ABSTRACT

This dissertation aims to analyse the cultural meanings carried in the auspicious language in Macao. A language does not only reflect the culture of a society, but also shoulders a number of important missions in the society and culture. The study on auspicious language in Macao not only will clarify how this reflects the culture of Macao, but also will analyse how it is applied to our society and its important functions.

In terms of data collection, the author collected over 1,700 materials. These materials were then analysed structurally, statistically and pragmatically. For a complete and systematic description of the close relations between the auspicious language and the society and culture of Macao, this dissertation contains the following:

1. A definition of auspicious language and the scope of research;
2. A classification of the auspicious language in Macao;
3. A structural analysis of the collected names of racing horses and dogs;
4. An analysis of the auspicious language used in certain special dish items, and a description of their means of expressions;
5. A statistical analysis of the names of racing horses and dogs that carry Macao characters and related to the gaming sector, and through this to illustrate the psychological factors within;
6. An illustration of the cultural meanings contained in auspicious language, from reflections of naming, socialisation, the application of auspicious numbers and New Year wishes;
7. Finally, an induction and conclusion of the social functions and pragmatic features of auspicious language in Macao.