
THE WAYS FORMING FASHION TERMINOLOGIES IN VIETNAMESE

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Based on the surveyed data, the paper analyzed the ways forming fashion terminologies in Vietnamese. As a result, fashion terminologies in Vietnamese are formed by the four ways, namely terminologization, using the existing forms, direct borrowing from other languages and interdisciplinary borrowing. Each of the four ways has been clarified in terms of its characteristics to state how fashion terminologies in Vietnamese have been enriched and diversified.

Key words: The way forming terminologies; Fashion terminology; Vietnamese

1. Introduction

In all the languages of the world, the formation of terms originates from two main sources of vocabulary: the national language and the borrowed language. In our understanding, the terminological pathway is the direction in which the term is constructed. Each formation path has different methods of forming terms. However, due to the characteristics of each language, the ways of forming the terminology system of this language compared with the terminology system of other languages also have certain similarities and differences.

2. A research overview

Since the 1980s, Vietnamese linguists have provided specific analyzes on the way of formation and development of Vietnamese scientific terms.

In "On the formation and development of Vietnamese terms" (1983), Hoang Van Hanh stated: *Vietnamese terms are formed from three basic ways: (1) Terminologization; (2)*

Constructing terms from foreign terms by calque technique; (3) Borrowing foreign terms [5; p. 123).

In "Standardizing Vietnamese scientific terms" (1984) discussing the method of standardizing Vietnamese scientific terms, Le Kha Ke pointed out two ways to form Vietnamese terms, which are: (1) Constructing terminologies based on Vietnamese; (2) Borrowing foreign terms. He said that terminologization and constructing terms from foreign terms by calque technique is actually only one [6].

In 2012, in "Terminology - Theoretical and Practical Issues", Ha Quang Nang and his colleagues analyzed three ways of forming Vietnamese terms: (1) Terminologization. ; (2) Copy and translation; (3) Borrowing foreign terms [9; p. 119 - 136].

Thus, the studies in Vietnam show that the terms are formed based on both the national language and borrowed language.

3. Research methodology

In the paper, we analyze specifically the ways of forming Vietnamese fashion terms based on the survey of 1,190 terms. These are terms that we have identified and selected according to the terminology standards from dictionaries, specialized textbooks, books and magazines on fashion in Vietnamese.

Analyzing the formation paths of fashion terms in Vietnamese is the focus of the article. This study is carried out on the basis of the methodology of linguistics. To solve the central problem of the article, we use the following research methods and methods:

(1) The descriptive method is used to describe the characteristics of the way fashion terminology is formed in Vietnamese.

(2) Statistical methods are used to systematize data on Vietnamese fashion terms: statistics from categories, percentage of elements forming a term... Statistical tables will summarize the data that has been surveyed, in order to show more clearly the basic characteristics of Vietnamese fashion terms in terms of the way of formation. The survey data will be analyzed and evaluated to form the basis for the conclusions and analysis of the research results.

4. Contents

4.1. Concepts on fashion

According to Vietnamese Dictionary (2003), fashion is understood in a more concise way, which is "*the way of dressing and wearing makeup in society for a certain period of time*" [11; p. 956]. Thus, it can be understood that fashion is a prevailing style of clothing, shoes, accessories, makeup, and hairstyles. Besides, fashion shows the latest creations of designers on clothes, shoes, accessories, jewelry, makeup and hairstyles.

In the paper, the concept of fashion is applied to the study of terms that refer to the popular

and modern styles, trends, and designs of outerwear, footwear, accessories, and clothing, as well as terms referring to people, things, events, materials and activities related to fashion; does not apply to the study of lingerie, swimwear, makeup, and hair terms.

