ลักษณะการใช้ภาษาอังกฤษของนักวิชาการไทย
: การศึกษาเบื้องต้น

Characteristics of the Use of English by
Thai Academics: A Preliminary Investigation*

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วัฒนธรรมไทยค่อนข้างสูง ทำให้มีความเป็นเอกลักษณ์เฉพาะตัว การศึกษาเบื้องต้นนี้
มีวัตถุประสงค์เพื่ออธิบายสถานะของภาษาอังกฤษในประเทศไทย และนำเสนอ
ตัวอย่างการใช้ภาษาอังกฤษของนักวิชาการไทย โดยแบ่งออกเป็นห้าลักษณะ คือ
(1) การออกเสียง (2) การใช้คำยืม (3) การสลับ/ปนภาษา (4) ชื่อและคำนำหน้าชื่อ
(5) ธรรมเนียมการใช้วาทศิลป์ โดยได้ทำการวิเคราะห์ทั้งภาษาพูดและภาษาเขียนจาก
แหล่งข้อมูลที่หลากหลาย อันได้แก่ หนังสือพิมพ์ บทความวิชาการ วิทยานิพนธ์
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Abstract

The use of English as an L2 among Thai academics has been influenced by the Thai language (L1) and culture, resulting in its unique characteristics. The purposes of this paper are, first of all, to describe the status of English in Thailand, secondly, to analyze its use among Thai academics in five areas: (1) pronunciation, (2) loan words, (3) code-switching/mixing, (4) names and titles, and (5) rhetorical conventions. In each area, evidence collected from various sources-newspapers, textbooks, articles, and research/thesis reports-is provided. In addition, opinions and comments based on interviews with some Thai academics in business-related fields are included.

คำสำคัญ : การใช้ภาษาอังกฤษของนักวิชาการไทย, การใช้คำยืม,
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Key words : L1 Transfer, Thailish, Thai English, Code mixing/switching,
Thainess, Thai academics

1. Introduction

In light of the notion of English as a global language, English being used among Thai academics in business-related fields has salient characteristics of Thainess due to the influences of Thai language and culture. This preliminary study attempts to provide some linguistic evidence to show the assertion of Thai identity in the use of English as a global language by Thai academics. This study asked, "What are the salient characteristics of the English being used by Thai academics?"

After discussing the use and status of English in Thailand, this paper reviews the literature on language transfer and the study on English varieties. It then explains how the data have been collected and analyzed. After that, it categorizes the use of English into five domains: pronunciation, loan words, code-switching/mixing, names and titles, and rhetorical conventions, followed by the conclusion.

Terminology

1. **Academic:** In this article, the term 'academic' is used to refer to an expert in a particular field; he or she may not necessarily be in a university. In this study, the Thai academics refer only to the academics in the business-related fields such as business administration and economics.

2. **Loan word:** A loan word is a word borrowed from one language and incorporated into another, e.g., English words used as common words in Thai such as strike (สไตร์ค), technology (เทคโนโลยี), or gas (แก๊ส). Most loanwords from English have been adapted to suit the local context.

3. **Code-switching/Code-mixing**
   In this study, the terms 'code-switching' and 'code-mixing' are used interchangeably, referring to the practice of mixing two languages in communication.

4. **Rhetorical conventions:** The use of English at a discourse level, including citation conventions and sociolinguistics conventions such as greeting and thanking.

5. **L1 Transfer**: The influences of the first language (L1) on the use of the target language (L2) being used or learned.

The next section is the literature review on the status of English in

Thailand, the main theories or concepts on the study of English variety, and the existing body of knowledge on Thai-English.

2. Literature Review

The literature review is divided into three parts. Part 1 briefly reviews the use of English in Thailand; Part 2 discusses the influences of English on Thai language. Part 3 reviews the literature on the use of English among the Thai academics.

2.1 English in Thailand

Even though English came to Thailand during the Ayutthaya period, its influences on Thai culture were documented only during the early Rattanakosin period.

At its first introduction, English was the language learned only by the ruling class. King Mongkut (Rama IV), for example, was probably the first Thai academic who used English to exchange knowledge between Thai and the Western countries. Publications in English and Thai came into existence during his reign (Prasithrathsint, 1985). After World War II, it has become a language learned by the ruling class as well as the general public (Cefola, 1981). At present, the status of English in

Thailand is that of an international language (Wiriyachitra, 2002). Unlike in Singapore or in Malaysia where English is the second language, English is a foreign language in Thailand. It is, in fact, the most popular foreign language in Thailand.

English as a global language is more than just a language for global communication. In many countries, English has become a status symbol (Phillipson, 1992). Like in many other countries, the ability to speak or use English well in Thailand is seen as a means to enhance one's social status.

