

## A Study of Thai–English Code–Mixing and Code–Switching in GolfDigest Magazine

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### Abstract

Linguistic phenomena of code-switching and code-mixing characterized by a particular setting have gradually been increasing throughout multicultural contexts, EFL contexts in particular. Effective communication between interlocutors in a given setting requires a mutual understanding of the conversation. This study employed the content analysis to examine the use of Thai–English code-switching and code-mixing found in 54 golf instruction articles in GolfDigest magazine. Data were analyzed based on the theoretical framework proposed by Kannaovakun and Gunther (2003), Ho (2007) for the nativized feature of code-mixing; and Poplack (1980) for code-switching. The analysis found that the occurrence of Thai–English code-mixing ( $f = 138$ , 55.64%) was slightly higher than Thai–English code-switching ( $f = 110$ , 44.35%). Among classification of the code-mixing, hybridization was used the most ( $f = 32$ , 23.2%), followed by word order and proper noun ( $f = 20$ , 14.5 %), letters of alphabets ( $f = 17$ , 12.3%), truncation and conversion ( $f=14$ , 10.1 %), semantic shift ( $f = 12$ , 8.7%), and reduplication ( $f = 9$ , 6.5%) respectively. As for the classification of Thai–English code-switching, the use of intra-sentential ( $f = 92$ , 83.6%) was greater than inter-sentential ( $f = 18$ , 16.4%). The results implied that a mix of two languages is commonly found when the interlocutors are to facilitate and maintain the flow of conversation and social solidarity. Importantly, it could be a useful guideline for lesson plan designs in Thailand EFL classrooms including meaning-focused as well as form-focused including realizing how the meaning of a word varies according to a particular setting.

**Keywords:** Code-switching; Code-mixing; interlocutor; linguistic variations

## Introduction

In this globalization, the proportion of English speakers has drastically increased from about one-fifth to about one-third of the world's population in the last 25 years (Schneider, 2011). According to Crystal (2003), the quantity of people using English as a Second Language (ESL) or English as a Foreign Language (EFL) outnumbers English native speakers (ENL) by a ratio of about one to three or four. Schneider (2011) noted that English has been called World Englishes as it is used in various ways around the world, adding as a world language, one of the characteristics is a mix of codes or a mix of local and English language systems with the use of code-mixing and code-switching.

The use of code-switching and code-mixing refers to the linguistic phenomena occurring in bilingual or multilingual situations when interlocutors combine a variety of different linguistic forms of languages within conversations, sentences, phrases to convey meaningful messages or ideas in both spoken and written forms. (Bernstein and Herman, 2014; Janhom, 2011). The expansion of multicultural and multilingual communities around the world results in using mixed languages of code-switching and mixing in a situation especially in the countries using English a Second Language (ESL) e.g., Singapore, Philippines, Malaysia; and English as a Foreign Language (EFL) e.g., Thailand, Indonesia, Vietnam, in which forms of code-switching and code-mixing vary according to situations reflecting the sociocultural, cultural and social aspect of the language used.

According to Bernstein and Herman (2014) alternative uses of code-switching/mixing employed in a situation can encourage and facilitate the flow of interaction between the interlocutors in terms of linguistic and sociocultural identity. Therefore, interlocutors cannot achieve the goal of communication without mutual knowledge or experiences, whereas the form of language used might be shifted and switched when they have different background knowledge. For example, the students majoring in English might not understand some jargon used by students majoring in marketing and vice versa. Therefore, when a certain situation of the language used consists of a more complicated component that is difficult to find an equivalent in the target language e.g., business, linguistics, engineering, logistics; code-switching, and code-mixing are likely to be frequently and unconsciously used to facilitate a more meaningful communication (Clyne, 2003).

In Thailand EFL context, being used for either modernity or adhesivity, code-mixing between Thai and English is obviously found among new generations and educated while code-switching is rare because Thailand does not take English as a second language officially as evidenced by several studies. For example, an analysis of the English-Thai Code-Mixing in Thai Health Magazine conducted by Janhom (2011) found that hybridization was found at the highest rate (84.78%) with reduplication being used the least (0.93%). In contrast, reduplication (70%), was found the most in a study of English Code-mixing and Code-switching in Thai Pop Songs analyzed by Likhithongsathorn and Sappapan (2014). Furthermore, Kannaovakun and Gunther's (2003) found that the use of truncation in the mixing of English and Thai was frequently and commonly found in Thai sport Television Programs, which was in line with a study on Thai-English Code-Mixing in Hormones the Series analyzed by Papijit (2013).