4.2. Concepts on fashion term

Before understanding the connotation of the term fashion, we define the concept of the term. Do Huu Chau (1998) explains: "*Terms are technical words used within a certain science, profession, or technical field... The characteristic of these words is to try to indicate has a meaning, denotes a concept or just names a certain thing, a scientific or technical phenomenon.*" [1; p.167]. And Nguyen Duc Ton (2012) stated: "*A term is a word that expresses a concept or an object in a scope, a scientific or professional field.*" [10; p. 13]

Thus, the authors of the term research have the same opinion that: in terms of form, a term is a word or a phrase; in terms of content, terms expressing the concept of a scientific discipline or a certain area of expertise. We follow the views of scientists and introduce the brief concept of terminology as follows: "*Terms are words or phrases that denote concepts about things, phenomena of a science or a certain professional area*". At the same time, we present the concept of fashion terminology as follows: "*Fashion terms are words and phrases that denote concepts, objects, things, phenomena, properties, activities... of the fashion industry*". This definition will be the basis for us to continue to study the next content in the paper.

4.3. The ways forming fashion terminologies in Vietnamese

After surveying, researching and receiving the views and evaluations of scientific issues of previous scientists, we agreed to define Vietnamese fashion terms as follows:

- (1) Terminologization
- (2) Using the existing forms
- (3) Direct borrowing from other languages
- (4) Interdisciplinary borrowing

4.3.1. Terminologization

Common words are words that are widely used by the whole people and are common in all areas of life. Terminologization is to choose and change common words into terminologies.

Ha Quang Nang (2012) said that *terminology is usually a method of popularizing and developing the meaning of words to create a new meaning (terminological meaning). In fact, that term meaning is a derivative meaning on the basis of the original meaning of ordinary words or on the basis of one or a few basic meanings in the symbolic structure of the word* [9; p. 123]

Thus, terminologization in Vietnamese fashion terminology is the development of word meanings on the basis of existing words. In this way, the Vietnamese used commonly available

words, kept the phonetics intact and used them as scientific terms of the fashion industry. Vietnamese fashion terms formed from common words in daily life will make it easy to understand and because a common word becomes a term, its meaning is specialized, the image and sensual value is lost, new connections appear.

The way of terminologyization in Vietnamese language is also the development of the meaning of the whole people to create terminological meanings (derivative meanings). From the process of studying the formation of Vietnamese terms in other sciences in general and the fashion industry in particular, we found that the development of the meanings of ordinary words to form derivative meanings (terminology) is based on two Vietnamese rhetoric, which is metaphorical rhetoric and metonymy rhetoric. Accordingly, based on the similar or similar relationship on the properties of things... reflected in the concept expressed by the word, the meaning of the word will normally be transformed into the meaning of the term, or the derivative meanings.

Relationships based on similar association of properties of things will allow the meanings of common words to be transformed into the meanings of terms metaphorically. For example: inspiration in design inspiration; According to that, in the common sense, inspiration is "a psychological state with emotion and great excitement, creating conditions for imagination and creativity to work effectively" [13]. In a derivative sense (the term meaning in the field of fashion), inspiration is the source of creative ideas in art. Therefore, design inspiration is used to refer to creative ideas in the art of fashion design. And personality means the original "psychological characteristics of the individual, including personality, interests..." [13]. Understood in the sense of the term in the field of fashion, clothing personality is understood as the distinctive features of an outfit.

The relationship based on the close and close association about the properties of things and phenomena will lead to the transformation of the meaning of ordinary words into term meanings according to metonymy. For example: *cánh sen* in *cổ cánh sen*; *thu đông* in *thiết kế thu đông*... Accordingly, *cánh sen* were used to name a collar with a shape similar to the petals of a lotus flower - a very familiar flower in Vietnamese life. With the term *cổ cánh sen*, Vietnamese people have chosen the similarity in shape of things and phenomena (*cánh sen*) to name objects in fashion (*cổ áo*). And *thu đông* means that the base is the seasonal period of weather in a year (from autumn to winter) - about 6 months. With the term *thiết kế thu đông*, people have used the name of the season of the time to use the product (*thu* and *đông*) to name the fashion product according to that season (*thiết kế*).