Nowadays, it is observable that English has permeated into all fabrics of Thai society and culture, as evidenced by the greater number of English words mixed with Thai words or phrases in Thai media (Kapper, 1992).

Among Thai academics, English is recognized as an academic language. In addition to utilizing the knowledge borrowed from the literature written in English, Thai academics generally use English words or terms in their communities.

2.2 Influences of English on Thai, L1 Transfer, and Perceptions of Thai English

When two languages are in contact, they influence each other. As it is difficult to separate a language from

its culture, what has influenced the language has inevitably influenced its culture.

Long before the influence of English, the Thai language was influenced, via the introduction of Buddhism, by Sanskrit and Pali. Since the beginning of the 20th century, however, English has had a greater influence.

2.2.1 Influences of English on Thai

The relationship between English and Thai has been asymmetrical; it has been almost unidirectional. While more and more English words are being introduced into Thai language, very few Thai words such as Thai, vasana, baramee, Songkran, Baht, Siam, and Tom Yum Koong have gained currency in the world of English.

On the one hand, the influences of English are welcome as a sign of creative growth and development; on the other hand, as voiced by many conservative academics, the influences are a threat to the purity and development of the Thai language. Anchalee Thong-aim (BE 2538), for example, expressed a grave concern on the English code-switching/mixing by some Thais, especially the youngsters, arguing that such practice would water down the values and purity of the Thai language.

A study headed by Pratana Naovakul (BE 2544) has criticized the practice of the mixing of Thai-English words found in Thai TV, arguing that such is a threat to the development of the national language. Similarly, Prisana Tantinakom (BE 2538) has criticized the code-mixing behavior of Thai radio announcers, and has urged them to be more careful when using the language.

Despite concerns and criticisms, the influx of English-mediated cultures into Thailand seems unstoppable; more Thais are learning English; more and more English is being used. Evidence is not too hard to spot. For example, many billboards, including TV ads and magazines, mix English with Thai.

2.2.2 L1 Transfer

Like most foreign uses of English, Thai users of English, whether speakers or writers, often allow the knowledge of their native language (Thai) to interfere with English. In the field of second language acquisition, when transfer occurs, it either promotes or hinders L2 acquisition. Richards, Platt, and Weber (1985) have explained that there are two types of language transfer: negative and positive transfer. Negative transfer occurs when rules or patterns of one's native language lead to an error or inappropriate form in the target

language. Positive transfer, on the other hand, makes L2 learning easier as the two languages have the same or similar forms or rules. However, in Thai context, L1 transfer has often been blamed as a source of 'bad grammar and pronunciation'.

It is easy to blame Thai students' bad grammar on L1 negative transfer. Research has revealed that many Thai students' grammatical errors are partly due to the interference of English. Intratat (2001), for example, has concluded that Thai students' errors in using English adjectives were partly due to the interference of Thai, their mother tongue. Thep-Ackrapong (2006) also investigated Thai students' patterns of errors and concluded that they were partly caused by the differences between Thai and English. Similarly, Sattayatham and Honsa (2007) analyzed Thai medical students' errors and reported that one of the major causes was the cross-linguistic differences. Na Ranong (2009) has observed Thai learners make typical errors in their writing of English such as dropping sentential subjects/objects, and such errors are partly the result of L1 interference. However, the SLA literature on L1 transfer seems to say that there are various reasons why people make grammatical mistakes or errors. For one

thing, not all errors are due to negative transfer; many of them seem to reflect normal acquisition processes.

As English has become a dominant global language, it opens the way for its various users to alter the language to suit their environments; English is the property of no single culture or nation. Thai users, like users in many other cultures, have gradually Siamized their use of English. Some Thai words have been Romanized and used in the English newspaper, *The Nation*. More Thai literature has been translated into English. More theses have been translated or written in English.

When Thais use English among themselves or with foreigners who are familiar with the Thais, the use of such English is smooth with very few problems. However, when Thais use English with Thai accent with native speakers or those who are not familiar with Thais, communication problems may arise.

2.2.3 The Perceptions of Thai-English

Like Singlish (Singaporean English), there are, broadly speaking, two views of Thai-English: positive and negative. The positive view, expounded by progressive educationists, welcomes the use. The negative view, however,

regards such unique usage as an imperfect form of English or the 'weird, if not wrong, English', something to be avoided, errors to be corrected.

This paper, while acknowledging the classification of global English use by Kachru (1985), also proposes that English in Thailand has manifested some of its unique characteristics, showing an early development of another variety --- Thai-English or Thailish.