Given the contribution of code-switching and code-mixing in both formal and informal situations, it is important to realize that as a situation changes, the use of code-switching/ mixing also changes. Once the mixed language is used in a specific setting or activity, the interlocutors can not only communicate effectively but also express themselves in terms of value and membership in the group conversation including avoiding misunderstanding of the terms used in the target language. In the same fashion, the language used in sport settings can connect the speakers to participate in the conversation as a group member when they share common interests while those who have an insufficient background in a particular sport are not able to do so. Although, prior studies in the Thailand EFL context have analysed the use of Thai-English code-switching and code-mixing in several contexts e.g., Thai newspapers, Thai series, Thai Health Magazine, to my knowledge none of the analysis of Thai-English Code-Mixing and Code-Switching in golf sport has been found. This study, therefore, analyses the linguistic variations of code-switching and code-mixing used in golf sport found in GolfDigest Magazine to raise awareness of linguistic variation and diversity in the golf sport setting and provide a useful guideline for those who are interested in golf instruction.

## Research Objectives

The study aimed to investigate 1) the extent to which the linguistic variations; forms, functions, and the impact of the use of English code-mixing and code-switching in GolfDigest

magazine, 2) the use of this language strategy have any impact on the readers in order to help the language users clearly understand the language phenomena and raise awareness of the appropriate use of code-switching and code-mixing according to a specific setting, golf in particular so that this language phenomena could help the interlocutors realize when the code-switching and code-mixing should be used or when should not.

## Scope of the Research

As golf sport is unique, GolfDigest magazine, published in 2018, is used for the study with all the English words or mixed words from a cover page to a back cover, except for advertisements and the names of columnists or writers, are taken for analysis. The reasons for choosing this magazine are, firstly, the researcher is interested in golf. Secondly, no research on code-mixing and code-switching in sports magazines has been found. Finally, the researcher has a strong belief that the study can benefit those interested in extending the knowledge of the language phenomena.

## Literature Reviews

According to Sridhar and Sridhar (1980, as cited in Walwadkar & Shinde, 2013) code-mixing is the use of two or more languages at a time with the first language as the host and the second one, the guest language, to be inserted. It is in line with Maschler (1998, as cited in Ju, 2009) claiming that code-mixing refers to the use of two languages in such a way that elements from the two languages are incorporated into a structurally definable pattern. Code-switching means the mixing of varied linguistic units mainly from two participating grammatical systems across sentence boundaries within a speech event (Ritchie and Bhatia, 2009) and the alternation of the two language (or dialects) during the single conversation (Macaro, 2001; Gass and Selinker, 2008; Stockwell, 1999; Curzan and Adams, 2012). It is commonly seen in multilingual regions where several unstandardized varieties co-exist and regional minorities and communities of immigrant origin (Frawley, 2003). One language is dominated by another language. It happens due to the lack of a concept in one language and its presence in the other and it might happen simply because of the social context (Gass and Selinker, 2008).

### **Code–Switching/ Code Mixing in Different Aspects**

It is important to be noted that linguistic variations of code–switching and code–mixing used in conversation plays a significant role in the language used in terms of language acquisition, sociolinguistics, and accommodation for communication.

According to De Bot, Lowie, and Verspoor, M. (2005), the speaker of one language might encounter difficulties in the word equivalents in the target language, he/she probably borrow a word to express a particular idea in which translation might distort the whole meaning of the words used. Consequently, the speakers probably alternatively use code–switching and code–mixing.

As for the sociolinguistic perspective, the phenomena of code–switching, and code–mixing make an impact when the interlocutors establish solidarity and group rapport within a conversation. This could facilitate a better understanding and encourage a flow of communication in a particular setting (Janhom, 2011; Waris, 2012).

Finally, code–switching and code–mixing are connected with communication accommodation theory (CAT) proposed by Giles, Coupland and Coupland (1991). CAT was based on the assumption that the interlocutors switch or mix the languages because of their social differences. The speakers adjust the use of language in a situation not to get involved and minimize the social difference but also facilitate a communication flow. Therefore, this feature significantly involves the acceptance of social conditions between the interlocutors.

### **Methodology**

This present study employed a content analysis in qualitative research. The sample data were purposefully collected from 54 golf instruction articles in GolfDigest magazine, in which the researchers have asked permission for data analysis from the editor.

The researchers read the sample articles in the magazine to compile statements, phrases, the sentence having characteristics of Thai–English code–switching and code–mixing and submit to three experts in Linguistics and Applied Linguistics to check content validity.