According to our survey, there are 386/1,190 Vietnamese fashion terms (accounting for 32.43%) formed from the way of common word terminology. In which, it can be clearly seen that the number of fashion terms formed by metaphor (227/1,190 terms, accounting for 19.07%)

is more than the number of fashion terms formed by metaphor. metonymy (159/1,190 terms, accounting for 13.36%) comes from the Vietnamese way of seeing things and phenomena. Or rather, Vietnamese people look at, locate and evaluate things and phenomena according to their senses, which are more about the form than about the function of that thing or phenomenon. Therefore, many Vietnamese fashion terms have been formed along the way of common word terminology based on similarity relationship (metaphor).

In summary, the path of word terminology is usually the transfer of the meaning of a word or phrase in a class from the whole population to a word or phrase containing a defined class of meaning in a professional field or a scientific discipline. Derivation of word meanings is based on similarities and similarities between things and phenomena. The path of common word terminology has contributed to enriching and diversifying the terminology system of many scientific disciplines in general and Vietnamese fashion terminology in particular.

4.3.2. *Using the existing forms*

In addition to terminologization, Vietnamese fashion terms are also formed and developed in number from the way of creating new terms on the basis of existing words by combining words.

According to Mai Ngoc Chu, Vu Duc Nghieu, Hoang Trong Phien (1997): compound is a method of combining morphemes (voices) together, but between the morphemes there is a meaningful relationship between the morphemes. 2; p. 142 - 152]. Accordingly, combining Vietnamese words also creates compound words and nominal phrases (word group). Accordingly, the Vietnamese fashion term is a compound word that will be created by the combination of two free morphemes. Besides, the Vietnamese fashion term is a nominal phrase that will be formed by the combination of a free morpheme with other word(s). According to our survey, there are 287/1,190 Vietnamese fashion terms (accounting for 24.11) formed combining words, of which 126 terms are compound words and 161 terms are nominal phrases.

According to the principle of Vietnamese word structure, compound words include main and minor compound words and isotropic compound words. For fashion terms that are major and minor compound words, the structural elements are dependent on each other, the main term is supplemented in terms of meaning by auxiliary terms, for example: *thảm đỏ, giày đế bằng*,... Accordingly, *thảm* and *giày* are identified as the main terms, combined with the auxiliary elements red and flat to create Vietnamese fashion terms which are the main and secondary compound words. In fashion terms, which are isotropic compound words, the constitutive elements have an equal relationship with each other, for example: *phối, trộn*, etc.

Nominal phrases are actually phrases that have the function of naming things. Each nominal phrase contains a main antonym and a few auxiliary suffixes describing the object/thing stated in the main phrasal verb, for example: *túi xách quai đeo chéo, đầm xòe cúp ngực*... Accordingly, the main element (*túi* and *đầm*) has been combined with the auxiliary elements (*xách, quai đeo chéo và xòe, cúp ngực*) to create Vietnamese fashion terms, which are nominal phrases.

It can be said that the method of combining words in Vietnamese is essentially creating new words based on existing Vietnamese linguistic data. This path has contributed to building and developing an increasingly rich and diverse Vietnamese fashion terminology.

4.3.3. Direct borrowing from other languages

The constant development of the fashion industry in the world as well as in Vietnam is always associated with economic, cultural, social and scientific and technical development... has put people in a situation where they must always be fully equipped. enough knowledge, promptly absorb new things if you don't want to be left behind. Therefore, the borrowing and use of words derived from foreign languages in the Vietnamese fashion terminology system is an objective fact. The amount of knowledge and new concepts about fashion that we need to receive is limitless, while the expressive ability of Vietnamese is limited, not enough vocabulary to express a large number of concepts about fashion. Or if possible, come up with a corresponding word in Vietnamese, it takes us a lot of time. The speed of fashion industry development as well as the constant change does not allow us much time to get used to it. Borrowed words have the ability to immediately meet the diverse expression needs of people in the field of fashion that Vietnamese at the time of the birth of a certain fashion model, for some reasons cannot. Thanks to this borrowing, we see that foreign terms of Indo-European origin (French, English) and Chinese terms are present and widely used in the Vietnamese fashion terminology system. It can be said that the phenomenon of lexical borrowing is "a common phenomenon of all languages", is "one of the important ways to supplement the vocabulary of a language", is "the phenomenon of languages". sociology" and "language-cultural phenomenon" [7; p. 10].