"Thailish" or " English with some Thai characteristics" could be added into the universe of English varieties; it has developed to some extent its own norm and usage, similar to the 'outer circle' countries, as suggested by Kachru, like the Singapore, Malaysia, Philippines, or India, albeit at a much lesser degree. Research conducted by Pimyupa Watkhaolarm (2005) has shown some glimpses of Thai characteristics in Thai-English literature, for example, the use of Thai words derived from Buddhism such as Karma.

In the context of teaching English as a foreign language, one trend in EFL creative writing is to localize the content of the instructional materials. One example is the activities of the Asian Creative Writing Network, pioneered by Alan Maley. In this group, writers who are English teachers from countries in Asia, such as China, Vietnam, Nepal, India, Indonesia, Singapore, Malaysia, and Thailand get together at least once a year to write poems, short stories, and produce reading materials. The objective of the group is to produce original stories and poems in English with local contexts, which can be used in the teaching of English in Asian countries. This is an example of English as a global language in action. As a language for international use, it is a language that enables the local people to voice their opinions and concerns with fellow countrymen, other cultures and the rest of the world (Thadphoothon, 2004). In this sense, Global English may function as a tool to empower peoples who have been marginalized.

It is true that English has been taught in Thailand as a foreign language. It is also true that English has become a global language (Crystal, 1997). Thai characteristics in English should be welcomed and reified; they are a means to preserve group identity and strengthening group relationships.

2.3 The Use of English among the Thai Academics

Like other academics, Thai

academics, too, have been using English in their communication. In fact, they have been relying on knowledge and research findings from the West, especially the English-speaking cultures such as the US and the UK. Being able to use English for utilitarian purposes, in addition to having excellent knowledge and skills of Sanskritized Thai, has been recognized as an almost indispensable requirement for one's role as a Thai academic.

An overview of English use among Thai academics may be found in a study being conducted by this researcher; the study investigates the use of English among postgraduate students in Thailand, titled *The Use of English with Other Members of the Thai Academic Community among Dhurakij Pundit University's Postgraduate Business Students.* The subjects are 131 postgraduate students in business administration. In terms of their perceived overall English ability, it is found that only 16.8 percent of the 123 respondents say their English is 'good'. Most of them report that their English is 'fair'. It is also found that perceptive skills (reading and listening) were reported by the students as having higher level of use in the community. The reading skill, in particular, is reported as the highest used skill. The least used skill is found to be writing. However, the frequency of English use is only moderate. Besides, most of them agree that they have problems in English use, across the four skills.

Naparath Dhithiwattana (BE 2539) investigated and compared the frequency and the pattern of mixing English in Thai by lecturers of different disciplines at Kasetsart University and studied the relationship between their attitudes and behaviors of code-mixing. With regard to the lecturers' attitudes toward code-mixing, it was found that their attitudes did not always correspond to their code-mixing behaviors; eight out of the fifteen sampled people showed a correspondence between attitude and behavior of mixing English in Thai. In other words, they had code-mixed even when they themselves said it was inappropriate.

Research on the characteristics of English being used by Thai academics is still in its infancy. As a preliminary investigation, this study also aims to systematize the patterns of the characteristics of the use of English among Thai academics in the field of business administration.

3. Method

Data collection and analysis began in December 2008 and were completed in June 2009. Data have been collected from the following sources:

1. Selected news articles from *The Nation*, a famous English newspaper in Thailand. *The Nation* is chosen as it addresses mainly foreigners living in Thailand and the Thai elite. Compared with *The Bangkok Post*, it focuses more on local affairs and represents more Thai views of themselves and the world[1]

2. Selected articles from (daily) *Matichon. Matichon* is chosen because it targets more serious and educated readers. The use of English words in this newspaper seems to be higher than other local tabloids, such as *Daily News* or *Thairath.*

3. Selected academic articles written in Thai and English by Thai academics in business-related fields.

4. Selected theses written in Thai.

5. Selected theses written in English by Thai postgraduate students.

6. Five programs of an English talk show *Morning Talk* were randomly selected for the analysis of pronunciation. The programs are available on the Internet at "http://www.maxnettv.tv"http://www.maxnettv.tv. *Morning Talk* was chosen because of its focus on general issues relevant to Thailand; the hosts often interview Thai academics and Thai business people.

7. Professor Wijit Srisa-arn's speech on problems of thesis supervision (in Thai).

8. The panel discussion Interviews of Thai academics in business administration.

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[1] This assertion is based on an opinion found on http://www.thailandguru.com/newspapers-bangkok-post-the-nation-thailand.html, which states that "...The Nation is a little better at local news and analysis. ...sometimes qualitatively measured as fairly radical in this culture".

