concluded that there were mainly five types of word formation of neologisms, namely compounding, shortening, figurative creating, onomatopoeia and borrowing.

These two main approaches to the studies of neologisms are different but related. The compilation of dictionaries provides the vocabulary of neologisms, while the academic articles study neologisms from different aspects, taking advantage of linguistic theories and elucidating certain ideas. At the same time, dictionaries provide the sources of data for the studies of academic articles and works, and the studies of academic articles and works on the contrary promote the compilation of dictionaries.

The world has witnessed great changes in such fields as economy and trade, science and technology, education, and so on. Hence, neologisms can be classified into different fields accordingly. The major classifications are as follows:

Firstly, the changes in economy and trade have brought about a large number of neologisms of economy and trade. For example, there're *bubble economy (泡沫经济)*, *grey economy (灰色市场), telebanking (电话银行服务), telemarketing (电话推销)*, etc.

Secondly, the progress of science and technology has led to neologisms of science and technology. For example, there're *back up (备份), flip phone (翻盖式手机), paternity test (亲子鉴定)*, etc.

Thirdly, the rapid development of education has caused numerous neologisms of education. For example, there're *distance learning (远程教育), Project Hope (希望工程), brain drain (人才外流)*, etc.

Fourthly, the attention paid to our environment has also provided many neologisms of environment. For example, there're *global warming (全球变暖), green revolution (绿色革命), eco-agriculture (生态农业)*, etc.

Of so many neologisms, this thesis focuses on neologisms of economy and trade in English and Chinese. While, according to our practical survey, there're few studies

of neologisms of economy and trade, and these few studies and their limitations are presented as follows:

First of all, few researchers have classified neologisms into the field of economy and trade. For example, Yuan Yuan (2006) discussed the new business words from 1990 to 2002 in Chinese from two aspects, namely linguistics and society. Ma Ling (2007) explored the formation of neologisms in business English. But neither of them has done a cross-language study.

Secondly, fewer researchers have conducted cross-language studies of the neologisms of economy and trade in English and Chinese. For example, Ren Rong (2004) wrote *The Economic Penetration in Language in a Perspective of English and Chinese Neologism* and Gu Xuegang (2006) studied *A Rhetoric Study of the Translation of New Chinese Economic and Political Vocabulary*. But they ignore the specific aspect of economy and trade.

According to our practical survey, much less have the scholars studied the very subject of neologisms of economy and trade in English and Chinese from the perspective of cognition.

1.3 Summary

This first chapter serves as the chapter of a literature review, and it is mainly composed of two sections. The former section is an overview of previous studies of the definitions of neologisms, which is arranged here to introduce the specific definition of neologisms of economy and trade. The second section is an objective review of previous studies of neologisms of economy and trade, which tells us the limitations as well as the significance of such studies. After the presentation, we can see that few researchers have conducted cross-language studies of the very subject of neologisms of economy and trade in English and Chinese, and fewer have studied the subject from the perspective of cognition. Hence, this thesis proves to be of considerable necessity and significance.

Chapter Two

Theoretical Basis and Research Methods

2.1 Conceptual Blending Theory

Conceptual blending theory, which is also called conceptual integration theory, or blending theory for short, was proposed by American cognitive linguist Gilles Fauconnier and his colleagues. Having a strong power to explain various language phenomena including the phenomenon of neologisms, it is a very important theory in cognitive linguistics. Generally speaking, conceptual blending theory has gone through two periods, the origin period of mental space theory and the development period of conceptual blending theory. In this section, we are going to give a brief description to the theory which serves as the theoretical basis for the explanation of the on-line meaning construction of neologisms of economy and trade in English and Chinese.

2.1.1 Development of Conceptual Blending Theory

According to Fauconnier, conceptual blending theory is developed from mental space theory.

Mental space theory was first proposed in 1978 to deal with the problems of references and presuppositions in reaction to the mainstream views of meaning. Then in one of his representative works *Mental Space* published in 1985, Fauconnier discussed the concrete cases of how mental spaces were constructed, denoted and distinguished through different linguistic expressions in the processes of on-line meaning construction of natural language. Finally, he posited mental space theory which mainly covered three respects, namely mental spaces, mappings and general principles. It presented that mappings happened between mental spaces in the light of the principles governing the operations.

Mental spaces are small conceptual packages set up by the language that the speaker uses when he is engaged in talking or speaking. They contain a partial

representation of the entities and relations of particular situations perceived, imagined, remembered or understood by a speaker. And they are generally used to partition the information evoked by series of mental spaces and connections between them and model the dynamic mappings in thought and language.

Mappings here refer to the mental-space mappings which operate to link mental spaces which are set up in discourse and account for logically puzzling properties of various types of phenomena, such as counterfactuals, the hypothetical, quantification, narrative tenses and deictics, indirect and direct discourse (Fauconnier 1997: 12).

The principles governing the operations make the mappings between mental spaces possible and reasonable. Among various principles, there are Identification Principle or Access Principle, Indefinite Interpretation Principle, Definite Interpretation Principle, and so on. Being one of the crucial and fundamental principles, Identification Principle states that an expression that names or describes an element in one mental space can be used to access a counterpart of that element in another mental space (Fauconnier 1994: 3, 1997: 41).

Let's give an example to show how the three aspects of metal space theory are operated in the following sentence:

Lily, the once beautiful lady, becomes an old woman now.

The speaker sets up a memory space presenting the information of "beautiful lady", and a reality space presenting the information of "old woman". Fauconnier's Identification Principle allows the description of Lily in memory space to be used to name her counterpart in reality space. Thus "the beautiful lady" describing Lily in memory space can be used to describe Lily in the reality space. That is to say, there exists a mapping between the two mental spaces in the light of the Identification Principle which governs the operation.

Mental space theory was first used to solve problems of indirect anaphora as well as opaqueness of anaphora, but later proved to be effective in describing various semantic and pragmatic phenomena (Fauconnier & Sweetser 1996, Fauconnier 1997).

2.1.2 Major Viewpoints of Conceptual Blending Theory

Based on the mappings between precisely two mental spaces in mental space theory, conceptual blending theory was initiated by Fauconnier & Turner (1994) who regard blending as a cognitive process that operates over mental spaces and whose operational value ranges over probably all cognitive phenomena. Then it was first formally proposed in *Mappings in Thought and Language* by Fauconnier (1997) who thinks that the on-line meaning of the natural language can be constructed, and that conceptual blending is a cognitive operation to construct meaning which involves four mental spaces as we think and act creatively. Central to the conceptual blending theory is the notion of the conceptual integration network, an array of mental spaces in which the processes of conceptual blending unfold (Fauconnier & Turner 1998). A basic conceptual integration network contains four mental spaces and the operation between spaces.

The four spaces are two input spaces, a generic space and a blended space. The operation between spaces contains the cross-space mapping and the selective projection between mental spaces. Here, we'd like to introduce these important concepts in detail.

Input spaces: there are generally two input spaces in the network which are input space 1 and input space 2. They have some structures or elements corresponding with each other. But sometimes, if necessary, there could be more input spaces.

Generic space: it has some common, but usually more abstract structures or elements shared by input spaces and in turn maps onto each of the input space and defines the core cross-space mapping between them. That is to say, the generic space is constituted by the abstract structure which is abstracted from the two input spaces.

Blended space: the elements from two input spaces are required to partially project into a mental space called the blended space where the elements combine and integrate. Generic space and blended spaces are related but different. Blended space contains not only the shared structure in the generic space, but also its own specific elements not included in the generic space. These elements embody the creativity in conceptual blending, and hence they are very important for the meaning construction.

Cross-space mapping: it is a partial mapping of counterparts between input space

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1 and input space 2. Such counterparts are of many kinds, such as connections between frames and roles or elements in frames, connections of identity or transformation or representation, metaphoric connections, etc. The cross-space mapping is usually represented by a solid line in figures.

Selective projection: in blending, structures and elements from input spaces are partially projected to the separate blended space, the projection is selective. That is to say, not all elements and relations in the input spaces, but only those that could be used to establish the emergent structure in the blended space are projected to the blended space, so it is called selective projection. It always happens unconsciously in meaning constructions and it is usually represented by a dotted line in figures.

2.1.3 Cognitive Mechanism of Semantic Integration

According to *The Way We Think* (2002) by Fauconnier & Turner, conceptual blending is a basic psychological cognitive mechanism which goes through almost all cognitive activities. And it deals with on-line dynamical cognitive work people do to construct meaning for local purposes of thought and action (Fauconnier & Turner 1998). Since conceptual blending is a general cognitive operation used to construct meaning, let's illustrate the cognitive mechanism of the semantic integration.

Generally speaking, conceptual blending involves four mental spaces and the mappings or projections between them.

Prior to the blending, there exist two input spaces, input space 1 and input space 2, which represent their respective concepts and elements. First of all, counterparts in these two input spaces are partially mapped onto each other, and a cross-space mapping which reflects a more abstract structure common to them is established between them, as shown in Fig. 2-1 (Fauconnier 1997: 150), in which circles represent mental spaces, points in the circle stand for elements and the solid lines show the counterpart connections (ibid). The cross-space mapping is straight forward.
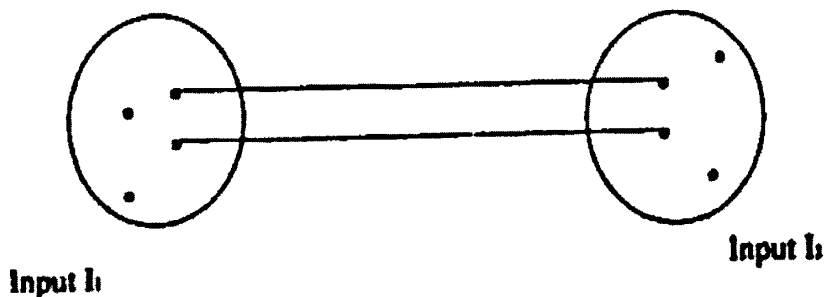
Figure 2-1   Cross-space mapping

This abstract structure is constructed in a third space, the generic space, which maps onto each of the input space and defines the core cross-space mapping between them as in Fig. 2-2 (Fauconnier 1997: 150). The dotted lines represent the projection of concepts (ibid).
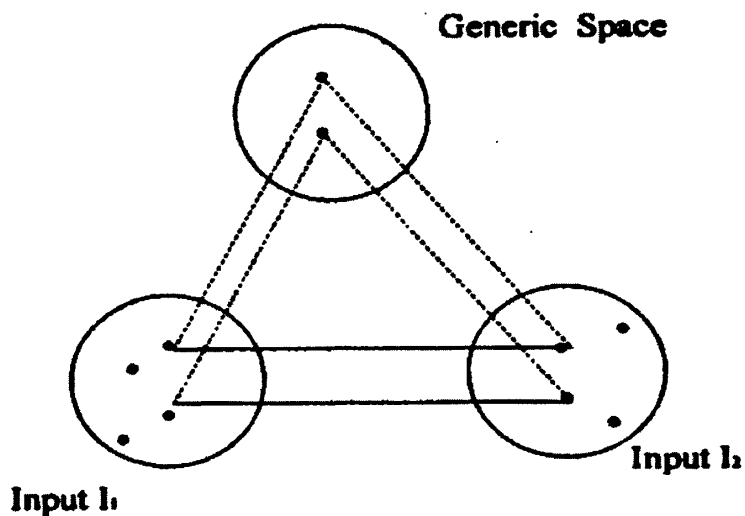