According to our survey, at present, the Vietnamese fashion terminology system has imported a large number of Indo-European terms (English, French) and Chinese terms. There are original English loan terms such as: *mốt (mode), mix*; French loan terms such as: *cà vạt (caravate), sơ mi (chemise), măng sét (manchette)*; terms borrowed from both English and French such as: *săng đan (sandals, sandale), cô-tông (cotton, coton)*. In addition, there are also many Chinese loan terms such as: *thiết kế đơn sắc (one-color clothing), mỹ kỹ (imitation gold and silver jewelry)*...

Borrowing foreign terms into Vietnamese fashion terminology is shown in various forms: *phonetic transcription, loan translation, loan blends* and *original form*.

4.3.3.1. *Phonetic transcription*

According to the Vietnamese Dictionary (2003), transliteration is "recording the pronunciation of words in one language by means of a particular sign system or by the alphabet of another language" [11; p. 779]. This is a form of borrowing the original foreign pronunciation and keeping the same spelling. However, most of these loan terms are pronounced differently from the original term because they have been adjusted to be closer to the pronunciation in the borrowed term. Specifically, in the system of fashion terms borrowed from Vietnamese, a number of terms in English and French, although keeping their written form, are pronounced differently from the pronunciation in the original term. vowels, or ending consonants are often omitted to closely resemble the pronunciation of Vietnamese final consonants.

According to our survey results, in the Vietnamese fashion terminology system, borrowed terms in the form of phonetic transcription appear 11/1,190 terms, accounting for 0.92 %. Because there is no consensus on the principle of handling foreign loan terms in general as well as fashion terms in particular, they are read and written in different formats. Among the terms used by us as research materials, there are terms that write each syllable and have hyphenation between syllables, there are also terms that write each syllable without hyphen. We present specific examples in Table 1 as follows:

Table 1: Vietnamese fashion terms borrowed by phonetic transcription

English	French	Vietnamese
<i>Mannequin</i>	<i>Mannequin</i>	manocanh/ ma nơ canh
<i>Sandals</i>	<i>Sandale</i>	xăng- đan/ săng đan
<i>Catalogue</i>	<i>Catalogue</i>	ca ta lô / ca tác lô
	<i>Caravate</i>	cà vạt/ ca vát/ ca-vát
	<i>Veston</i>	vét- tông/vét tong
	<i>Manteau</i>	măng-tô/ măng tô
<i>Mode</i>		mốt
	<i>Dame</i>	đâm
<i>Ribbon</i>		ruy băng
	<i>Civil</i>	sơ vin
<i>Tone</i>		Tong

When foreign terms are introduced into Vietnamese fashion terminology, the word units of Indo-European origin hardly change their meaning. However, the problem of transliteration

of terms borrowed from foreign languages has not really been of primary concern, because the sound structure in Indo-European terms is different from the sound structure of Vietnamese. That is, words are divided into separate syllables (if they are multi-syllable words) and pronounced according to the phonetic structure of Vietnamese syllables. In order to facilitate the transcription of foreign terms imported into Vietnamese, the Vietnamese have added tones to those syllables, removed sounds in consonant combinations, or converted one sound into another to suit them. suitable for Vietnamese pronunciation, for example: dame - *đằm*, veston - *vét tông*,...

In addition, the lengths of Indo-European loan terms are often shortened and structured into a simple number of syllables in Vietnamese, for example: *mode* - *mốt*, *caravate* - *ca vát*...

4.3.3.2. Loan translation

According to Nguyen Nhu Y (1996), imitation is a way of "constructing a phrase, a new word or a new meaning of a word by converting the same foreign unit into the mother tongue." [twelfth; p. 210].

It can be understood that loan translation is a form of term composition in which Vietnamese elements and word structure models are used to translate the meanings of corresponding terms in foreign languages. In terms of linguistic form, these can be considered as newly created terms in Vietnamese. In terms of content, the scientific concepts represented by these terms are international terms. Therefore, terms created in the form of a copy must clearly show the unity between the nationality and internationality of the term.