9. Special interview with dean of the faculty of business administration, Dhurakij Pundit University, Associate Professor Dr Uoppatham Saisaengchan (Interviewed on June 4, 2009).

The data are texts, written and spoken, including the interview (Source 9). The data are obtained from two different registers: formal and official. Both reflect the use of the language in real situations. Simple content analysis was used to categorize the texts.

The simple analysis of pronunciation variability was done by the researcher with the assistance of a native speaker, Mr. Timothy Ralph Woodhouse.

This study is preliminary of a work in progress, focusing on the use of English among the Thai academics in business-related fields. There are, of course, limitations; one of which lies in the size of the sampled data. What this study attempts to do is to provide some linguistic evidence to show some salient characteristics of English being used by some Thai academics.

Details of the data sources are available in the appendix.

4. Findings & Discussions

This section presents five key domains of findings, based on the content analysis of the texts mentioned in the previous section, namely, pronunciation, the use of loan words, the practice of code-switching, the use of names and pronouns, and the use of Thai rhetorical conventions.

4.1 Pronunciation
The analysis of videotaped/audio-taped spoken texts (Sources 6, 7, 8, and 9) reveals three categories of pronunciation patterns.

1. Thai (or rather, predominantly Thai)

2. Native Speakers of Core-Countries (e.g., America, England, and Australia)

3. Global Accents of English (e.g., Asian accents, excluding Thai)

The first pattern, Thai accent of English, is found in the data sources 6, 7, 8 and 9. It is found in both situations: Speaking in Thai and in English. This pattern is the most common one, reflecting L1 transfer. In English code-switching, Siamizing the sound of English words is a way to make the language flow smoothly, making the communication better. One explanation is from the interview (Source 9).

... (when English code-switching), we (Thai academics) speak English using the Thai style because the Thai language does not have accented sounds like English. When we English code-switch, we do not put any 'accent' when we say English words, which is not a problem for us Thais.

Textual data from the panel discussion of Thai business people (Source 8) confirm this practice. Depending on the situation, many Thai academics adjust their use of English to suit the context. They tend to pronounce English words with Thai accent, for example, *presentation, technology, promotion, research, concept, assignment, work permit, summer course, lecture, cancel,* and *policy.*

There are, perhaps, two main reasons why most Thais, including Thai academics, 'Siamize' their pronunciation of the English code-switched words in Thai sentences. One explanation could be the need to make communication easier for their audience, who are Thais, to understand their messages. The other is the naturalness of the sounds in Thai language.

However, the context of code-switching and the background of the academic determine the practice of code-switched English. English code-switched data from the analysis of Professor Wijit Srisa-arn's speech on problems of thesis supervision (Source 7) show the frequent use of code-switched English with correct word stress. This is supported by the opinion of the dean of the faculty of business administration of a Thai university (Source 9) who has said that: "...in an ideal situation, I think, what we need to do is to use proper stress (English correctly pronounced); otherwise, the practice (using English with no accents) will be fossilized". It is worth noting here that both Thai scholars graduated with a Ph.D. from American universities and are considered the top scholars in their fields.

This researcher once attended a conference held in Bangkok in 2008. The speaker was a well-known Thai scholar. He code-switched from Thai to English and the word he code-switched is "soft power." He didn't pronounce it using a standard English accent; he sounded Thailish instead.

Moreover, it has been found that native speakers or foreigners, too, are trying to sound Thai when they pronounce Thai names, mostly proper nouns such as names of persons or places. For example, the interview with Khun Nop Runchang by Valerie McKensy (Source 6) shows this practice. As the host of the TV show, she

welcomed her guest and pronounced the guest name using Thai pronunciation "Khun Nop Roongchaeng (Thai: คุณ นพ รุ่งแจ้ง)." The same practice can also be observed on other English programs in Thailand, such as Newsline (NBT) or MCOT English News. News anchors often adjust their speech, that is, slow down their language when approaching the Thai names.

In sum, three patterns of pronunciation have been identified, and the most common one is the one with Thai accent. This is due to the influence (L1 interference) of Thai.

4.2 English Loan Words in Thai

In a complex system, when languages are in contact, they influence one another. English, too, has borrowed words from many different languages such as Greek and French. English loan words appear in many languages around the world, including Thai. Many lexical items of English have been borrowed from other tongues. The influence of English on Thai shows the technological and cultural influence of its speakers.

Loan words are English words used as common words in Thai. Many of them have been borrowed from English. Many of them have become "common words" in Thai, for example, free (Thai: ฟรี), safe (Thai: เซฟ), gas (Thai: แก๊ส). Words borrowed from English have been adapted (i.e.,nativized). In speech, English loan words have been phonologically adapted to fit the Thai system. Currently, there are probably thousands of English words being used in the Thai language. The practice of code switching/mixing is often individualized, which is less stable; the use of loan words, however, is often a practice which has been institutionalized and is communal.