Figure 2-2   Projection between generic space and the two input spaces

At the same time, counterparts from the two input spaces are partially projected into the fourth space, the blended space, as shown in Fig. 2-3 (Fauconnier 1997: 150). Only those that could be used to establish the emergent structure in the blended space are projected to the blended space, so, the projection is selective.
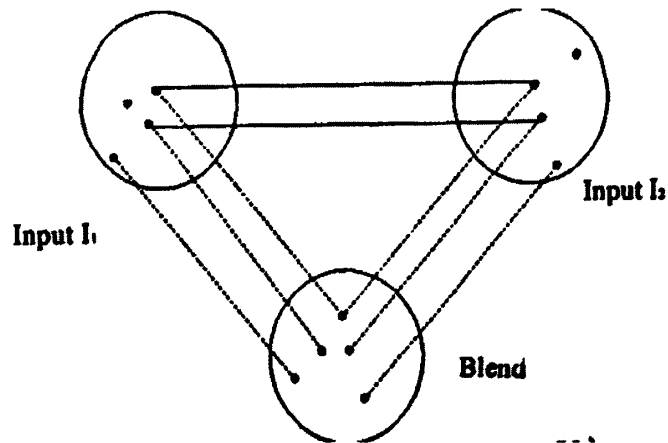
Figure 2-3   Selective projection between blended space and the two input spaces

Besides inheriting the partial structure and elements from each input spaces, the blended space develops an emergent structure which is not provided by the input spaces but generated through three processes which are composition, completion and elaboration, as shown in Fig. 2-4 (Fauconnier 1997: 151). The selective projection from input spaces to blended space indicates that when counterparts are projected into the blended space, they may be fused into a single element or projected separately. The square inside the blended space represents the emergent structure (ibid).
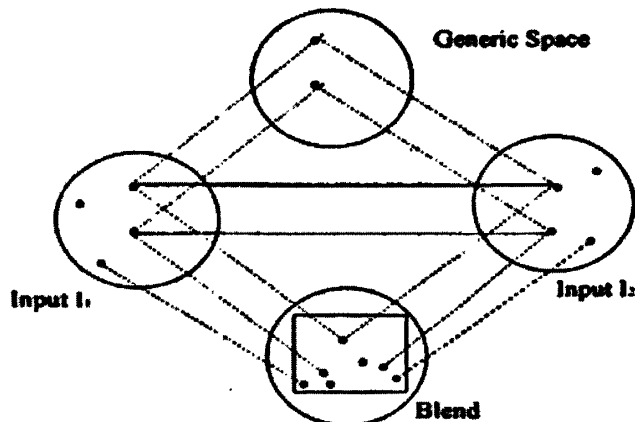

Figure 2-4   Conceptual blending network

From the above illustration, we can see that the conceptual blending boils down

to the generation of the emergent structure which contains a structure that is not provided by the input spaces. And the generation involves three processes: composition, completion and elaboration.

Composition: firstly, the blended space composes part of elements, structures or frames from each input space. Some of them may stay as separate elements and some may be created or fused into new relations (as shown in Fig. 2.4), this process is called composition which involves the "fusion" of elements from the two input spaces and may result in unrealistic representations. It is the most straightforward process since we recruit a range of elements, structures or frames without our recognizing it consciously.

Completion: the second blending process is completion which brings additional structure to the blended space. In this process, the knowledge of background frames, cognitive and cultural models allows the composite structure to project into the blended space to be viewed as part of a larger self-contained structure in the blended space which is integrated now. It is the completion pattern that occurs when structure in the blended space matches information in one's long-term memory.

Elaboration: the structure in the blended space can then be elaborated. According to the elements and operations that have already been established for it, this process consists of cognitive work performed within the blended space, and it is a process which develops the blended space through imaginative mental simulation according to the principles and logic in it, and finally develops a new structure that doesn't exist in each input space.

But we should make the point clear that the development of emergent structure is an on-line cognitive process, so it's dynamic. We use static figures and processes here just in order to make the dynamic cognitive process well understood (ibid).

In a word, in conceptual blending theory, the cognitive mechanism of the semantic integration boils down to the blending processes in which elements or structures from mental spaces project into or map onto the blended space to develop emergent structure and promote creative conceptualizations.

2.2 Research Methods

This thesis aims to explore the cognitive mechanism of neologisms of economy and trade in English and Chinese in addition with the similarities and differences between them. Besides the research theory of conceptual blending theory, it should also be based on certain research methodology. With regard to methodology, two kinds of methods are used in this thesis. First of all, we conduct a detailed qualitative analysis to explore the commonalities in the formation types of neologisms of economy and trade. Then the methods of quantitative analysis and a comparative analysis of English and Chinese is undertaken to seek out the similarities and differences between them.

2.2.1 Method of Qualitative and Quantitative Analyses

In this thesis, we base our data on the neologisms of economy and trade in English and Chinese from four dictionaries and a website, which are respectively *A Dictionary of New English Words* (1996), *20th Century Words* (2002), *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)*(2002), *A Dictionary of Chinese Neologisms* (2003) and the website for English new words: www.wordspy.com. English neologisms of economy and trade mainly come from *A Dictionary of New English Words* (1996), *20th Century Words* (2002), the supplement of *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002)and the website for English new words: www.wordspy.com. While the Chinese new words mainly come from *A Dictionary of Chinese Neologisms* (2003). All these data are collected manually.

The qualitative and quantitative analyses are adopted in this thesis.

Firstly, we put the data collected to qualitative analysis, finding out both English and Chinese neologisms of economy and trade can be classified into five formation types, namely compounding, conversion, affixation, shortening and borrowing. This makes the following cognitive analysis and the comparative study between them easier.

Secondly, we adopt quantitative analysis to find out some of the similarities and differences between them. We work out the statistics to compare the similarities and differences between neologisms of economy and trade in English and Chinese from aspects of word-formation types, semantic features and sociocultural features.

2.2.2 Method of a Comparative Study of English and Chinese

In this thesis, we also adopt the method of a comparative study of English and Chinese. The method of comparison has been applied to conducting linguistic researches in China from the early 1990s (Wei Zhicheng 2003: 1).

The method of the comparative study of English and Chinese is involved in this thesis to compare the similarities and differences between neologisms of economy and trade in English and Chinese from different aspects, such as formation features, semantic features and sociocultural features.

2.3 Summary

To sum up, as the thesis unfolds, it focuses on the analysis of the cognitive mechanism of the on-line meaning construction of neologisms of economy and trade in English and Chinese by adopting the conceptual blending theory. Besides the theory, the thesis is also based on certain methodology. Firstly, the analysis is based on the qualitative analysis. Secondly, the separate collections of data in English and Chinese are finally compared together by adopting the methods of quantitative and a comparative study of English and Chinese to find out the similarities and differences between them.

Chapter Three

A Cognitive Semantic Approach to Neologisms of Economy and Trade in English and Chinese

3.1 Formation of Neologisms of Economy and Trade in English and Chinese

In the evolution of language, both English and Chinese have developed a set of formation rules to create new words to express new things, new phenomena, and new concepts in our society. Through careful analysis of our data, we find that neologisms of economy and trade in both English and Chinese are mainly formed through compounding, conversion, affixation, shortening and borrowing, which belong to the general word formation types.

3.1.1 Compounding

Compounding is a way of creating new words by joining two or more independent words or roots together. And compound words refer to "those words that consist of more than one lexical morpheme, or the way to join two separate words to produce a single form" (Hu Zhuanglin 2001: 89). They predominate in the neologisms of economy and trade in both English and Chinese.

(1) English Compound Words

In English, there are mainly two kinds of compound neologisms of economy and trade, namely endocentric compound words and exocentric compound words.

1) Endocentric Compound Words

An endocentric compound word refers to such a compound word whose part of speech is the same as that of one of its composite parts. This determinative part is called the head, and the other part is called the modifier. That is to say, the head is the word in a construction that has the same grammatical function as the construction as a whole. For example, the part of speech of the compound new word *account card* is

the same as that of *card*, they are both nouns, so *card* is the head and *account* is the modifier. There're mainly three kinds of endocentric compound words in English neologisms of economy and trade according to their parts of speech, such as nouns, adjectives and verbs, but most of them are nouns. According to the parts of speech of their modifiers, these noun compound words can be modified by a noun (N for short), an adjective (A for short) or an adverb (Adv for short), etc.

a) N+N (head)

Endocentric compound words of this type can be written in three kinds of handwriting. Some are combined together tightly, such as *pitchperson, podmall, bankassurance, moneyman*, etc. Some are combined with hyphen, such as *brand-stretching, bar-code*, etc. Others are combined with blank space, such as *account card, affinity card, affinity marketing, ambush marketing, asset stripping, balloon financing, boot sale, capital flight, cash card, cash dispenser, health tax*, etc.

b) A+N (head)

Compound words of this type have the same three kinds of handwriting as the previous type. Some are combined together tightly, such as *greenshoe, greenmail, graymail*, etc. Some are combined with hyphen, such as *free-fall*, etc. Others are combined with blank space, such as *black economy, domestic partner, golden cross, golden hello, grey market, open outcry, pink sheets, single market*, etc.

c) Adv+N (head)

We have few neologisms of this type, such as *sell-by date, aftermarket*, etc.

According to the above analysis, nouns predominate in endocentric compound neologisms of economy and trade in English, while adjectives such as *stand-alone* and verbs such as *outplace, outsource, buyout, sellthrough*, etc. are small in number.

2) Exocentric Compound Words

Contrary to endocentric compound words, an exocentric compound word refers to the word whose part of speech is different from any of its parts. For example, *not-for-profit* is neither an adverb as *not*, nor a preposition as *for*, nor a noun as *profit*, but an adjective. Exocentric compounds are far less in number.

(2) Chinese Compound Words

Chinese compound words are a little more complicated than English ones, for Chinese compound words tend to be composed of roots rather than words as mentioned in English compounds, which makes the Chinese words more flexible and the meanings more difficult. There're five types of Chinese compound neologisms of economy and trade, namely coordinate compounds, modifier-head compounds, verb-object compounds, subject-predicate compounds and supplementary compounds.