There are two forms of loan translation: translation of word structure and semantic translation. Translation of word structure is "*the process of using Vietnamese materials to construct a lexical unit according to the structural model of the corresponding unit in a foreign language. The essence of this method is to translate each terminological element or each word in a foreign language terminological component into Vietnamese*" [9; p. 129]. Semantic translation is "*the translation process when the translator cannot find a word in the mother tongue that has the same meaning as the foreign word to be translated, so the translator has to create another word in his/her language.*" themselves to express that new meaning" [9; p. 129].

According to our survey, Vietnamese fashion terms are borrowed loan translation from English and French fashion terms. We only surveyed that 163/1,190 terms (accounting for 13.69 %) were formed through borrowing in the form of copying. Among them, 117 Vietnamese fashion terms were created by translation of English word structure . It is easy to see that Vietnamese fashion terms are created in the form of translation of word structure , which is highly systematic because they have been Vietnameseized, which is suitable in terms of

phonetics, spelling and grammar, and at the same time. These terms have strong derivation potential. We present some specific examples in Table 2 as follows:

Table 2: Vietnamese fashion terms borrowed by translation of word structure

English	Vietnamese
<i>wedge shoes</i>	giày đế xuồng
<i>princess dress</i>	đầm công chúa
<i>oversized coat</i>	áo khoác quá khổ
<i>leather jacket</i>	áo khoác da
<i>creative director</i>	giám đốc sáng tạo

There are 46 Vietnamese fashion terms created by semantic translation from English. The illustrative examples are presented in detail in the following table:

Table 3: Vietnamese fashion terms borrowed by semantic translation

English	Vietnamese
<i>Jumpsuit</i>	áo liền quần
<i>old-school</i>	trường phái cổ điển (trang phục)
<i>A-line</i>	dáng chữ A (váy hoặc đầm cắt theo hình chữ A, hẹp ở phía trên và xòe rộng ở phía dưới)
<i>black tie dinner</i>	bữa tiệc thời trang dành cho quý ông

The essence of loan translation is to produce terms that are precise in conceptual content and concise in form. The fashion terms formed by loan translation will avoid cumbersome and lengthy conceptual interpretations, and at the same time ensure the conciseness, conciseness and clarity of Vietnamese words. However, for loan translation, especially semantic translation, it is necessary to ensure two criteria: first, the translator must have a deep and broad understanding of the knowledge and nature of fashion concepts; Second, the translator must find the Vietnamese term that matches the foreign loan term. The small number of fashion terms created from semantic translation can be due to many different reasons. In particular, the main reason is that translators have to try to think of another word in Vietnamese to express the specialized meaning when they cannot find words in their mother tongue that have the same meaning as the foreign word to be translated. In addition, the translator must have both in-depth knowledge of the fashion industry and knowledge of Vietnamese and foreign languages to be able to create semantically correct fashion terms in line with loan translation.

4.3.3.3. Loan blends

Besides loan translation - a fairly familiar and popular form of term formation, loan blends is also another effective method of term formation. Author Nguyen Thien Giap (2008) has

called loan blends a loan blend and he considers loan blends a form of term formation in which "part of the form is native, part of it is borrowed, but the meaning is significant. purely borrowed" [4; p.234]. Understandably, loan blends are forms of forming new terms by combining both Vietnamese and foreign language elements (phonetic transcription or original form). The reason Vietnamese people have to use loan blends to form a term is because "have not found a suitable Vietnamese word to translate the term or may have found a Vietnamese word to translate the term, but the term is too long, and when using this form, people who do not know foreign languages still have the conditions to update their terminology" [8; p. 52].

According to our survey, there are 308/1,190 Vietnamese fashion terms formed by loan blends (accounting for 25.88%). For example: áo *ba - đờ - xuy*, *gam màu*, *làng mốt*,...

The terms formed by loan blends have contributed to enriching the fashion terminology in Vietnamese. Currently, loan blends have become one of the most popular forms of terminology and tend to increase because the fashion industry is growing and the number of terms in this industry is constantly increasing. up. Accordingly, people always express the desire to be updated and catch up with new concepts of fashion.

