

## On Chinese Loan Words from English Language

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### Abstract

In the recent twenty years, with China's reform and opening policy to the outside world, there is a sharp increase in English loan words in Chinese. On the one hand, it demonstrates that China's soft power has been booming up. But on the other hand, some language pollution in the meanwhile is caused by non-standard use of loan words in Chinese. This paper probes into some basic concepts of language borrowing as well as some phenomena and reasons of the language pollution through many analysis and examples in order to rectify, regulate and guide the use of English loan words with the prior translation strategy, defending the purity of the Chinese language.

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