

Bachelor's Thesis

Bachelor of Arts, Department of Chinese

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English Loanwords and Code-Switching in Taiwanese Television Dramas - a Comparative Study of Language Use in 2009 and 2021

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This bachelor's thesis examines the changing use of English loanwords and the occurrence of code-switching between English and Mandarin Chinese in Taiwanese television dramas. The aim of the study is to understand how the use of English in Taiwanese television dramas changed between 2009 and 2021. The data for this comparative study was collected from two Taiwanese television dramas intended for Chinese-speaking audiences. The findings of this bachelor's thesis contribute to understanding how the English language has influenced the use of Mandarin Chinese in Taiwanese television dramas.

The results indicate that the use of English loanwords has gradually increased, particularly due to the introduction of new technology-related vocabulary. In addition, code-switching has increased significantly and has become a highly natural and fluent way of communicating in different situations. In the 2009 Taiwanese television drama, the use of English loanwords and code-switching was more limited and strongly connected to the characters' identities and the kind of image they wanted to project in specific contexts. The 2021 Taiwanese television drama demonstrated that the use of English loanwords and code-switching had become more commonplace and was only somewhat connected to the characters' identities.

During the research process, several opportunities for further study were identified. Future research could examine how English loanwords and code-switching have increased on different Chinese social media platforms, such as WeChat, Weibo, Xiaohongshu, Bilibili, and Douyin, or in the everyday conversations of Mandarin speakers. Such studies could provide insight into how English loanwords and code-switching appear in authentic dialogue, as this bachelor's thesis focuses solely on television dramas, where language use may not fully represent natural communication. Taiwanese television dramas aimed at international audiences, such as drama series available on Netflix, could also offer an interesting area of research, particularly in examining whether the findings would differ from those based on television dramas targeted at Chinese-speaking audiences. These future research ideas could deepen the understanding of the occurrence of English loanwords and code-switching in broader contexts.

Key words: loanword, code-switching, Mandarin Chinese, Taiwanese television dramas