4.3.3.4. Original form

The original form is applied when there is no corresponding word or concept in the Vietnamese system to completely accurately reflect the concept of the original term. Following the current development trend of industries, including the fashion industry, new fashion products associated with the flow of people's tastes have been continuously updated, introduced and promoted. Vietnamese people, especially young people, also join this trend by accepting new breath-taking fashion lines with original forms in foreign languages (mainly English).

However, with 1,190 Vietnamese terms collected, we only surveyed 02 terms borrowed by original form (accounting for 0.15%).

Table 4: Vietnamese fashion terms borrowed by original form

English	Vietnamese
Mix	Mix
Combo	Combo

4.3.4. Interdisciplinary borrowing

Similar to English, the term fashion in Vietnamese is also borrowed from a number of terms from other sciences. According to our survey, the occurrence of terms borrowed from other sciences is not much with 33/1,190 terms (accounting for 2.77%). We present the survey data as follows:

Table 5: Vietnamese fashion terms borrowed by interdisciplinary borrowing

Area	Borrowed terminologies	Amount	Ratio (%)
Culture	<i>bản sắc thiết kế</i>	01	0,08
Painting	<i>phổ màu, phối màu...</i>	15	1,26
Music	<i>bản giao hưởng thời trang, biến tấu phong cách...</i>	10	0,84
Construction	<i>phối trộn, pha trộn</i>	02	0,16
Commerce	<i>thương hiệu cao cấp, dòng sản phẩm xu hướng</i>	05	0,42
Total		33/1.190	

It can be seen that the Vietnamese fashion term has borrowed sources from many different scientific disciplines. It can be seen that the number of terms of the music and painting industry is entered the most. Because fashion is also an art industry and the development of art has also brought positive impacts on fashion. Therefore, fashion is characteristic of the art industry. Accordingly, terms from the music and painting industries tend to be more and more absorbed into the fashion terminology system and play an important role in this field.

With the above research and analysis results, we have a summary of the ways of forming Vietnamese fashion terms as follows:

Table 6: The ways forming fashion terminologies in Vietnamese

	The ways forming fashion terminologies in Vietnamese	Form	Amount	Tỉ lệ (%)
1	Terminologization		386	32,43
2	Using the existing forms	Word combination	287	24,11
3	Direct borrowing from other languages	Phonetic transcription	11	0,92
		Loan translation	163	13,69
		Loan blends	308	25,88
		Original form	02	0,15
4	Interdisciplinary borrowing		33	2,77
Tổng			1.190	

5. Discussion

Thus, the Vietnamese fashion term is formed from the basic paths: Terminologization, Using the existing forms, Borrowing foreign terminologies and Interdisciplinary borrowing. In which, Terminologization (386/1,190 terms, accounting for 32.43%) is the main way to increase

Vietnamese vocabulary in the field of fashion. Besides, Vietnamese fashion terminology is also built and developed based on the path of creating new terms by Using the existing forms (word combination). This way has created 287 compounding words and nominal phrases (24.11%). The term Vietnamese fashion is also formed by borrowing foreign languages: Phonetic transcription (11/1,190 terms, accounting for 0.92%), Loan translation (163/1.190 terms, 13.69%), Loan blends (308/1,190 terms, accounting for 25.88%), original form (02/1,190 terms, accounting for 0.15%). It can be seen that loan blends creates the largest number of borrowed terms out of 1,190 Vietnamese fashion terms, showing the inevitable trend of the current development of the fashion industry. Besides, in the fashion terminology system, there are also terms borrowed from other sciences, but the number is insignificant (33/1,190 terms, accounting for 2.77%).).

6. Conclusion

It can be said that the ways of forming terms are the directions for building and developing scientific terminology in general and fashion terminology in Vietnamese in particular. The study of the ways and methods of terminology formation allows us to gain a deeper understanding of the relationship between thinking, the role of thought, perception and social progress in development. language through the expression of scientific concepts. Thus, the ways of forming terms have enriched vocabulary, knowledge and the way people think about modern languages today.

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