1) Coordinate Compound Words

A coordinate compound word is composed of two or more roots which have the similar or the same grammatical class, and the meaning of the whole word is generally determined by both of the roots. For example, 摆卖 is composed of two Chinese verb roots 摆 and 卖, so it is a coordinate compound word. According to the data we have collected, most coordinate compound words in Chinese neologisms of economy and trade are composed of two verb roots, such as 裁退, 调离, 调转, 降调, 开放, 拍卖 and so on. Few are composed of two noun roots, such as 票券, and fewer are composed of two adjective roots, such as 平疲, etc.

2) Modifier-Head Compound Words

A modifier-head compound word is composed of a modifier root and a head root. And the meaning of the head root dominates the meaning of the whole word. For example, in 白色收入, 白色 is the modifier of 收入，and the meaning of the whole word 白色收入 is dominated by the head root 收入. Generally speaking, the head root is a noun. Other examples are 软收入, 霸王买卖, 连锁商店, 白色消费, etc.

3) Verb-Object Compound Words

A verb-object compound word is composed of a verb root and an object root. The whole meaning is determined by the two parts, but the verb root determines the grammatical class of the compound. That is, the whole word is a verb, too. For example, 吃回扣 is composed of the verb root 吃 and the object root 回扣, and the whole word 吃回扣 is a verb. Other examples are 把蛋糕做大, 吃大户, 吃空额.

4) Subject-Predicate Compound Words

A subject-predicate compound word is composed of a subject root and a predicate root, and the meaning of the whole word is determined by both parts. For

example, there're 北煤南运, 南水北调, 南北对话, etc.

5) Supplementary Compound Words

A supplementary compound word is composed of a dominate root and a supplementary root, and the meaning of the whole word is determined by the first root. For example, 踏空 is composed of 踏 and 空, 空 is supplementary to 踏, while the meaning is mainly depends on 踏. Another example is 套牢.

3.1.2 Conversion

Conversion, in its broad sense, is another way of creating new words by converting the meanings or word-classes of old words. That is to say, there're meaning converted words and word-class converted words created through conversion.

(1) Meaning Converted Words

Meaning converted words in neologisms of economy and trade keep the old word forms, but adopt new meanings which are related to economy and trade.

1) Meaning Converted Words in English

In English, there're many converted words in neologisms of economy and trade. For example, *downsize* originally means "to narrow the size", as the phenomenon of firing employees becomes more and more popular in companies, employers start to use the euphemistic expression *downsize* to replace *fire* in order to avoid embarrassment and impoliteness. There're more examples, such as *dragon*, which often refers to an animal or a bad-tempered person, now can also mean "the Southeast Asian countries whose economy is taking off"; *flipper*, which often refers to the wing of some animals, now can also mean "the expert in stocks"; *naked* which often means "not to wear any clothes", now can also mean "risky".

2) Meaning Converted Words in Chinese

In Chinese, there're also many examples of meaning converted neologisms of economy and trade. For example, 软着陆 is often used in the field of space technology, meaning "to land gently not to destroy the flying vehicle", but now it can also be used in the field of economy and trade meaning "to take measures to settle

important business problems properly"; 跳水 is often a sport about water, but now it can also mean "the sharp fall of the price of stocks"; 出血 usually means "the bleeding of human or animal bodies", but now it can also mean "to lose money in business affairs"; 反弹 usually means "the bouncing of an object to a different direction", but now it can also mean "the price of the stocks goes up after a fall"; 肥水 usually means "the nutritious water", but now it can also mean "the benefits in business affairs".

(2) Word-Class Converted Words

Word-class converted words in neologisms of economy and trade keep the old word form, but change into another grammatical word class.

1) Word-Class Converted Words in English

In English, *cash* is often used as a noun which means "paper money", but now it can also be used as a verb which means "to pay with money"; *plastic* is often used as an adjective which means "made of plastics", and now it can also be used as a noun which means "credit cards"; *short* is often used as an adjective which means "not enough", and now it can also be used as a verb which means "to sell out the stocks completely"; *south* is often used as a noun which means "the direction opposite to north", and now it can also be used as a verb which means "to bring down the price of the stocks";

2) Word-Class Converted Words in Chinese

In Chinese, one of the examples of word-class converted words is 坚挺, which is often used as an adjective meaning "strong and straight", now can be used as a verb, meaning "the value of a currency stays stable".

3.1.3 Affixation

Affixation is a word formation process by adding affixes to the roots. The affixes can not be used independently.

(1) Affixes in English

According to the data, there are mainly prefixes and suffixes in English neologisms of economy and trade.

1) Prefixes

There're many prefixes in neologisms of economy and trade, and the major prefixes and examples are listed as follows:

a) *re-*

This prefix indicates "again, back". For example, *reinvest* means "to use money to buy shares, property, again in order to earn more interests or bring more profits". There are other examples, such as *rebrand, relaunch, restart, restructuring*, etc.

b) *narco-*

It refers to something about drugs. For example, *narcotraffic* means traffic in illegal drugs. There're other examples such as *narcodollars, narcokleptocracy*, etc.

c) *de-*

It implies "to separate, to remove or to reverse". For example, *demerge* means "to separate a company from another with which it was previously merged". There're other examples such as *destabilize, demonopolize*, ect.

d) *tele-*

This prefix means "over a distance or by means of or via telephone or television". For example, *telebanking* means "the use of the telephone as an interactive medium for promotion and sales". Other examples are *telemarketer, telepest*, etc.

e) *cyber-*

This prefix indicates the computer. For example, *cyber-shopping* means shopping on the computer. Other examples are *cyber-commerce, cyber-money*, etc.

Besides, there're other prefixes in English neologisms of economy and trade, such as *un-* meaning "not", *pre-* meaning "before", *semi-* meaning "half", *meso-* meaning "middle", etc. Examples are *unbundled, presale, semimonopoly, mesoeconomic*, etc.

2) Suffixes

Besides prefixes, there are also suffixes which are frequently used in English neologisms of economy and trade, such as:

a) *-nomics*

This suffix refers to economic policies. For example, *Reaganomics* refers to the

economic policy carried out by the fourteenth American president Ronald Reagan. More examples are *Clintonomics, Rogernomics, Thathernomics, Noddynomics*, etc.

b) *-ing*

This is a suffix forming nouns. For example, *restructuring* is the noun form of the verb *restructure.*

c) *-ize*

This is a suffix forming verbs, meaning to "cause to become or change into". For example, *demonopolize* means "to undermine or subvert so as to cause unrest or collapse". More examples are *demonopolize, cross-subsidize, monetize*, etc.

d) *-ation*

This is a suffix indicating an action, process, state, condition, etc. For example, *dollarization* means "the process of converting a country's currency to US dollars". Other examples are *boomflation, polarization, marketization*, etc.

e) *-ism*

This is a suffix forming abstract nouns. For example, *monetarism* means "the theory that inflation is caused by an excess quantity of money in an economy", and *Goulash Communism* refers to the economic system which is Communism but also allows some factors of Capitalism and so on.

f) *-ist*

This suffix refers a person who performs a certain action or is concerned with something specified. For example, *pyramidist* means "the person who makes the pyramid investment plan", and *charist* means "the expert who forecasts the stock market".

g) *-er*

This is also a suffix forming nouns which refers to a person or thing that performs a specific action. For example, *slammer* means "a person good at promoting goods", and *flipper* refers to an expert at stocks.

Besides, *-eur* in *operateur* refers to a certain person, *-less* in *cashless* means without, etc.

(2) Affixes in Chinese

There're also many affixes in Chinese, though they are not as productive as those in English.

1) Prefixes

Prefixes such as 第～, 老～, 大～, 小～, 包～, 暴～, 热～ can produce neologisms of economy and trade such as 第三产业, 第四产业, 老包, 老个, 老私, 老总, 大酬宾, 大出血, 大倒爷, 大派送, 大甩卖, 小倒爷, 小商品, 小福利, 包修, 包退, 暴跌, 暴泄, 暴增, 热购, 热货, 热销, and so on.

2) Suffixes

Suffixes such as ～子, ～霸, ～化, ～吧, ～儿, ～热 can produce neologisms of economy and trade such as 汇贩子, 水耗子, 红条子, 财霸, 票霸, 市霸, 集霸, 电霸, 水霸, 多极化, 二元化, 国产化, 商品化, 国际化, 廉价化, 劣化, 全球化, 市场化, 股吧, 话吧, 网吧, 练摊儿, 升格热, and so on.

3.1.4 Shortening

Generally speaking, shortening is a way to create words by abbreviating, clipping and blending the existing words.

(1) English Shortened Words

In English, shortened neologisms of economy and trade are mainly abbreviated words, which are created through joining the initial letters of different content words. And abbreviated words can be further classified into initialisms which are pronounced as separate letters, and acronyms, which are pronounced as words. But most of the neologisms of economy and trade in English belong to initialisms.

1) Initialisms

Firstly, some initialisms are formed through phrases whose content words are initially capitalized. For example, *WTO* comes from *World Trade Organization, EC* comes from *European Communities, EMS* comes form *European Monetary System, EMU* comes from *Economic and Monetary Union, NAIRU* comes from *Non-Accelerating Inflation Rate of Unemployment, IT* comes from *Information Technology, APEX* comes from *Advance Purchase Excursion, WIN* comes from *Whip Inflation Now* and so on.

Secondly, other initialisms are formed through phrases whose individual words are all written in small letters. For example, *EFTPOS* comes from *electronic funds transfer at point of sale*, *EPOS* comes from *electronic point of sale*, *LBO* comes from *leverage by out*, *MMDA* comes from *money market deposit account*, *SEZ* comes from *special economic zone*, *NIC* comes from *newly industrializing economy*, and so on.

2) Acronyms

OPEC or *Opec* is an example of acronyms, coming from *Organization of Petroleum Exporting Countries.*

(2) Chinese Shortened Words

In Chinese, shortened neologisms of economy and trade are mainly blended words and numeral generalized words (Huang Borong, Liao Xudong 2000: 257).

1) Blended Words

Blended words can be further classified into two types according to the blending ways.

Firstly, some are composed of the first roots of each word. For example, 国企 is composed of the first roots of 国有 and 企业, 股市 is composed of the first roots of 股票 and 市场, etc.

Secondly, some are composed of the last roots of each word. For example, 待业 is composed of the last roots of 等待 and 就业, and 待装 is composed of the last roots of 等待 and 安装, etc.

2) Numeral Generalized Words

Some shortened words in neologisms of economy and trade in Chinese are formed through generalizing the similar words by adopting numerals. For example, 两个开放 is formed through generalizing 对内开放 and 对外开放, 两户一体 is formed through generalizing 专业户, 重点户, 经济联合体, 三包 refers to 包修, 包换, 包退.