Obviously, Thais have borrowed more words from English. However, some Thai words have made their way into the English world. For example, some Thai words appear in *The Nation,* Thailand's main English newspaper.

Baramee: The use of `baramee (Thai: บารมี)', is found in an article in *The Nation*: "... We must do our part in accumulating baramee to guarantee the nation's safe future..."

(*The Nation*, 15 May 2009)

Vasana: "...Abhisit Vejjajiva...a Democrat by blood and a Bangkok elite by birth and vasana... (The Nation, 5 June 2009)."

Isaan: "Para-rubber plants proposed for Isaan"

(The Nation, 2 June 2009)

Yaba: Two suspected drug dealers with 296,000 ya ba tablets worth Bt 74 million in their possession, were arrested...

(The Nation, 1 May 2009)

The title of a column in the Nation reads Worth Your Satang reveals an example of the practice of code-mixing.

The number of English loan words in Thai is high. The use of loan words has been found in both written and spoken texts. For example, an article in Matichon contains a high frequency of occurrences of the following loan words: จีดีพี แพคเกจ โมเดล เปอร์เซ็นต์ เทคนิค, and สถิติ.

The analysis of Thai theses (Source 4) also reveals the use of English loan words. For example, the first three chapters of a Thai thesis show the frequent use of the loan word 'เทคนิค' or 'technical' (104), 'พลาสติก' or 'plastic' (10), flowed by common loan words, namely สถิติ (statistics), คอมพิวเตอร์ (computer), and ดอลลาร์ (dollar).

Research into the use of English loan words in Thailand seems to suggest that English has permeated deeply into Thai culture and society (Kapper, 1992). Many loan words have been altered

such as slang words, for example, 'tis' (Thai" ติส, English: artist). A survey has been conducted and reported that more than half of contemporary Thai slang items have their origins in English (Haji Umar, 2006). Clearly, the borrowing has been asymmetrical; more English words have been borrowed by Thais.

Calquing Process

This study has also noted another linguistic phenomenon, the frequent use of borrowed concepts, that is, the practice of loan-translation ---- many words, albeit written in Thai, are loan words translated root-for-root from English. In Thai these words have often been Sanskritized. In this study, many terms/words have been identified as calques, for example, the code-switched word นวัตกรรม or innovation (Source 7) and the word ธรรมาภิบาล (good governance) in Source 8.

In a thesis written in Thai (in the field of banking and finance), it is found that, in addition to the direct use of English, many calques appear. For example:

การวิเคราะห์ทางเทคนิค นักลงทุน นักเก็งกำไร ปัจจัยพื้นฐาน หุ้น (447)

In sum, the use of English loan words is found in both speech and

writing; calques have been identified. However, what has been calqued often springs back to their original forms when they are used informally.

4.3 Code-switching/mixing

In this study, code-switching/mixing is found to be the most frequent linguistic phenomenon. Thai academics often mix English with Thai in their writing and speech.

Code-mixing/switching in writing

Generally, Thai academics code-switch/mix in their writing; they do it in a variety of ways. An excerpt of an article in *Matichon* shows the practice of bracketing English translation.

...แต่มาร์คอสเสียเพราะเครือญาติบริวาร (cronies) ที่ห้อมล้อม ทั้งฝ่ายตนเองและฝ่าย ภรรยา จนเกิดการคอร์รัปชั่นกันใหญ่โตถึงกับ ประเทศล้มละลาย จนไอเอ็มเอฟ ต้องเข้ามา ปรับสภาพการเงินการคลังในประเทศ พลัง ประชาชน (ในที่นี้คือกลุ่มประชาสังคมมิใช่ พรรคการเมือง) ประมาณ 5 หมื่นกลุ่ม ซึ่งรวม เครือข่ายอยู่ใต้ดินอย่างเป็นระบบในช่วง 13 ปี ของมาร์คอสได้รวมตัวกันโดยมีผู้นำการ เปลี่ยนแปลง (change agent) ที่สามารถ สร้างพลัง (empower) กลุ่มคนได้อย่างเป็น ระบบได้... (Matichon, 1 December 2008)

In writing, most of the code-switched items are put in brackets, and most of these are nouns or noun phrases. Bracketing verbs is a rare phenomenon. The verb bracketed in the above example is "empower". English code-switching, according to Source 9, is a desirable practice; it helps make successful communication.