Classify and group the obtained data and analyzed data based on the theoretical framework of eight nativized feature of code–mixing proposed by Ho (2007), Kannaovakun and Gunther (2003); and two patterns of code–switching proposed by Poplack (1980). The theoretical framework employed for data analysis included:

**Classification of the nativized feature of code-mixing** (Ho, 2007; Kannaovakun and Gunther, 2003)

- |                   |                         |
|-------------------|-------------------------|
| 1. Hybridization  | 2. Word Order           |
| 3. Proper Noun    | 4. Letters of Alphabets |
| 5. Truncation     | 6. Conversion           |
| 7. Semantic Shift | 8. Reduplication        |

**Classification of code-switching** (Poplack, 1980)

- |                     |                     |
|---------------------|---------------------|
| 1. Intra-sentential | 2. Inter-sentential |
|---------------------|---------------------|

The data analyzed were presented by applying descriptive statistics including frequency and percentage. In addition, data of content analysis were presented both Thai-English Code-Mixing (TH) and Back Translation to English (BT) to provide a comparison of code switching and code mixing of found in the content analysis.

## Results

### 1. Classification of English-Thai code-mixing

Based on the theoretical framework by Kannaovakun and Gunther (2003) and Ho (2007) the result of the study on English-Thai code-mixing in GolfDigest magazine can be summarized in Table 1.

**Table 1: The frequency of use of code-mixing**

No.	Classification of code-mixing	Frequency ( <i>f</i> )	Percentage (%)
1	Hybridization	32	23.2
2	Word Order	20	14.5
3	Proper Noun	20	14.5
4	Letters of Alphabets	17	12.3
5	Truncation	14	10.1
6	Conversion	14	10.1
7	Semantic Shift	12	8.7
8	Reduplication	9	6.5
<b>Total</b>		<b>138</b>	<b>100</b>

The findings in Table 1 revealed that hybridization, which is a combination between English and Thai, was the most used type of code-mixing in the GolfDigest magazine. Featuring an occurrence of 32 times, hybridization was accounted for 23.2%, followed by word order and proper

noun ( $f = 20, 14.5\%$ ), letters of alphabets ( $f = 17, 12.3\%$ ), truncation and conversion ( $f=14, 10.1\%$ ), semantic shift ( $f = 12, 8.7\%$ ), and reduplication ( $f = 9, 6.5\%$ ) respectively.

To elaborate the findings, examples for each type of code-mixing found in the magazine were given as follows:

**1.1. Hybridization:** It refers to a combination between English and Thai, using English as a headword with Thai words as a modifier and vice versa. For example,

THAI: “...ตอนที่ เอเยนต์นักกีฬา อย่าง กิฟ บรีด ซื้อสนามกอล์ฟแห่งนี้...”

BT: “...when *player’s agent* Gif Breed bought this golf course...”

The word in italics serves as hybridization acting as a headword when they are used in Thai. Hybridization with English as a modifier e.g., golf bag, golf course, and green fee were frequently found in the magazine features.

**1.2. Word Order:** This refers to a change of word position when English is used in the Thai code. In English, an adjective is usually placed before a noun. In contrast, it is put after a noun in Thai. e.g., *ball flight, putting green, bunker shot*. Those phrases become *flight ball, green putt, and shot bunker*, in Thai conversation.

**1.3. Proper Noun:** It refers to using English to name a person or a thing, borrowed word in other words, e.g., *Bluesapphire Golf and Resort, Royal Gems Golf City*. This is because the speakers might get struggling in understanding when translated in Thai.

**1.4. Letters of Alphabet:** A letter or letters of English alphabets are used to name or distinguish between objects. It was classified into two types: letter names and acronyms. For example,

THAI: “...โดยแบ่งเป็นแคanyonคอร์สในคอร์สเอและบี...”

BT: “...The Canyon course features courses A and B...”

It can be seen that A and B were used to name the course, called Letter Name. Some examples in an acronym were *PGA Tour* standing for Professional Golfers Association, *LPGA Tour* standing for Ladies Professional Golf Association Tour.

**1.5. Truncation:** It is to shorten English words when they are used in other languages. Being divided into two types – retaining the first and the ending syllables. For example, the use of *Pro* for Professional, *High Tech* for *High Technology*, and *Pro Am* for *Professional Amateur*.

Furthermore, the truncation with the use of retaining the ending syllable was also found e.g., the use of the word *Sup'tar* for *Superstar*.

**1.6. Conversion:** In conversion, the function of the word is conversed when an English word is used in the Thai context similar to truncation.

THAI: “...นาดาลีเศร้าหลังพลาดการควอลิฟาย...”

BT: “...Natalie felt *sad* after missing the qualifying tournament...”