3.1.5 Borrowing

Borrowing is the way to create new words by borrowing words or pronunciations, or meanings from foreign countries. Borrowed words are also called loan words,

which come into a language from other languages.

(1) English Loan Words

In English, there're generally three types of borrowed words in neologisms of economy and trade, which are transliteration loan words, translation loan words and pure loan words.

1) Transliteration Loan Words

Transliteration loan words are adopted from other languages mainly by imitating the pronunciation. For example, *zaitech* is a transliteration loan word from the Japanese word ざいてく by imitating its pronunciation, and *perestroika* is a transliteration loan word from the Russian word *перестройка.*

2) Translation Loan Words

Translation loan words are those semantically translated words. For example, *special economic zone* is translated from the Chinese word 经济特区.

3) Pure Loan Words

Pure loan words are borrowed from another language with just slight changes. For example, *garagiste* is borrowed from the French *garagiste, ren min bi* is borrowed from *ren min bi* which is the Pinyin of the Chinese word 人民币.

(2) Chinese Loan Words

In Chinese, loan words in neologisms of economy and trade are a little different from those in English. There're four types here, transliteration, translation, pure and semi-borrowed words.

1) Transliteration Loan Words

Transliteration loan words mainly come from English words. For examples, 按揭 is the transliteration of the English word *mortgage* by adopting the dialect in Guangdong and Guangxi provinces, 纳斯达克 is the transliteration of the English word *Nasdaq*, 血拼 is the transliteration of the English word *shopping*, etc.

2) Translation Loan Words

Translation loan words are mainly translated from English, too. For example, 白领, 蓝领, 灰领, 粉领 and 金领 are from *white collar, blue collar, grey collar, pink*

collar and *gold collar* respectively, 背景音乐 comes from *background music*, etc.

3) Pure Loan Words

Pure loan words in Chinese neologisms of economy and trade are mainly abbreviations in English neologisms of economy and trade, such as *ATM, CBD, CEO, CFO, CMO, COO, CTO, OPEC, WTO, GDP, GNP, MBA*, etc.

4) Semi-Borrowed Words

A semi-borrowed word is mainly composed of a letter which is borrowed and a Chinese character which is not, such as *A 股, B 股, H 股, S 股, COM 经济, AA 制*, etc.

3.2 Interpretation Processes of Neologisms of Economy and Trade in English and Chinese

The signifier and the signified of language forms are not arbitrary, but are based on human's experience and the understanding of the objective world. That is to say, there's a necessary connection between language structures and human's experience. Zhao Yanfang (2001: 155) argues that iconicity refers to the fact that there's a necessary connection between the signifier and the signified of a language, which respectively refer to the form and the content of a language.

Let's take the neologisms of Economy and Trade in English and Chinese as an example. They seem to be arbitrary since words with the same meaning in English and Chinese have different forms. For example, Chinese character 返聘 takes the form of *restart* in English. But this Chinese form of 返聘 is not arbitrary at all inside the Chinese system. That is to say, people who first created this word did have some reasons. People first created it based on the meaning of 返 which means again, or back, and 聘 which means to employ. So it is necessary for 返聘 to deliver the meaning "to employ again". And it is the same with English neologisms of economy and trade. According to the analysis in the above sections, we have found out that both neologisms of economy and trade in English and Chinese are mainly formed through compounding, conversion, affixation, shortening and borrowing. And we can see there's a semantic similarity among them, that is, the words formed through the five

ways are generally composed of two or more semantic parts: compound words are composed of two separate semantic words; converted words are composed of two different meanings or word classes of the same word form; affixed words are composed of the affixes and the roots; shortened words are composed of the separate parts before shortening, and loan words are created through the integration of foreign words and the group of native words which have similar pronunciations, or the integration of the separate parts before borrowing. Since there are two conceptual or semantic parts, it is easy for our brains to build the two mental spaces, which makes it possible for us to analyze the neologisms of economy and trade in English and Chinese from the perspective of conceptual blending theory.

3.2.1 Interpretation Processes of Compound Words

Knowing that through conceptual blending, we can create an emergent structure in which there're new elements which don't belong to the original two input spaces. This embodies the creativity of the conceptual blending theory. Compound neologisms of economy and trade in English and Chinese which are generally composed of two old words or roots have new elements which don't belong to separate parts. From this, we can see that there are great similarities between the formation of compound words and that of the emergent structure. So let's illustrate the formation of compound neologisms of economy and trade in English and Chinese respectively by giving the examples of *affinity market* in English and *霸王买卖* in Chinese based on the conceptual blending theory.

3.2.1.1 Interpretation Processes of English Compound Words

First of all, we're going to give the English compound neologism of economy and trade *affinity market* as an example. Before the concept *affinity market* was created, there existed two metal spaces: input space 1 which consists of the concept of *affinity* in chemistry field and input space 2 which consists of the concept of *market* in economy field. According to the on-line dictionary *Kingsoft Powerword*, *affinity* in input space 1 means "an attraction or force between particles which causes them to

combine", *market* in input space 2 means "an event or occasion, usually held at regular intervals, at which people meet for the purpose of buying and selling merchandise". First of all, counterparts in these two input spaces are partially mapped onto each other, and elements like "attraction between particles", "cause particles to combine" in input space 1 and elements like "the hope of buying and selling merchandise", "cause people to meet together" are mapped onto each other. So a straight cross-space mapping is established between them, as shown in Fig. 3-1.
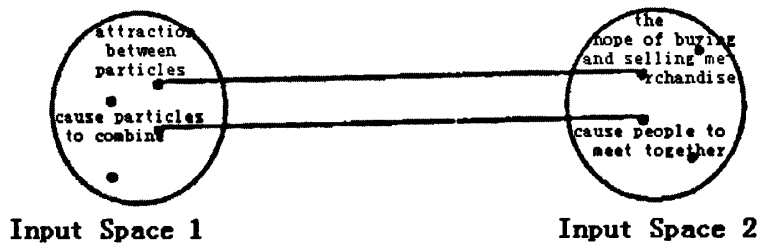
Fig. 3-1 Cross-space mapping between the two mental spaces of *affinity market*

Then the third space, the generic space maps onto each of the input space, presenting the abstract structure "things or people combine or gather for some reasons" and defining the core cross-space mapping, as shown in Fig. 3-2.
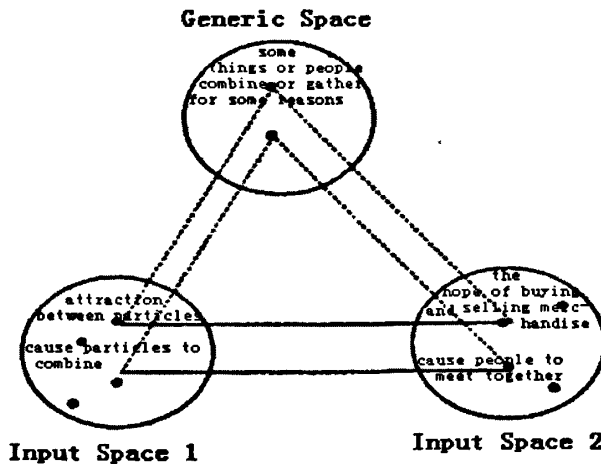

Fig. 3-2 Projection between the generic space and two mental spaces of *affinity market*

At the same time, counterparts from the two input spaces mentioned above are projected into the fourth space, the blended space. Besides inheriting the elements from each input space, the blended space, taking the abstract structure in generic space, develops an emergent structure which is not provided by the input spaces but generated through three processes which are composition, completion and elaboration. Firstly, the elements like "attraction between particles", "cause particles to combine" in input space 1 and elements like "the hope of buying and selling merchandise", "cause people to meet together" in input space 2 are composed in the blended space. Secondly, the brain adopts its own logic and cognitive abilities to complete this composition: the characteristics such as intimate, bound, closely united, can be used to modify *market*. At last, this completion is elaborated and develops *affinity card*, *affinity residue*, etc. Hence, the emergent structure is generated and the meaning of *affinity market* is developed in it. It means "the market which promotes products and labor services to members of certain communities specially" (Lu Guoqiang, Lu Jidong 1996: 5), as shown in Fig. 3-3.
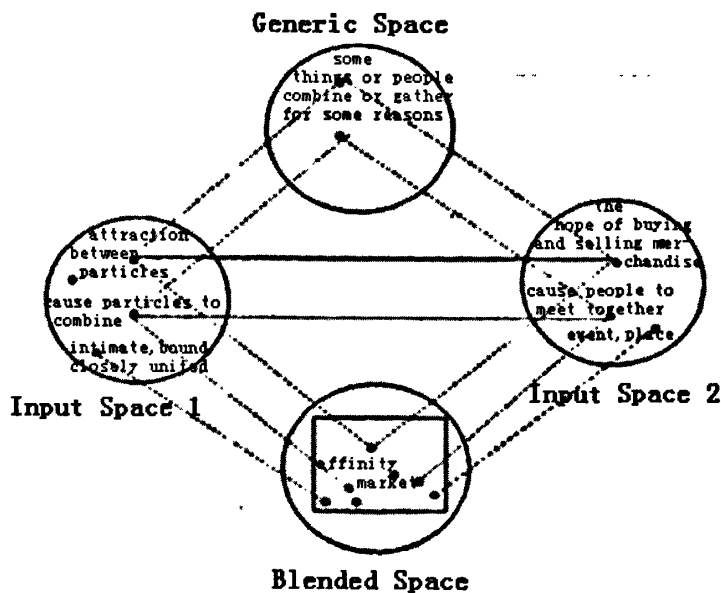

Fig. 3-3   Conceptual blending network of *affinity market*

From the above analysis, we can see that words like *affinity card*, *affinity residue*, are generated along with *affinity market*, so we may infer by the way that analogy words are the products of conceptual blending.

3.2.1.2 Interpretation Processes of Chinese Compound Words

Now, let's give 霸王买卖 as an example to illustrate Chinese compound neologisms of economy and trade based on conceptual blending theory. Before 霸王 买卖, there exist the concepts 霸王 and 买卖 which form two input spaces. According to *Chinese On-Line Dictionary* (《中华在线词典》), 霸王 in input space 1 means "a supreme lord, master, an absolute, tyrannical ruler, or any person who acts tyrannically". And 买卖 in input space 2 means "buying and selling between businessmen and customers". First of all, elements like "ruler" and "the masses" in input space 1 and elements like "businessmen" and "customers" in input space 2 are mapped together, and hence the cross-space mapping is established between the two input spaces. At the same time, the generic space is formed to map onto each input space presenting the abstract structure which defines the core cross-space mapping: someone takes some actions on his or her counterpart. Then, separate element like "act tyrannically" in input space 1 and element like "buying and selling" in input space 2, as well as the counterparts like "ruler" and "the masses" in input space 1 and "businessmen" and "customers" in input space 2 are composed into the blended space where the composition is to be completed: the characteristics of 霸王 such as tyrant and unfair can be used to modify the behavior of 买卖. This completion is then elaborated and develops 霸王买卖 along with 霸王合同, 霸王饭, 霸王房, etc. Hence the emergent structure is generated and the meaning of 霸王买卖 is blended in it. It means that "businessmen make their goods better than they are or charge the customers a higher price than it should be, or charge customers even they don't want the goods". From this, we may further verify that analogy words can be regarded as the products of conceptual blending.