Below is another excerpt from the same newspaper:

บางคนเริ่มต้นจากการเป็นเพียงแค่คนดู (มีฐานะเป็นผู้รับสารด้านเดียว — Passive) แต่ ดูไปดูมา อาจเกิดอารมณ์ร่วมเมื่อเรื่องราว ต่างๆ ที่ตนติดตามอยู่หน้าเว็บก้าวไปถึงจุดสุด ยอด (climax) หรือถึงจุดที่ดึงให้เกิดอารมณ์ ร่วมออกมาได้ คนดูหลายคนอาจกระโดดก้าว ไปเป็นผู้เล่นบทเองด้วย (ฐานะเป็นผู้มีส่วนร่วม ในสื่อโดยตรง — active) (Matichon, 1 December 2008)

The above excerpt shows two adjectives, `active' and `passive', in brackets and one noun `climax'.

In an analysis of an article from Matichon (28 May 2009, p. 10) written by Varakorn Samkoset, it is found that 26 lexical items are English. The total number of Thai lexical items is 1420. The direct use of English is thus 1.79 per cent of the total lexical items. In this article, the author, in addition to bracketing English, explains English

expressions by bracketing Thai.

... มิฉะนั้น เท่ากับเป็นการให้ License to kill (ใบอนุญาตให้ฆ่า) อย่างไม่มีขีดจำกัด...

.... devil is in the detail (แปลตรงๆ ก็คือ ปีศาจมันอยู่ในรายละเอียด)

Another article written by the same author on the forecast of the Thai economy shows both kinds of English code-switching: (1) direct use of English items and bracketing the English translation. For example:

... บ่อยครั้งส่วนประกอบของ guess นั้นมากกว่า estimate ...

...ตัวที่อ้างอิงกันก็คือ จีดีพี (GDP) หรือ ผลผลิตมวลรวมในประเทศ...

The analysis of academic articles from two Thai academic journals, *Suthiparithat* and *BU Academic Review* (Source 3, see Appendix), also indicates the practice of English code-switching. For example:

- สิ่งแวดล้อมทางเทคโนโลยี (Technology Environment)
- คู่แข่งขัน (Competitors)
- ตัวกลางทางการตลาด (Marketing Intermediaries)

In academic articles, what is also common is the practice of bracketing statistical or research-related terms. For example:

- การทดสอบค่าที (T-test)
- งานวิจัยแบบสำรวจ (Survey Research)
- ข้อมูลปฐมภูมิ (Primary Data)
- การหาสหสัมพันธ์แบบเพียร์สัน (Pearson Product Moment Correlation)

In Thai theses, the practice of bracketing the English translation is common; the direct use of English lexical items or texts is also common. Moreover, names of non-Thai authors are either transliterated or used without any change.

In terms of references or sources of referenced information, most references of the academic articles or theses written in Thai are the works written in Thai by Thai academics; if theses or articles are written in English, there are more references in English than there are in Thai.

Code-mixing/switching in speech

It is common to hear English words when listening to Thai academics giving a lecture or a speech in Thai. The analysis of a lecture given by a prominent Thai scholar on thesis supervision (Source 7) shows the ways code-switching/mixing has been

practiced in Thailand by Thai scholars. Most code-switched items are nouns or noun phrases. For example:

Specialization, Specialist, Research, Graduate school, Taught programs

Nomenclature, Research students, Discipline, Innovative System, Baby research

Knowledge for development, Academic & professional, Psychology, Taxonomy

Scholarship, Modes of inquiry, Logic, Subject

English verbs and adjectives have also been mixed with Thai, especially among the business people.

--- ไม่ได้ focus อะไรเป็นจุดเด่นนะครับ

--- ที่จะปฏิบัติและที่จะ grow up

--- ง่ายๆ ไม่มีอะไรครับก็คือ check

---- การการันตี สินค้า

--- แล้วทำให้เราในฐานะผู้บริหารนี้ make decision ยากมาก

--- เรา present จากสิ่งที่เราได้นำเสนอไปแล้ว

---- ในการที่จะนำไป implement หรือ นำไปใช้

--- ทางบริษัทเป็นผู้ design ทั้งหมดแล้วทำ campaign ให้

--- หลายๆคนอาจจะมองว่านี่เป็นเรื่อง personal

(Source 8)

The frequent practice of code-switching is interesting. What is equally interesting is how these code-switched words are introduced. Patterns of code-switching have been identified; code-switched items are often introduced using Thai introductory expressions, for example:

--- innovation หรือ นวัตกรรม (English + or + Calque)

---ที่เรียกว่า innovative system หรือ ระบบนวัตกรรม (Thai introductory phrase + (Target) English + or + Calque)

---- บางคนก็เรียกว่า baby research เป็น research ขนาดเล็ก (Thai introductory expression (Some people call it) + baby research + เป็น + research + Thai)

