Japanese Loanwords in Taiwan: 
Social Interaction and Social Cognition

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Abstract
The impact of the Chinese language on the Japanese language is well-known, as Chinese characters have been used in Japan for more than 1500 years. However, around the turn of the 19th to 20th century, Japanese started to become a donor language for Chinese. In view of this, the essay explores three periods of Japanese language input into Taiwan. Special reference will be made to an investigation of Japanese loanwords when Taiwan was under imperial Chinese, colonial Japanese and nationalistic Chinese rule to the present. These loanwords will be examined in the following context: (1) provide a diachronic view of language contact between Chinese and Japanese, with a focus on the sociolinguistic interaction at these different time periods; (2) reveal the socio-psychological factors that encouraged these borrowings, and (3) explain the significance of Japanese loanwords as a new cultural phenomenon in contemporary Taiwan. It shall be demonstrated how natural and social factors make various uses of social needs at each period, ranging from academic and political interaction, to daily life concerns and culture contact. In the new millennium, dictates of globalization and consumerism stimulate the increasing practice of Japanese loanwords in Taiwan.

Keywords: Japan-mania, language contact, loanwords, revivals, Taiwanese culture, globalization