The word *sad* is an adjective in English. But its function was conversed to be used as a verb in Thai.

**1.7 Semantic Shift:** It is the change of meaning when English is in use in the Thai context. For examples,

THAI: “...นักกอล์ฟบางคนจะซีเรียสตลอด...”

BT: “...some golfer players are always *stressful*...”.

The word *serious* was used instead of *stressful*.

THAI: “...สองแฝดสุดฮอต..”,

BT: “...the twins are *very popular*...”

In most Thai conversations, the word *popular* was replaced by the word *very hot*.

**1.8 Reduplication:** It is the consecutive repetition of the English word when being used in the Thai code. Its meaning is intensified but not changed. The reduplication was the least-used type of code-mixing in the magazine. For example,

THAI: “...ซูปตาร์กับการเล่นกอล์ฟชิวๆ...”

BT: “...sup'tar and playing golf *chill chill*...”

THAI: “...หมวกแก๊ปสีส้มฉูดฉาดกระซากใจแฟนๆ...”

BT: “... a flashy orange cap catches the hearts of fan fan (golf fan club in this sense).”

## 2. Classification of English–Thai code-switching

The findings, based on the framework by Poplack (1980) showed that intra-sentential code-switching occurred at a much higher rate than inter-sentential code-switching as shown in Table 2.



Table 2: The frequency of use of code-switching

No	Classification of code-switching	Frequency ( <i>f</i> )	Percentage (%)
1	Intra-sentential	92	83.6
2	Inter-sentential	18	16.4
	total	110	100

**2.1 intra-sentential code-switching:** It is to put English words in a Thai phrase or sentence and the English word is not changed in terms of forms of semantics. The occurrences of the Intra-sentential code-switching found in the analysis was higher ( $f = 92$ , 83.6%) than inter-sentential code-switching ( $f = 18$ , 16.4%). For example,

THAI: “...หลักการคิดเพื่อ*ขับรถ*ที่สุดยอด...”

BT: “...the concept of how to *drive* brilliantly...”

The italic word was used in Thai conversations. Some examples of Intra-sentential code-switching were e.g., *putt*, *stroke play*, and *driver in which these words were commonly mixed in Thai sentences or phrases*.

**2.2 Inter-sentential switching:** It refers to switching from Thailand to English or vice versa in the levels of clause or sentence. Take the example of golf instruction.

THAI: “...นี่คือแบบฝึกหัด*การขึ้นไม้*...”

BT: “...this is how to *take it to the top*...”

THAI: “...ใช้*ลำตัว*ในการควบคุม*แนวสวิง*และ*หน้าไม้*...”

BT: “...*drawn it up* to control swing and the golf club...”

## Conclusion

Based on a classification by Kannaovakun and Gunther (2003) and Ho (2007) it was found that hybridization has the highest occurrence especially when English words are used as a modifier to Thai words, followed by word order shift, proper noun, letters of alphabets, truncation, conversion, semantic and reduplication respectively. For code-switching based on formal categorization (Poplack, 1980) a number of intra-sentential code-switching occurrences, also called intra-sentential code-mixing, outnumbers inter-sentential code-switching by a big margin.

Taking the mixed language, code-mixing/switching into account, it became clear that the language phenomenon was in use to identify the role of the interlocutors and the types of the

language and to make communication much easier to understand. From this content analysis in which code-mixing and code-switching were replaced by Thai words, some coded words were needed for the Thai EFL contexts because Thai words with equivalent or precise meanings to those English words could not be found.

## Discussion

### 1. The linguistic forms of Thai-English code-mixing and code-switching in GolfDigest magazine

Linguistic Forms	Frequency ( <i>f</i> )	Percentage (%)
Code-mixing	138	55.6
Code-switching	110	44.4
<b>Total</b>	<b>248</b>	<b>100</b>

Based on the classification framework of nativization proposed by Kannaovakun and Gunther (2003) all the six types of code-mixing were found in the study. The most used type was hybridization, consistent with Janhom's (2011) study on English-Thai code-mixing in Thai Health magazines. Within the same framework employed by Janhom (2011) it was found that hybridization was mostly found in the analysis while reduplication had the least frequency. With both GolfDigest magazine and the Thai Health magazine having the most frequent use of hybridization and the least use of reduplication, it can be assumed that their respective target readers are the same group of people who are educated and sometimes express a trendy style of communication.

The findings were in contrast with the study in Thai pop songs conducted by Likhithongsathorn and Sappapan (2014). It was found that reduplication was the most frequently used one, followed by semantic shift, truncation, conversion, hybridization, and word order, respectively. This was because reduplication was necessary for writing a song.