---- ศัพท์เฉพาะศาสตร์ ที่เรียกว่า nomenclature (calque + Thai introductory expression + English)

---- เรื่องที่สองคือ โครงสร้างเป็นเรื่องของ structure หรือ taxonomy (Thai + English 1 + Thai + English 2)

The above patterns reveal the attempt to explain technical terms. This same pattern has been found in a panel discussion (Source 8). For example:

--- ธรรมาภิบาล หรือ good governance นี่แหละครับ

--- สิ่งที่เราเรียกว่า culture of the organization เป็นเรื่องของ วัฒนธรรมของ องค์กร

--- การทำ on the job ก็คือ การปฏิบัติงานจริง

--- งาน marketing หรือ งานตลาด

--- แต่สิ่งที่เราไม่คาดหวังก็คือไอ้ defect หรือ ของเสียที่เกิดขึ้น

--- นั่นเป็นการ win ที่ภาษาอังกฤษเรียกว่า win win ซึ่งกันและกัน

Sometimes, the English terms are introduced as familiar words. In this use, the words or terms are not explained. For example:

--- เขาไปเรียน psychology

--- ยกเว้น biology

---- ใช้ logic หาเหตุผล

---- เป็น specialization ที่มุ่งไปสร้าง specialist ในสาขาวิชาชีพเฉพาะ

--- การที่เรามี internal audit

---- brand ของเราเอง

(Sources 7 and 8)

Another function of aspect of code-switching is to give a definition or to explain jargon.

---- บัณฑิตศึกษาต้องสร้าง scholarship คือ สร้างความเป็น scholar ให้แก่คน (Source 7)

---- สมัยก่อนนะครับคนที่เขาเคยทำ ISO เขาจะเรียกว่า continuous improvement แต่ปัจจุบันนี้มันเป็น continual improvement เขาเน้นคำให้หนักแน่นขึ้น คือ มันต้องยั่งยืนจริงๆ

(Source 8)

It must be noted that the rate of code-switching increases when the communication event occurs in their discourse community. According to Source 9, "...sometimes (using English) is more effective than using Thai. Sometimes, when we use English, the message is easily understood, but when we use Thai, we need explanations or translation."

It should be noted here that, in addition to making the message easier to understand, the use of English can create a 'good feeling' among the parties involved. An example is provided from Source 9: "... let's consider the term 'external audit'....if I use the term in Thai 'ผู้ตรวจสอบภายนอก', instead of 'external auditor', the term does not sound right. (When I use the term) external auditor, it sounds good and important."

This study has found that who the listeners are determines code-switching behavior. Because the audience was a group of university lecturers, the speaker in Source 7 English code-switched

technical terms with correct accent. The practice of bracketing the English translation is not only a means to enhance communication, but also a means to express one's membership of a particular community. When they (students) graduate and do not know some business jargon, such as human capital, they might be looked down as being 'incompetent'. In this sense, code-switching has its social function. According to Beebe (1981), code-switching functions primarily as a symbol of group identity and solidarity among members of the speech community.

In sum, code-switching has been found to be the most salient characteristic of English use among Thai academics.

4.4 Names and Titles
Names

The use of names and titles is another salient characteristic found in this study. What is obvious is the practice of referencing names of authors in theses. Unlike non-Thai authors, Thai authors are quoted using both first and family names if the work is written in Thai. This bibliographical convention reflects Thai culture.

Master's theses written in English by Thai post-graduate students reveal a unique characteristic of usage. A Thai author is cited using his first name. Below are some examples:

Kanokwan (1996) studied the process of technology transfer in automobile assembly industry. (p. 7)

Kriangkrai (1997) studied technology transfer through subcontracting system in television industry. (p. 7)

Kongkiat (1994) compares the productivity and cost of air carriers in Asia Pacific region. (p. 22)

(Source 4)

'Kanokwan', 'Kriangkrai', and 'Kongkiat' are the authors' first names. This use is also found in *The Nation*.

However, when Thai authors write in English, only their family names are cited. For example:

The most recent study in the case of Thailand is Chinprateep (1998),...

(Source 4)

Even though the citation follows the Western style, on the list of references, the name of the same author is ordered using the Thai system,

that is, the first name plus the family name. Moreover, the researcher adds the title Mr. in front of his name on the cover page of his thesis.

Titles

Thai people are particular about titles, including academic ones. For example, the title 'ajarn' (master) is often used in front of the first name of a person who is a teacher. For example, "Do you know where ajarn David is teaching this afternoon?