3.2.2 Interpretation Processes of Converted Words

We have made it clear that both converted neologisms of economy and trade in English and Chinese can be classified into two types: meaning converted words and word-class converted words. Now let's discuss the interpretation processes of them respectively.

3.2.2.1 Interpretation Processes of English Converted Words

First of all, let's set meaning shifting converted word *dragon* and class shifting converted word *cash* as examples to illustrate the conceptual blending processes of English neologisms of economy and trade.

According to *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002: 437), *dragon* originally refers to "the imaginary animal with wings and claws, able to breathe out fire". And it now can also mean "any of the four Asian countries or regions, i.e. South Korea, Taiwan, Singapore and Hong Kong, which developed booming economies in the 1980s and 1990s in the economy field" (2002: 1939). Before the economic *dragon* was born, there's input space 1 animal *dragon* and input space 2 the four Asian countries or regions. First, elements like "the animal", "with wings, can fly" and "with claws, can breathe out fire", etc. in input space 1 and elements like "the four Asian countries or regions", "with fast development in economy" and "enhanced in overall national strength" in input space 2 are mapped onto each other and establish between them the cross-space mapping. At the same time, the generic space maps onto each input space, extracts their common abstract structure: something is powerful because of something. Then, the counterparts and some other separate elements in each input space are projected into the blended space to compose, complete and elaborate: firstly they're composed in the blended space, then our brains use our own cognitive abilities to complete the composition: words like *powerful* and *flying* which were originally only used to modify the animal *dragon* can now be used to modify the four Asian countries or regions now. At last, the completion product is elaborated: maybe someday in the

future, dragon can also be used to express something new in other fields besides economy. Hence, the new meaning of *dragon* comes into being.

Then, let's discuss the interpretation processes of the class shifting conversion *cash*. According to the on-line dictionary iCIBA (http://www.iciba.com/cash/), *cash* is originally a noun meaning "banknotes and coins, especially in hand or readily available". According to *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002: 1929), the noun *cash* which means "to pay in banknotes and coins, especially in hand or readily available", can be used as a verb, too. First, the elements of "banknotes", "coins", etc. in input space 1 and the elements of "to pay in banknotes, coins", etc. in input space 2 are mapped together, forming the cross-space mapping. And at the same time, the generic space maps onto each input space and forms the abstract structure: to use something to do things related. Then, elements of the counterparts and other separate elements in each input space are projected to the blended space to be composed, completed and elaborated by the brain's adopting its own cognitive abilities: the elements in input space 1 is the object of the action in input space 2. So the emergent structure includes the verb *cash* meaning to pay in cash.

3.2.2.2 Interpretation Processes of Chinese Converted Words

软着陆 is originally a word used in the field of space technology. According to Chinese On-Line Dictionary, 软着陆 means (a spacecraft) to land on the moon or a planet at a sufficiently low velocity for the equipment or occupants to remain unharmed. And according to *A Dictionary of New Words* (2003: 1007), this word can be used in the field of economy meaning to decrease in demand that does not result in a country's economy falling to recession. Before the economic 软着陆 was created, there exist input space 1 which includes elements like "to use a certain equipment", "to slow down the traveling speed" and "to remain unharmed", and input space 2 which includes elements like "to take certain economic measures", "to decrease and control the economic increase" and "to keep the economy stable". First of all, elements in each input space are mapped onto each other correspondently, and the

cross-space mapping is established. At the same time, the generic space mapped onto each of the two input spaces and created the abstract structure which determines the core structure and contents of the cross-space mapping: to take certain measures to achieve a goal which is unharmed. Then, the elements of the counterparts and some other separate elements in each input space are projected into the blended space and composed there. The composition is then completed: the words like take off, maladjustment and so on which used to modify the aircrafts can now be used to modify economy. And this completion can be elaborated: taking advantage of its own emergent logic and cognitive abilities, the brain creates the concepts of *危机软着陆*, *感情软着陆*, and so on besides *软着陆*.

Unlike the meaning converted words which are mainly different in meanings, word-class converted words are mainly different in grammatical functions. For example: According to *Chinese On-Line Dictionary*, *坚挺* was once an adjective meaning "strong and powerful". And according to *A Dictionary of New Words* (2003: 558), it can be used as a verb now, meaning "the value of a certain currency is stable and tends to go up". In fact, before the verb form, there are input space 1 which includes the adjective *坚挺* and its elements such as "something" is "strong and powerful", and the input space 2 which includes the elements "the value of a certain currency" is "stable or going up". First of all, the elements in each input space are mapped onto each other, forming the cross-space mapping. At the same time, the generic space maps onto each input space and forms the abstract structure: something takes on certain features or state. Then, the elements of the counterparts or some separate elements in each input space are projected onto the blended space and composed there. The composition is then completed: it is for the characteristic of strong and powerful in input space 1 that the currency can keep stable and going up. So at last, the completion is elaborated: *坚挺* is converted to be a verb. Hence the emergent structure is created.

3.2.3 Interpretation Processes of Affixed Words

We have discussed that the affixed neologisms of economy and trade in English

and Chinese are mainly formed through adding affixes to roots. So their meanings are composed of two parts: the meanings of affixes and the meanings of the roots. Now, let's take the English affixed word *reinvest* and the Chinese 热销 as examples to discuss the conceptual blending of affixed neologisms of economy and trade in English and Chinese.

3.2.3.1 Interpretation Processes of English Affixed Words

First, let's discuss the case of English affixed neologisms of economy and trade taking *reinvest* as an example.

Reinvest is composed of the affix *re-* and the root *invest*. According to the on-line dictionary iCIBA (http://www.iciba.com/re-/), the prefix *re-* in input space 1 means "back, again". And according to *Oxford Advanced Learner's English-Chinese Dictionary (Extended fourth edition)* (2002: 789), *invest* in input space 2 means "to use (money) to buy shares, property, etc, in order to earn interest or bring profit". First of all, these two elements in two separate spaces are mapped onto each other, establishing the cross-space mapping. At the same time, the generic space maps onto each input space and establishes the abstract meaning: do something again or back to do something. Then the elements in this two input spaces are composed in the blended space to be completed: use (money) to buy shares, property and so on, again in order to earn more interest or bring more profit. And this completion is elaborated to create the emergent structures: *relaunch*, *rebrand* and so on are formed in this way as well as *reinvest* which means to invest money made from investment in other investments.

3.2.3.2 Interpretation Processes of Chinese Affixed Words

Now, let's come to the interpretation of the Chinese affixed neologisms of economy and trade by analyzing the example of 热销.

According to *Chinese On-Line Dictionary*, the prefix 热 in input space 1 means "being popular". And the root in input space 2 means "selling". First of all, the elements in these two spaces are mapped onto each other. At the same time, the generic space maps onto each input space and establishes the abstract meaning:

something can be sold out and be very popular. Then, elements in the two input spaces are projected into the blended space and composed there. Then the composition is completed: selling the popular goods. At last, according to its own emergent logic and cognitive abilities, the brain elaborates the completion and created words such as 热购, 热货 and so on as well as 热销 which indicates the goods are popular and sells well.

3.2.4 Interpretation Processes of Shortened Words

From the formation analysis, we have known that the meaning of shortened neologisms of economy and trade in English and Chinese are composed of meanings of separate parts before shortened. For example: *EC* in English is the abbreviation of *European* and *Communities*, and 股市 in Chinese is short of 股票 and 市场. Now, let's take them as examples to discuss the blending processes of shortened neologisms of economy and trade in English and Chinese.

3.2.4.1 Interpretation Processes of English Shortened Words

We're going to take the English shortened word *EC* as an example. Before *EC* was created, there exist input space 1 *European* and input space 2 *Communities*. According to the on-line dictionary iCIBA, *European* means "of or relating to Europe or its inhabitants". And the word *Communities* means "groups of people having cultural, religious, ethnic, or other characteristics in common". They're two different mental spaces: input space 1 is a describing domain, and input space 2 is a content domain. First of all, these two concepts in each input space are mapped onto each other. At the same time the generic space maps onto each input space, creating the abstract structure and meaning: something with some characteristics. Then elements in the two input spaces are projected into the blended space where they are composed, completed and elaborated: the Communities has the characteristic of European, that is to say, the Communities are European communities. Finally, the emergent structure *European Communities* is created, meaning "an international organization of European countries formed after World War II to reduce trade barriers and increase

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cooperation among its members".

3.2.4.2 Interpretation Processes of Chinese Shortened Words

Now, let's see how it goes with the Chinese shortened word by taking 股市 as an example.

股市 is a blended word whose meaning is made up of 股票 in input space 1 and 市场 in input space 2. According to http://baike.baidu.com/view/2085.htm, 股票 means "the evidence given by a company to share holders entitling their holders to dividends, partial ownership, and usually voting rights". And according to http://baike.baidu.com/view/9165.htm, 市场 means "a place usually held at regular intervals, at which people meet for the purpose of buying and selling merchandise". First of all, elements in each input space are mapped together to establish the cross-space mapping. At the same time, the generic space maps onto each input space, forming the abstract structure and meaning: some place about something. Then elements in each input space are projected into the blended space to be composed, completed and elaborated: 股票 is the thing that the 市场 deals with. So finally, the concept of 股市 which is short for 股票市场 is blended in the emergent structure meaning the place where shares and stocks are bought, sold, etc.（http://baike.baidu.com/view/76932.htm）.

3.2.5 Interpretation Processes of Borrowed Words

We've known that there're transliteration loan words, translation loan words and pure loan words in neologisms of economy and trade in both English and Chinese. Besides, there's another type of loan words called semi-borrowed words in Chinese. Let's discuss them respectively.

3.2.5.1 Interpretation Processes of English Borrowed Words

Here, we are going to take the English transliteration loan word *zaitech* as an example. Before *zaitech*, there's input space 1: Japanese word ざいてく which means "wealth and technology", and input space 2 the collection words of similar

sound our brain create, like *zaiteku, zaitech, zatec* and so on. There're cross-space mappings between the two input spaces because of the similarity in pronunciation, and at the same time the generic space maps onto each input space and extracts the abstract structure of pronunciation and meaning. Then, elements in input space 1, like ざい which means "wealth", and てく which means "technology", are projected into the blended space where they are composed. Then the composition are completed and elaborated: tech is just the short for technology, so finally, we choose *zaitech* to express the meaning of ざいてく is not accidental, but inevitable.