Based on the framework of code-mixing provided by Ho (2007) this study found that the letters of the alphabet are outnumbered by proper nouns. The former was at 14.5% of occurrence while the latter was found at 12.3%, in line with that of a study conducted by Janhom (2001).

For the code-switching study categorized by the framework of Poplack (1980) Intra-sentential code-switching had more occurrences in GolfDigest than inter-sentential code-switching. Apart from accommodating communication for interlocutors, it is assumed that both intra-sentential

and inter-sentential code-switching happen because the writers or the speakers show their knowledge or modernity or even to be trendy.

## 2. The functions for the use of Thai-English code-mixing and code-switching in GolfDigest magazine

As for register identification where some languages are more suited to particular participants, social groups, or settings, code-mixing and code-switching are used to show different kinds of register types. It also tells which field or knowledge those words belong to. In GolfDigest magazine, such mixed words e.g., *golf tournaments*, *routine putt*, *putting line (line putt in Thai)*, *Fairway*, can be assumed that the magazine must be about golf because the words are technical terms.

Moreover, as a writer could not find such a substitute word in his dialect, code-switching is used as elucidation to compensate for diminished language proficiency among interlocutors (Strazny, 2005). There is no equivalent like *bogey* or *birdie* (as seen in the intra-sentential code-switching) in Thai. Therefore, the writer has no alternative word, but to mix them into the Thai sentence. With Thai words being redundant when being translated from English, the writer is likely to mix English words into the Thai contexts. For example, to the word *Professional golf player*, the writer prefers to use only the word *Pro* followed by player name e.g., *Pro Arm*, *Pro May*, and *Pro Mo*. The study results give sufficient grounds to conclude that code-mixing and code-switching are triggered by interlocutors' three functions: role identification, register identification, and elucidation or interpretation.

## 3. Advantages and Disadvantage of Code-Switching in GolfDigest magazine

Some code-switching words are perfectly replaced by Thai words and easy for readers to understand the contents. A replacement of the terms e.g., *bunker (a trap in golf course)*, *technique*, *win (Champion)*, and *slope* becomes successful and meaningful and their meanings are not changed because they are general terms. Furthermore, the use of word substitution is difficult for such words as *save par*, *swing*, *green*, *spin*, or *putt*. Replaced by Thai words, their meanings might not be succinct or precise enough. GolfDigest magazine editor Chumphol Na Takuathungh said code-mixing and code-switching are used as the writers could not find the right and relevant words in Thai such as *green*, *par*, *caddy*, and *driver*. A space limitation also forces the writer to use English. For example, the phrase "... *speed ball from left to right...*", the term '*speed*' might be mixed in Thai conversation in terms of code-switching, since the replacement or translation of term *speed* in Thai

could generate a more space of meaning. Using code-mixing and code-switching shows modernity and becomes a practical way to get the readers to understand conveyed messages easily.

## Suggestions

Comparative studies should be conducted in other sports magazines and other fields of knowledge to see how different the language is and to explore various patterns and functions. Comparative studies among magazines with different target groups of readers are also recommended to see how their backgrounds have an impact on the use of code-mixing and code-switching in the magazines. Moreover, it would be interesting to investigate the code-mixing and code-switching between English and languages in neighboring countries. It might tell us about how social and economic situations in those countries have influenced the language change.

## New Knowledge

1. The study showed that its findings either support or decline previous studies on English–Thai code-mixing and code-switching. This language phenomenon has been seen in all fields and its impact on language change depends on a variety of factors including readers or audiences and media channels. Reduplication is the most frequently used in song lyrics, but it is ranked last in the magazine.

2. It can be assumed that if original sources are derived from abroad or the English-speaking country, more code-mixing and code-switching can be expected. GolfDigest magazine is one of the good examples because golf is originated in Europe where English is widely spoken. The more the sport is popular, the more code-mixing and code-switching would be found to be useful for communicative accommodation. In addition, a better understanding of code-switching and code-mixing can not only facilitate a flow of effective communication but also establish social solidarity within the language used in conversation. communication might fail if interlocutors have no mutual understanding of the given conversation.

3. These linguistic variations found in the study can be applied to classroom teaching. The teachers should help students raise awareness of how a word varies according to the context used. Essentially, the students are required to learn not only form-focused (grammatical structures) but also meaning-focused. For example, the adjective word *green* primarily means *green* color; in

contrast, its meaning in the phrase *green campaign* refers to the protection of the environment. Similarly, the word *green* in golf means the area that flagstick and hole are located for putting a golf ball with reference to this study.

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