Source 6 shows the use of honorific Khun. The use of Khun (Thai: คุณ) in front of a Thai given name is a common practice in Thailand. In Morning Talk, the hosts often use this honorific title, considered neutrally polite in Thai, to address the guests. For example:

- Sawasdee krub Khun Johan...
- Khun Piyachart Ratanaprasartporn...

Other non-academic titles have also been identified. Examples from *The Nation* reflect the use of some uniquely Thai titles:

Thanpuying Chanut Piyaoui, founder of Dusit International, said the recent political turbulence had tarnished the Kingdom's image....

(The Nation, 11 May 2009)

MR Pridiyathorn Devakula, the former Bank of Thailand governor, yesterday urged Prime minister Abhisit Vejjajiva to scrap the Bt67-billion NGV ....

(The Nation, 2 June 2009, p. 1)

Thai names, people and places, and their titles are part of the Thai culture. When they use English, these characteristics are manifested. This observation is consistent with a study conducted by Ora-Ong Chakorn (2009) who reported that many forms of Thai address in business correspondence reflected the Thai hierarchy; they have been used by Thais as well as non-Thais.

4.5 Rhetorical Conventions

The literature on the influence of L1 has reported that, in writing, Asian students employ their own rhetorical conventions when writing in English. This shows that cultures influence ways people present their thoughts and opinions. For example, based on the analysis of the students' written work, Kaplan (1966) argued that cultures play an important role in the students' writing styles and the ways they present their ideas.

Thai-English, as its name suggests, is a variety of English that has been influenced by Thai culture. When two or more languages are said to be in contact, one of them may change some of its construction. According to Prasithrathsint (1985), Thai academia was initially influenced by American scientific literature. Albeit not obvious, there are elements of Thainess in the way Thai people use English, for example, the structure of an argument.

Research has revealed the difference between the rhetorical tradition of Thai academics and Western ones. Kanoksilapatham (2007) has compared scientific research articles in Thai and English. One of her findings was the influence of Thai culture on the rhetoric of scientific articles written in Thai. She argues that the absence of critique culture by Thai scholars has resulted in the confidence of the tones of the writers.

In speech, Thais use many particles at the end of sentences. For example, the particle 'krub' was used by both Thai and non-Thais in Source 6. The use of particles such as krub or ka makes polite utterances. When a native speaker of English talks to a Thai lady in an office, this convention is also applied. By the end of their conversation, for example, the lady often ends her sentence with a common Thai particle for Thai females, that is, the ending "na ka". So, it is natural for her to say, "Don't forget to give it back to me, na ka". Another example is the use of the thanking expression in Thai or Khob Khun Ka/Krap. This practice is manifested in an interaction between the TV host and the guest in a TV interview in Source 6.

5. Summary & Conclusion

In line with the literature on language transfer, this paper has asserted that the use of English among Thai academics has been noticeably influenced by Thai culture and language. Five characteristics of English used among the Thai academic in business-related fields have been identified; linguistic examples have been provided. The analyses of texts show some glimpses of Thainess in the characteristics of English use by Thai academics.

In conclusion, this study has provided some evidence to show that English has permeated deeply into the universe of Thai academia and scholarship. English use among Thai academics has been influenced by the Thai language and culture, and this paper has provided preliminary data to

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Appendix

1. Selected Articles from Matichon

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4. English TV programs, Morning Talk

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2. Morning Talk (16/10/2008): Interview with Khun Boonyong Tansakul by Valerie McKensy

3. Morning Talk (30/07/2008): Interview with Khun Piyachart Ratanaprasartporn by Kipsan Beck

4. Morning Talk (05/05/2009): Interview with Dr Darika Kingnate by Valerie McKensy (Swine Flu) & Interview with Dr. Warat Taengjanegit by Johan Vimolchalao (SPU Library)

5. Morning Talk (25/03/2009): Interview with Khun Pissawan Achanapornkul (Shell) by Ms Valerie McKensy, Interview with Watcharachan Sirisuwannatash (Engineer) by Johan Vimolchalao, Interview with Khun Nop Runchang by Valerie McKensy

All the programs are available at http://www.maxnettv.tv
"www.maxnettv.tv

5. Panel Discussion on Good Governance (in Thai)

การประชุมวิชาการ การบริหารและจัดการ ครั้งที่ 2 เรื่อง ธรรมาภิบาลในธุรกิจ เอสเอ็มอี วันที่ 18 ตุลาคม 2549 ณ โรงแรมมิราเคิล แกรนด์ คอนเวนชั่น หัวข้อ ธรรมา ภิบาลในธุรกิจเอสเอ็มอี แขกรับเชิญคือ คุณวีรเดช สมบูรณ์เวชการ คุณเจตน์ มีญาณเยี่ยม และคุณธวัชชัย เอื้ออัครวงษ์

Biodata

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