A Study of English Loanwords Found in the Advertisements in Thai Magazines

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Abstract

         The purpose of this study is to study an English loanwords or lexical borrowing found in the advertisements in four Thai magazines. The analysis was divided into two parts: types of loanwords and semantic changes. There are four main types of loanwords: transliteration, loan translation, loan blend, and loan shift; and the second part is related to four main kinds of loanwords according to semantic changes: original, narrower, broader, and deviating meaning loanword. The data were analyzed according to the method of assimilation into English and Thai context. It was found that transliteration was used most in each magazine. Moreover, original meaning was used most in the contexts according to semantic changes. In conclusion, this study offers insight into English loanwords in the Thai language with a special discussion on the effects of the loanwords on writing in the advertisements.

Keywords**:** _Loanwords, Lexical Borrowing_

บทคัดย่อ

         วัตถุประสงค์ การศึกษานี้มีจุดมุ่งหมายเพื่อศึกษาคำยืมภาษาอังกฤษที่พบในโฆษณาจากนิตยสารไทย โดยแบ่งประเภทของคำยืมในเชิง รูปแบบและความหมายได้แก่ transliteration, loan translation, loan blend และ loan shift อีกส่วนในด้านความหมาย original, narrower, broader และ deviating ดำเนินการวิจัยโดยการ วิเคราะห์ข้อมูลของคำยืมภาษาอังกฤษตามบริบทของภาษาไทย ผลการวิจัย จากการศึกษาพบว่าคำยืมภาษาอังกฤษที่ พบมากที่สุดคือ Transliteration และ Original meaning การศึกษาครั้งนี้ ให้ข้อมูลเชิงลึกด้านคำยืมภาษาอังกฤษในภาษาไทย มีการอภิปรายเกี่ยวกับ ผลของคำยืมที่เกี่ยวกับการเขียนในการโฆษณา

คำสำคัญ: _คำยืม การยืมคำศัพท์_

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1. Introduction

         English is viewed as an effective means of communication. It is the language spoken in many countries around the world, either as a native, second or foreign language. It is also regarded as a language of opportunity in terms of the nation's economic growth and to become closer and express themselves to each other.

         On account of widespread use both in official and international modes as in communication, business, technology, education, diplomacy, media, etc.; English has evidently become a global language. This has caused fragments of its lexicon to surge into other languages.

         When people in different countries or areas communicate, loanwords take part in their communication. As a consequence, Hatch and Brown (1995), the writer of _Vocabulary, Semantics and Language Education_, also remark that all language borrows words from other languages and borrowing is one way to increase the vocabulary bank of language.

         Loanwords are words taken by the speakers of one language from different language. All loanwords are a result of cultural contact between two language communities. According to Haugen (1950), loanwords are claimed to be directly taken from one language into another language with a bit change and no translation. By contrast, a loan translation is related concept whereas it is the meaning or idiom which is borrowed rather than the lexical item itself. Function words such as pronouns, numbers and words referring to universal concepts, are usually not borrowed but have been in some cases. Moreover, Henderson (1951) found that most of English loanwords are naturalized and others introduce certain innovations into the language. The syllabification problem was investigated, and the initial, vowel and final phonemes as well as tones were also studied.

Loanwords are very important because we can use loanwords to describe a new thing or new word, which might not have appeared before. Moreover, all of magazines, websites, and academic textbooks always use English loanwords for communication. Besides, English loanwords still play important roles in business and education. As a result, English loanwords are very necessary like a part of our life.

Like other languages, Thai language has changed by borrowing words from other languages because of cultural influences from the west. Generally, many words are mixed from one language to another. It is possible to translate technical terms from the source (English) language into receptor (Thai) language by utilizing the existing Thai words. Furthermore, it is very difficult and perhaps impossible to communicate all meaning components of these new words.

English loanwords in Thailand cover a wide range of vocabulary. According to Karnchana Nacaskul (1979), it is stated that one of the general characteristics of loanwords in South East Asian countries is that they normally retain some alien features. English loanwords' characteristics in Thai are claimed to be complicated.

Among people of different social classes and educational backgrounds, English loanwords are widely accepted in Thailand. Basically, personal names were among the first English loanwords which were accepted, with changes in the expression of sound to assist the pronunciation as well as to help memorize those words, often with a mixture of humor.