3.2.5.2 Interpretation Processes of Chinese Borrowed Words

Now, let's look at the Chinese transliteration loan words by giving the example of 血拼. Before 血拼, there exist input space 1 the English word *shopping* and input space 2, the collection of created words with similar pronunciation, such as *xiaopin* (小品), *xuepin* (血拼), *xueping* (血瓶) and so on. Because of the similarity in pronunciation, the cross-space mapping is established between the two input spaces. At the same time, the generic space maps onto each input space and extracts the abstract structure of pronunciation and meaning. Then, elements in each input space are projected into the blended space where they are composed. At last the composition is completed and elaborated: *xuepin* (血拼) just describes the sight that people try their best to buy something in shops while shopping, so finally, *xuepin* (血拼) is the chosen one to express the meaning of shopping.

From the above analysis of loan words in English and Chinese, we notice that the two examples are both transliteration loan words. Then, what about the translation and pure loan words in both languages, and even the semi-borrowed words in Chinese? We have learnt from the analysis on formation in 3.1 that the translation loan words are translated from another language, whose meanings are made up of the separate parts in the originally language. For example, the English translation loan word *SEZ* is translated from Chinese word 经济特区, and the Chinese translation loan word 白领 is translated from English word *white collar*, whose blending processes can be viewed

as the blending processes of 经济特区 and *white collar*, which are compound words in their own languages. So they have a similar blending way as that of compound words, which we have discussed in 3.2.1. And the pure loan words are short forms of compound words or phrases too, such as pure loan word *RMB* in English and pure loan word *ATM* in Chinese whose meanings are respectively blended from *ren min bi* and *Automatic Teller Machine*. While the semi-borrowed words in Chinese are composed of letters from English and Chinese characters, their blending processes are similar to that of compound words, too.

3.3 Cognitive Mechanism of Neologisms of Economy and Trade in English and Chinese

Looking back to the above cognitive analysis of the neologisms of economy and trade in English and Chinese, we can see that every neologism, simple or complicated, easy or difficult, same or different, takes series of complex and dynamic cognitive processes in human beings' brain when it is interpreted. And the series of complex and dynamic cognitive processes of the neologisms of economy and trade come down to their cognitive mechanism.

In the processes of interpretation of neologisms of economy and trade, four mental spaces, three types of mapping, three blending steps and various cognitive abilities are involved. The four mental spaces are input space 1, input space 2, generic space and blended space. The three types of mapping are the cross-space mapping between the two input spaces, the mapping from generic space to each of the input space and the projection from the two input spaces to the blended space. The three blending processes are composition, completion and elaboration in the blended space. And the various cognitive abilities, such as association, reasoning, imagination, categorization, comparison and so on, are necessary in the interpretation processes.

Generally speaking, the cognitive mechanism of neologisms of economy and trade happens to be together with processes of interpretation of neologisms of them. First of all, elements or counterparts in each input spaces are mapped together to

establish the cross-space mapping, which involves our cognitive ability of categorization etc. At the same time, generic space which maps onto each input space is established to represent the abstract structure, which involves our cognitive abilities of association, imagination, and categorization and so on. Then, elements are projected into the blended space where they are composed, completed and elaborated, which involves our abilities of association, reasoning, imagination, categorization, comparison, and so on.

3.4 Summary

This chapter, which serves as one of the most important parts of this thesis, mainly analyzes the cognitive mechanism of neologisms of economy and trade in English and Chinese by applying conceptual blending theory. In this chapter, we first and foremost discuss the formation types of neologisms of economy and trade in English and Chinese, which offers the following cognitive analysis a solid data basis as well as a cut-in point. Then we apply conceptual blending theory to the analysis of the neologisms in both languages by giving one example to each of the types according to their formation. The interpretation processes boil down to the cognitive mechanism which involves four mental spaces, three types of mapping, three blending processes and various cognitive abilities.

Chapter Four

A Comparative Study of Neologisms of Economy and Trade in English and Chinese

Chinese is an analytic language which belongs to the Sino-Tibetan Family, while English is a relatively more synthetic language which belongs to the Indo-European Family. Hence, these two languages seem to be remarkably different. However, after our careful analysis of the data from the three aspects of formation features, semantic features and sociocultural features, we find that these two languages do share many great similarities, and the similarities outweigh the differences.

4.1 Word-Formation Features

In this section, we are going to compare the neologisms of economy and trade in English and Chinese from the aspect of formation features in order to find out their similarities and differences.

4.1.1 Types of Word Formation

In this thesis, we've collected 443 English and 1,530 Chinese neologisms of economy and trade, which are created by compounding, conversion, affixation, shortening and borrowing.

In English, there're 292 compound words accounting for 65.91 percent of neologisms of economy and trade, 36 converted words accounting for 8.13 percent, 81 affixed words accounting for 18.28 percent, 26 shortened words accounting for 5.87 percent, and 8 borrowed words accounting for 1.81 percent.

In Chinese, there're 1,055 compound words accounting for 68.96 percent, 36 converted words accounting for 2.35 percent, 105 affixed words accounting for 6.86 percent, 259 shortened words accounting for 16.93 percent, and 75 borrowed words accounting for 4.90 percent. The statistic figures are presented in Table 4-1 for a better comparison.

Formation Items　　　Languages		English	Chinese
Compound Words	Number	292	1,055
	Percentage	65.91%	68.96%
Converted Words	Number	36	36
	Percentage	8.13%	2.35%
Affixed Words	Number	81	105
	Percentage	18.28%	6.86%
Shortened Words	Number	26	259
	Percentage	5.87%	16.93%
Borrowed Words	Number	8	75
	Percentage	1.81%	4.90%
Total Words	Number	443	1,530
	Percentage	100%	100%

Table 4-1　A comparison of formation types of neologisms of economy and trade in English and Chinese

Besides, we find that both English and Chinese neologisms of economy and trade are made up of one or more independent parts. According to their language characteristics, the unit of an independent part in English is called a word, while in Chinese it is called a root. According to the survey of 443 English and 1,530 Chinese neologisms of economy and trade, we find that in English, 117 ones are composed of one word accounting for 26.41 percent, 283 ones are composed of two words accounting for 63.88 percent, 26 ones are composed of three words accounting for 5.87 percent, 9 ones are composed of four words accounting for 2.03 percent, and 8 ones are composed of five or more words accounting for 1.81 percent; in Chinese, not a single word is composed of one root, 810 ones are composed of two roots accounting for 52.94 percent, 212 ones are composed of three roots accounting for 13.86 percent, 451 ones are composed of four roots accounting for 29.48 percent, and

57 ones are composed of five or more roots accounting for 3.72 percent. The statistic figures are presented in Table 4-2 for a better comparison.

Number of Words or Roots	English (Made up of Words)	Percentage	Chinese (Made up of Roots)	Percentage
One Word or Root	117	26.41%	0	0%
Two Words or Roots	283	63.88%	810	52.94%
Three Words or Roots	26	5.87%	212	13.86%
Four Words or Roots	9	2.03%	451	29.48%
Five or More Words or Roots	8	1.81%	57	3.72%
Total Number and Percentage of Words	443	100%	1,530	100%

Table 4-2 A comparison of neologisms of economy and trade in English and Chinese according to the number of the component words or roots

4.1.2 A Comparison of Major Formation Types

The analysis of word formation in Section 3.1 and Table 4-1 convinces us of the fact that similarities and differences co-exist in the formation of neologisms of economy and trade in English and Chinese. The major similarities include the following three points:

Firstly, as shown in Table 4-1, both English and Chinese neologisms of economy

and trade are mainly formed through five ways. They're compounding, conversion, affixation, abbreviation and borrowing, with compounds enjoying a dominant proportion which account for 65.91 percent and 68.96 percent in English and Chinese respectively. There exist both meaning converted words and word-class converted words in neologisms of economy and trade in English and Chinese, and so do transliteration, translation and pure loan words.

Secondly, as shown in Table 4-2, both English and Chinese neologisms of economy and trade are mostly made up of two words or roots. For example, there're *account card, affirmative action, affinity card, buyout* and so on which account for 63.88 percent in English, and 白领, 按金, 炒更, 炒股, 持仓 and so on which account for 52.94 percent in Chinese. Besides, many neologisms of economy and trade in both languages tend to have three or more words or roots, just like phrases. For example, there're such phrase-like neologisms of economy and trade in English as *Annual Percentage Rate, car-boot sale, churn and burn, Coca-Cola Capitalism, dead-cat bounce, electronic road pricing, first-sale doctrine, grant-in-aid, just-in-time, lock-up-option, money-centre bank, meter and greeter, non-for-profit, off-floor trader, price-sales ratio, slash and burn, tax-and-spend, welfare-to-work, dividend reinvestment plan* which are made up of three words, *off-balance sheet financing, Bring Your Own Beer* which are made up of four words, and *bang out of the buck, Economic and Monetary Union Syndrome, Electronic funds transfer at point of sale* which are made up of more than five words. Also, there're Chinese ones which are made up of three roots such as 澳门币, 保护价, 产供销, 偿贷率, 超值装, 成长股, 承包制, 吃大户, 吃大项, 促销战, 打闷包, 打桥牌, 打台球, 大酬宾 and so on, and those which are made up of four roots such as 安居工程, 按盘交易, 霸王合同, 拳头产品, 超前消费, 持币待购 and so on, and those which are made up of five or more roots such as 把蛋糕做大, 标志性工程, 菜篮子工程, 茶杯子工程, 承包经营责任制, 第二次创业, 风险创业投资, 技术密集型产业, 空手套白狼, 劳动密集型 and so on.

Thirdly, we shouldn't ignore the fact that many neologisms of economy and trade both in English and Chinese can be viewed as words formed through analogy. For

example, in English, we get *white collar, blue collar, grey collar, pink collar, gold collar, bright collar* and *steel collar; CBO, CFO, CTO* and *CEO; Reaganomics, Clintonomics, Rogernomics, Thatchernomics* and *Noddynomics* and so on; and in Chinese, we have 私企, 国企, 军企, 民企, 乡企, 校企; 车市, 房市, 楼市, 球市, 邮市; 菜篮子工程, 茶杯子工程, 豆腐渣工程, 尾巴工程; 炒汇族, 工薪族, 工薪一族, 粉领一族 and so on. The reason why we haven't discussed this type of words in detail is that they can be classified into five formation types. For example, *white collar, blue collar, grey collar, pink collar, gold collar, bright collar, steel collar* and 菜篮子工程, 茶杯子工程, 豆腐渣工程, 尾巴工程 can be discussed in the classification of compound words, *CBO, CFO, CTO, CEO* and 私企, 国企, 军企, 民企, 乡企, 校企; 车市, 房市, 楼市, 球市, 邮市 can be talked about in the classification of shortened words and so forth.

These similarities may boil down to the similar experience and creativity in human being, with which people tend to make use of two or more than two existing words or morphemes to create new words.

Besides their similarities, the differences of neologisms of economy and trade in English and Chinese from the aspect of formation types are presented as follows:

First of all, compound neologisms of economy and trade in English is more complicated than those in English. That's why neologisms of economy and trade in English are clear to be classified according to their parts of speech, such as compound nouns, compound adjectives, and so on, while those in Chinese are classified according to the relationship of the inner structure, such as coordinate compounds, modifier-head compounds, verb-object compounds, subject-predicate compounds and supplementary compounds. And we still find out that affixes in English are richer and more productive than those in Chinese with the proportion of 18.28 percent to 6.86 percent, and that shortened words in English neologisms of economy and trade are far less than Chinese ones with the proportion of 5.87 percent to 16.93 percent according to Table 4-1. Here, we'd like to make it clear that English shortened words are generally composed of the first letters of each word while Chinese ones are mostly composed of morphemes of each root, so, many Chinese shortened words are

semantically interpreted the similar way as the semantic interpretation processes of compound words. For example, the shortened word 国企 is shortened from 国家 and 企业, but from another aspect, it can also be viewed as a compound made up of 国家 and 企业. And besides transliteration, translation and pure loan words which are similar to those in English, Chinese loan words include semi-borrowed words.

Secondly, although neologisms of economy and trade tend to take the form of phrase-like words, there're still some slight differences. As shown in Table 4-2, phrase-like neologisms of economy and trade in English are only 9.71% which is far less than those in Chinese which account for 47.06%, and besides, many phrase-like Chinese neologisms of economy and trade can be regarded as a composition of two words, such as 澳门币 made up of 澳门 and (货)币, 霸王合同 made up of 霸王 and 合同, 菜篮子工程 made up of 菜篮子 and 工程 and so on, but English ones can't because they are supposed to be formed by words while Chinese words seem to be formed by roots.

Anyhow, these differences are based on the similar word formation classifications, which suggest that neologisms of economy and trade in both English and Chinese belong to the same word formation system, and their similarities overweigh the differences.

4.2 Semantic Features

Word meaning consists of grammatical meaning and lexical meaning. In this section, we are going to compare neologisms of economy and trade from the aspects of their grammatical meaning and the integration of lexical meaning.

4.2.1 A Comparison of Grammatical Meaning

According to our data, among the 443 neologisms of economy and trade in English, there're 373 nouns accounting for 84.20 percent, 29 verbs accounting for 6.55 percent, 34 adjectives accounting for 7.67 percent, and 7 adverbs accounting for 1.58 percent. And among the 1,530 Chinese ones, there're 1,004 nouns accounting for 65.62 percent, 499 verbs accounting for 32.62 percent, 23 adjectives accounting for

1.50 percent, and 4 adverbs accounting for 0.26 percent. The statistics are listed in Table 4-3, in which both similarities and differences are suggested.

Languages	Statistic Items	Nouns	Verbs	Adjectives	Adverbs	Neologisms of Economy and Trade
English	Number	373	29	34	7	443
	Percentage	84.20%	6.55%	7.67%	1.58%	100%
Chinese	Number	1,004	499	23	4	1,530
	Percentage	65.62%	32.62%	1.50%	0.26%	100%

Table 4-3   A comparison of semantic relationship of neologisms of economy and trade

in English and Chinese

According to the research and survey we've done, similarities of grammatical meaning in English and Chinese are listed in the following points:

First and foremost, both neologisms in English and Chinese are mainly nouns, verbs, adjectives and adverbs. And these words seem to be amazingly similar in that there're few adjectives and adverbs, but enormous nouns which constitute a high proportion in both languages, with English ones accounting for 84.20 percent and Chinese ones 65.62 percent.

Secondly, if we look more closely and clearly, we can see that some of the neologisms of economy and trade in both languages can be used in the form of another part of speech. That's how word-class converted words exist.

These similarities imply that the rapid development in economy has led to the emergence of enormous new things, new phenomena and new thoughts which require new linguistic forms to describe them, thus new nominal forms and the forms with two or more word classes are created to meet the need.

Besides, differences are summarized as follows:

Firstly, Chinese verbs far exceed English verbs in number. Considering the differences of the parts of speech between neologisms of economy and trade in English and Chinese, we seem to look at the striking differences in the proportions of verbs in each language. Obviously, the number of verbs in English is far smaller than that in Chinese with the percentage of 6.55 percent and 32.62 percent respectively. The reasons for this great difference may be traced back to the flexibility of verbs in both languages. Verbs in English should be used in different tenses and aspects with different forms, and it matters much whether they are used in the correct forms or not, so verbs are actually subject to some restrictions. But things are different in Chinese. Because we needn't pay any attention to the time when actions are taken and the forms of verbs which should be adopted, Chinese verbs are more flexible and tend to be more productive than English ones. When we look at this closely, we won't be all that much of a surprise why verbs in Chinese neologisms of economy and trade enjoy an absolute advantage over the English ones.

Secondly, English adjectives are in the majority, and Chinese ones are much less. According to the proportion of adjective neologisms of economy and trade in both languages, with English ones accounting for 7.67% and Chinese ones accounting for 1.50%, English adjectives seem to be more prosperous. There must be some reasons, and we prove it by investigating all the adjectives in my collection of English and Chinese neologisms of economy and trade. We find that many adjective English neologisms of economy and trade are not single words like others, but are compound words most likely with a hyphen to combine the two or more constituent parts, such as *cost-cutting, grant-maintained, interest-free, new-collar, open-door, tax-and-spend, tamper-evident, trade-weighted, walk-in, welfare-to-work* and so on. While, Chinese new words can't be formed in this way, it's to some extent reasonable for English adjective neologisms of economy and trade to make up a greater proportion than those Chinese ones.

4.2.2 A Comparison of the Integration of Lexical Meaning

From detailed analysis in Chapter Three, we've discovered that the blending

processes of all the five types of the neologisms of economy and trade are similar, involving four mental spaces, three mapping processes and three blending processes, which shows that the conceptual blending theory has a strong explanatory power to neologisms of economy and trade in English and Chinese, whether to the interpretation of the compound words which are made up of two words, or to the converted words which are made up of one word with two different meanings or grammar classes, or the affixed words which are made up of affixes and roots, etc. These similar processes prove that the conceptual blending theory has a strong explanatory power to neologisms of economy and trade in English and Chinese.

However, in neologisms of economy and trade, because of the differences in sociocultural factors, sometimes people may have different associations when it comes to the conceptual blending processes of the words which are identical in the meaning but different in forms. For example, when we analyze the English word *flea market*, people tend to associate flea first, then cheap, old goods, then the blending of cheap, old, second hand goods and market. While in Chinese, since it's 二手市场, people tend to associate second hand with second hand goods first, then the blending of second hand goods and market. It is the same with another example: in English, people say *street sweep*, which has something to do with sweeping street, while Chinese people say 席卷式买进, which is related to the matting, However, these differences which result from different cultures are slight.

While, either in grammatical meaning, or the integration processes of lexical meaning, those differences are based on the similar classifications or integration processes, which suggest that neologisms of economy and trade in both English and Chinese are subject to man's common cognition of the same world or phenomena in the world. So their similarities overweigh the differences.

4.3 Sociocultural Features

In either English or Chinese neologisms of economy and trade bear the imprint of sociocultural features, reflecting the language users' cultural backgrounds and the current social mentality. In this section, we're going to discuss the similarities and

differences of English and Chinese in sociocultural features represented by neologisms of economy and trade.

4.3.1 A Comparison of Stock-Related Words

In both English and Chinese, there're many neologisms of economy and trade which are related to stocks. By closely analysis, we find that the neologisms of stocks in both English and Chinese show some similarities and differences in sociocultural features. Similarities are listed in the following two points:

Firstly, both English and Chinese neologisms of stocks involve various aspects in a stock market. Some of them are about significant events in stock market such as *Black Monday, January effect, Big Bang* and so on in English, and 黑色星期一, 金融风暴, 金融风波 and so on in Chinese; some refer to the people deal with stocks such as *chartist, share owner, quat, quat jock, off-floor trader, flipper* and so on in English, and 红马夹, 金融炒家 and so on in Chinese; some refer to stocks and funds such as *vulture fund, Tubby, gilt warrant* in English, and 成长股, 对冲基金, 高价股, 个股, 公股, 国企股, 红筹股 and so on in Chinese; some are the ways people deal with stocks such as *naked short-sailing, bough deal, street sweep* and so on in English, and 炒股, 参股, 入股, 控股 and so on in Chinese; some are plans or policies about stocks such as *PEP, DRIP* and so on in English, and 股份合作制, 股份化, 风险基金制 and so on in Chinese; some refer to the market of stocks such as *south, stick, free-fall* in English, and 暴跌, 套牢, 盘升, 挫跌 and so on in Chinese.

Secondly, these stock-related neologisms reflect the metaphorical features of both languages. For example, there're *dead-cat bounce, free-fall, stick, street sweep, naked, lock-up-option* and so on in English, and 猴市, 牛市, 熊市, 套牢, 成长股, 垃圾股 and so on in Chinese.

These similarities in neologisms of stocks mirror people's common interest in shares and their desire for higher living standard in both English-speaking countries and China.

However, there're still subtle differences, which are listed as follows:

Firstly, English tends to create neologisms of stocks without the word *stock* while

Chinese tends to have 股 in their newly created words. For example, there's no *stock* in *gilt warrant, Tubby* and so on in English stock-related words, while there's 股 in 控股, 参股, 入股, 炒股, 配股, 深股, 成长股, 国企股, 红筹股, 绩差股, 绩劣股, 绩优股, 垃圾股, 蓝筹股, 绿色股票, 指标股, A 股, A 级股票, B 股, B 级股票, C 股, H 股, N 股, S 股, 股改, 股海, 股价, 股市 and so on in Chinese stock-related words.

Secondly, though there're few verbs in English neologisms of stocks, but many nominal neologisms of stocks are related to verbs. For example, *chartist* is derived from the verb *chart, flipper* is the derived form the verb *flip*, naked short-selling has something to do with the verb *sell, bought deal* and *buyout* are related to the verb *buy*, *street sweep* is connected with the verb *sweep, and free-fall* comes from the verb *fall*, etc. While in Chinese, there're many verbal neologisms of stocks as well as nominal ones.

Thirdly, many neologisms of stocks in Chinese are analogy words, and they seem to be more productive than those in English. For example, there're 猴市, 牛市, 熊市 based on 市; 蹦盘, 大盘, 翻盘, 复盘, 开盘, 盘面, 盘升, 盘整 based on 盘; 深套, 套牢, 解套, 浅套 based on 套, 惨跌, 暴跌, 挫跌, 跌幅, 跌势 based on 跌, 成长股, 普通股, 潜力股, 热门股 based on 股, etc.

4.3.2 A Comparison of Color-Related Words

There're many neologisms of economy and trade in English and Chinese related to colors. For example, *Black Monday, Black Wednesday, green mail, green pound, greenshoe, green shoots, grey economy, greymail, grey market, grey pound, pink collar, pink pound, pink sheets, red top* and *white knight* in English, and 白领, 白色收入, 白色消费, 白市, 粉领, 黑价, 黑交易, 黑金, 黑色收入, 黑色星期一, 黑箱操作, 红筹股, 红底, 红股, 红马夹, 红帽子企业, 红衫鱼, 红条子, 黄色市场, 灰领, 灰色经济, 灰色市场, 灰色收入, 灰色消费, 灰市, 蓝领, 蓝色农业, 蓝筹股, 绿色产业, 绿色革命, 绿色工程, 绿色管理, 绿色农业, 绿色事业, 绿色消费, 绿色银行, 绿色营销 in Chinese.

On the one hand, we find there are some similarities between English and Chinese color-related neologisms of economy and trade.

Firstly, we find that black, green, grey, pink, red and white appear in both English and Chinese neologisms of economy and trade. For example, there're *Black Monday, Black Wednesday* in English and 黑价, 黑交易, 黑金, 黑色收入, 黑色星期一, 黑箱操作 in Chinese which are related to black; *green mail, green pound, greenshoe, green shoots* in English and 绿色产业, 绿色革命, 绿色工程, 绿色管理, 绿色农业, 绿色事业, 绿色消费, 绿色银行, 绿色营销 in Chinese which are related to green; *grey economy, greymail, grey market, grey pound* in English and 灰领, 灰色经济, 灰色市场, 灰色收入, 灰色消费, 灰市 in Chinese which are related to grey; *pink collar, pink pound, pink sheets* in English and 粉领 in Chinese; *red top* in English and 红衫鱼, 红条子 in Chinese; *white knight* in English and 白领, 白色收入, 白色消费, 白市 in Chinese.

Secondly, the meanings of most color terms are figurative meanings and there are certain similarities in the meanings which the color terms stand for. For example, the color term of black in *Black Monday, Black Wednesday* and 黑价, 黑交易, 黑金, 黑色收入, 黑色星期一, 黑箱操作 stands for bad, illegal, or misery, grey in *grey economy, greymail, grey market* and 灰色经济, 灰色市场, 灰色收入, 灰色消费, 灰市 indicates a system involving the secret but not illegal; the color term in *white knight* and 白领, 白色收入, 白色消费, 白市 symbolize kindness and justice. These similarities make it clear that living in the same world, people of different nations have similar experience of the objective world.

On the other hand, differences are inevitable. For example, green in Chinese mainly means being healthy and pollution-free, such as in 绿色革命, 绿色工程, 绿色管理, 绿色农业, 绿色事业, 绿色消费, 绿色银行, 绿色营销, while, in English, *green mail* means the practice of buying enough shares in a firm or trading company to threaten a take-over, thereby forcing the owners to buy them back at a premium in order to retain control of the business; *green pound* means the unit of account in which prices of agricultural commodities fixed by the Common Agricultural Policy of the European Union are converted into sterling; *greenshoe* refers to a provision contained in an underwriting agreement that gives the underwriter the right to sell investors more shares than originally planned by the issue; *green shoots* refers to the

signs of economic recovery.

4.3.3 A Comparison of Other Words

Besides stock-related words and color-related words, shortened words and loan words in neologisms of economy and trade also express the sociocultural features of each language. The similarities lie in the following two points:

Firstly, shortened neologisms of economy and trade in both languages reflect language users' favor of pursuing simplicity and concision. For example, English words *CEO, WTO* and *OPEC* are shortened from *Chief Executive Officer, World Trade Organization* and *Organization of Petroleum Exporting Countries*, and Chinese characters 股市, 待装 and 三包 are shortened from 股票市场, 等待安装, 包修, 包换, 包退 for the sake of simplicity and convenience.

Secondly, loan words in both languages reflect the necessity of communication between countries. For example, *RMB* and *zaitech* in English show that English-speaking countries have close contacts with Japan and China. And *ATM, COM* 经济 in Chinese show that the exchanges between China and English-speaking countries have been more and more frequent.

However, because of the differences in geographical, historical and cultural conditions, English and Chinese neologisms of economy and trade have shown some differences, which are mainly embodied in loan words in both languages.

English loan words are introduced from various countries like Japan, France, Russia and China, such as *zaitech* from Japan, *perestroika* from Russia, *RMB* from China and so on, while most Chinese loan words come from English such as 按揭, 纳斯达克, 血拼, 巴士 respectively come from *mortgage, Nasdaq, shopping, bus,* and so on. This difference results from the following reasons:

Geographically, English nations like America and Britain are located near the sea, so it's more convenient for them to communicate with other nations.

Historically, the English nations were once conquered by other nations, so there're various nations with various languages which finally come into the English language.

From the aspects of language and character, English language belongs to the Indo-European family, so does language of many other countries all over the world, such as most European countries, countries in America continent and even many Asia countries, so, it's the most widely used language in the world and its letters are much the same as those in French and Russian languages which makes it easier and more convenient for English to borrow words from other languages. While, Chinese belongs to the Sino-Tibetan family whose characters are far different from English and other languages, which makes borrowed words from other languages more difficult.

Through careful investigation of other words, we also find that it is their similarities, not their differences that are dominant in the neologisms of economy and trade in these two languages, for human beings have similar experience in the same world, despite some slight differences caused by different geographical, historical, cultural conditions and so on. In other words, their similarities are general while their differences are specific.

4.4 Summary

In this chapter, we've done a comparative study of neologisms of economy and trade in English and Chinese from three aspects, namely their formation features, semantic features and the sociocultural features. We find that there are differences as well as similarities, but the similarities always outweigh the differences since the similarities are general and abstract, while the differences are specific and concrete.

Conclusion

This thesis discusses the interpretation processes of neologisms of economy and trade in English and Chinese and the differences as well as the similarities between them. First, adopting conceptual blending theory, we have investigated such neologisms of economy and trade as compound words 霸王买卖 and *affinity market*, converted words 软着陆, 坚挺 and *dragon, cash*, affixed words 热销 and *reinvest*, shortened words 股市 and *EC*, loan words 血拼, *ATM* and *zaitech, RMB* from a cognitive perspective, to reveal the common cognitive mechanism behind them. Then, we have investigated 443 English and 1,530 Chinese neologisms of economy and trade and conducted a comparison to find their similarities and differences from three aspects, namely their formation features, their semantic features and their sociocultural features.

Equipped with the conceptual blending theory and the methods of qualitative and quantitative analyses as well as a comparative study of English and Chinese, this thesis arrives at some findings. The major findings are summarized as follows:

Firstly, neologisms of economy and trade in English and Chinese are mainly formed through compounding, conversion, affixation, shortening and borrowing, which are similar to the formations of words in other fields or areas. There's semantic similarity among them, that is, the words formed through the five ways are generally composed of two or more semantic parts: compound words are composed of two or more separate semantic words; converted words are composed of two or more different meanings or word classes of the same word forms; affixed words are composed of the affixes and the roots; shortened words are composed of the separate parts before shortened, and loan words are created through the integration of foreign words and the group of native words which have similar pronunciations, or the integration of the separate parts before borrowed.

Secondly, the conceptual blending theory has a strong explanatory power to neologisms of economy and trade in English and Chinese. From the interpretation

processes of such examples of compound words as 霸王买卖 and *affinity market,* converted words as 软着陆, 坚挺 and *dragon, cash,* affixed words as 热销 and *reinvest,* shortened words as 股市 and *EC,* loan words as 血拼, *ATM* and *zaitech, RMB,* the conceptual blending theory put forward by Gilles Fauconnier proves to be effective and flexible in the explanation of neologisms of economy and trade in English and Chinese.

Thirdly, there're mainly three points in the similarities and differences between English and Chinese neologisms of economy and trade. As for the points in their similarities, first, they have similar formation types, namely compound words, converted words, affixed words, shortened words and borrowed words; second, both English and Chinese neologisms of economy and trade are mainly nouns, verbs, adjectives and adverbs; third, they manifest similar sociocultural features that both nations have a strong desire for elegance, conciseness, novelty, interests, colorful life and so on in their languages. As for the points in their differences, first, in each specific formation type, there're slight differences; second, in each specific word class, they take a different proportion; third, English and Chinese belong to different language families, and they're different in geography, history, culture, way of thinking, etc.

Fourthly, we find that the similarities between neologisms of economy and trade in English and Chinese far outweigh their differences, no matter whether it is between their interpretation processes, or between their formation features, or between their semantic features, or even between their sociocultural features. These similarities result from their common cognitive mechanism, which may boil down to the mappings and conceptual blending of different mental spaces, while the slight differences result from their geographical, historical or cultural differences.

In spite of these findings, I have to say that the discussion made in this thesis cannot claim to be perfect or even complete due to lack of space. The limitations in this thesis include:

Firstly, due to the complexity of the structures of compound words in both languages, this thesis only deals with compound neologisms of economy and trade in

English and Chinese made up of two nouns, and hence the analysis of other compound words which are made up of an adjective and a noun, or two verbs, etc. is to be further studied in the future.

Secondly, as Fauconnier and Turner (2002) have said, conceptual blending is a basic psychological cognitive mechanism whose dynamic on-line blending processes are very complicated, especially the processes of words made up of more than two semantic parts. So, whether the conceptual blending theory is effective to the neologisms of economy and trade composed of three or more semantic units should be carefully studied afterwards.

Thirdly, since the conceptual blending is effective to the five types of neologisms of economy and trade, whether the conceptual blending theory is explanatory to all the general words with the same formation types in other areas or whether it is explanatory to other words formed through different formation types such as newly created words like *arb*, *giro*, etc. are potential challenges. All these issues should be improved afterwards.

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英语新词网站 http://www.wordspy.com/

中国百科网 http://www.chinabaike.com/english/english/D/1048526.html

Appendix

姓名	郭丹	学科专业	英语语言文学
发表刊物		论文、著作题目	发表时间
《外语教学与翻译》		《从原型范畴理论看英语经贸新词中的旧词新用现象》	2008年6月

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