The volume of English loanwords in the Thai language has been significantly increasing. Thai has expanded its vocabulary by extensively borrowing word from English. There is nowhere more apparent than in the media since the language of journalism is nearer the spoken word.

As mentioned above, English loanwords are often found in Thai magazines; therefore, it is worth examining how they are used. English loanwords found in the advertisements from four Thai magazines were analyzed in terms of its forms and meaning in both Thai and English contexts.

2. Objectives

The study investigates the types of loanwords and the types of semantic change in the advertisements in four Thai Magazines.

3. Materials and methods

The researcher collected the English loanwords found in the advertisement in four Thai magazines: *Cheeze*, *Cleo*, *Cosmopolitan*, and *DONT* (monthly women's magazines). The data were collected from January to December in 2010 for *Cheeze*, in 2014 for *DONT*, and in 2015 for *Cleo* and *Cosmopolitan*.

Then, the researcher studied the related theories based on loanwords. Lastly, those words were analyzed based on each type of loanwords. All of loanwords are analyzed based on the guideline of analyzing methods. According to the guidelines, all collected data are analyzed to find out the meanings and forms used in both Thai and English contexts. The English meanings of these transliteration words were studied from the Oxford Advanced Learners' Dictionary. Also, the Thai meaning from the latest edition of dictionary issued by the Thai Royal Institute was used in the analysis process. Therefore, the English and Thai meanings were compared to study the semantic change.

Section 1(Form):

Type 1: Loanwords (transliteration) - carried out directly loanwords with very little or no change to the particular word

Type 2: Loan blend - combined loanwords and an already existing word in the language

Type 3: Loan translation - translated loanwords and made the word already available in the language

Type 4: Loan shift - extended loanwords from the first language to existing word in the language

Section 2 (Meaning):

Type 1: Original Meaning - the Thai meanings of these words are not different from the English meaning.

Type 2: Narrower Meaning - Thai takes some parts or most of English meanings.

Type 3: Deviating Meaning - the Thai meanings of these loanwords are used differently from the English meaning.

　　　　Type 4: Broader Meaning - the Thai meanings of these loan words are added to the English meanings.
　　　　Moreover, the occurrence of each type and meaning are presented in the table and applied in percentage.
　　　　X = the total number of examples found in each type
　　　　Y = the total number of all example in all types
　　　　In this case, the percentage of each data can be figured out by using "X" referring to the total number of examples found in the data collection, multiples with 100 and divides by "Y" referring to the total number of all examples.

4. Results and Discussion

　　　　This section analyzes the data collected according to the method applied in the present research. The results are presented according to the actual number in percentage form.

Table 1 Results of English loanwords (form) found in the advertisements

Magazine	Types of Loanwords			
	Transliteration (words)	Loan Blend (words)	Loan Translation (words)	Loan Shift (words)
1. *Cheeze*	75 (99%)	1 (1%)	0 (0%)	0 (0%)
2. *Cleo*	89 (99%)	0 (0%)	1 (1%)	0 (0%)
3. *Cosmopolitan*	24 (83%)	0 (0%)	6 (17%)	0 (0%)
4. *DONT*	88 (86%)	14 (14%)	0 (1%)	0 (0%)

　　　　According to Table 1, it was found that transliteration was used most in all the magazines while loan shift was not found at all. Transliteration is the practice of converting or replacing a text from one writing system into another, word-by-word, or ideally letter-by-letter.

Table 2 Results of English loanwords (meaning) found in the advertisements

Magazine	Types of Loanwords			
	Oiginal (words)	Narrower (words)	Deviating (words)	Broader (words)
1. *Cheeze*	75 (99%)	1 (1%)	0 (0%)	0 (0%)
2. *Cleo*	89 (99%)	0 (0%)	1 (1%)	0 (0%)
3. *Cosmopolitan*	29 (97%)	1 (3%)	0 (0%)	0 (0%)
4. *DONT*	101 (99%)	1 (1%)	0 (0%)	0 (0%)

　　　　According to Table 1, it was found that in terms of the meaning, English loanwords in Thai language which has the original meaning was used most in all the magazines while broader meaning was not found. Original meaning loanword is totally a similar meaning loanword, which is not different from the original English meaning.
　　　　Examples of loanwords found in the data are presented here with the borrowed words highlighted in bold:

1. *Cheeze*

Table 3 The analysis of loanwords

No.	English word	Thai word	Content	English meaning	Thai meaning
1.	Style	สไตล์	คอเดียวกันถึงต่างคนต่าง <u>สไตล์</u>ก็เป็นเพื่อนกันได้	(N.) 1. A manner of doing something. 2. A distinctive appearance, typically determined by the principles according to which something is designed. (V.) 3. Design or make in particular form.	- สไตล์คือตัวตน คือความสุข เป็น เรื่องของอุดมคติ

　　　　According to Table 3, "สไตล์" in Thai sentence is from the word "Style". This word imitates the character by one-to-one of the original spelling to describe the needed concept in the context. It means a distinctive appearance, typically determined by the principles according to which something is designed that is the same as the English meaning. The meaning of this word is used without change in both meaning and form from the first language. It carried out the meaning directly to the particular word.

2. *Cleo*

Table 4 The analysis of loanwords

No.	English word	Thai word	Content	English meaning	Thai meaning
1.	Course	คอร์ส	แจกกันไปเรียบร้อยกับ <u>คอร์ส</u>ตัวดีๆ	(N.) 1. [in singular] The route or direction followed by ship, aircraft, road, or river. 2. A dish, or a set of dishes served together, forming one of the successive parts of a meal. 3. A series of lectures or lessons in a particular subject, typically leading to a qualification.	- หลักสูตร วิชา กระบวนวิชา - การวางแผนเตรียมการเพื่อการ จัดการเรียนการสอน การวางแผน เตรียมการนี้จะครอบคลุมถึงทุกสิ่งที่ จะเป็นวิถีทางไปสู่ผลลัพธ์คือ ผู้เรียน เกิดการเรียนรู้ที่พึงปรารถนา โดยทั่วไปหลักสูตรจะครอบคลุมถึง องค์ประกอบต่างๆ

　　　　According to Table 4, "คอร์ส" in Thai sentence means a series of lectures or lessons in a particular subject, typically leading to a qualification. The meaning has the same meaning as the English meaning. But the meaning of this word has 3 meanings in English, there is only 1 meaning left when used in Thai. So, it is categorized as narrower meaning and transliteration type.

3. *Cosmopolitan*

Table 5 The analysis of loanwords

No.	English word	Thai word	Content	English meaning	Thai meaning
1.	Jeans	ยีนส์	กางเกงยีนส์ชวนฝันสักตัวหับ เสื้อน่ารักๆก็สบายแล้ว จาก GUESS	n.-Heavy twilled cotton cloth	- ผ้าชนิดหนึ่งที่มีเนื้อหนา

According to Table 5, "กางเกงยีนส์" in Thai sentence means heavy twilled cotton cloth, which is the same as the English original meaning. It carried out the meaning directly to the particular word. According to the semantic change, it is the loan blend. Thai language added the word "กางเกง" and "ยีนส์" to describe the meaning in Thai more clearly.

4. *DONT*

Table 6 The analysis of loanwords

No.	English word	Thai word	Content	English meaning	Thai meaning
1.	Pound cake	เค้กปอนด์	เพื่อให้คนสำคัญของคุณสามารถรับเค้กปอนด์กลุ่มคลาสสิค	A rich cake containing a pound, or equal weights, of each chief ingredient, typically flour, butter, and sugar.	เป็นเค้กที่แต่ดั้งเดิมที่เกิดจากการใช้ส่วนผสมอย่างละ 1 ปอนด์ ของแป้งสาลี เนย ไข่ไก่ และน้ำตาลทราย ซึ่งจะได้น้ำหนักของเค้กโดยรวมถึง 4 ปอนด์

According to Table 6, "เค้กปอนด์" is borrowed from the word "Pound cake". The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. That is why it is categorized as "Transliteration". When considering the meaning of the word "Pound cake" given in the dictionary is associated with the meaning in the Thai context. Therefore, it conveys an original meaning of the word.

5. Discussion

To provide additional proof to support the result of this study, according to Jotikasthira (1999), she concluded in her research that it should be noted that in some cases, the traditional definition is adequate; but in other cases, it may be too broad and too narrow. Thus, there must be some clues to help identify the parts of speech of the four main word classes: nouns, verbs adjectives, and adverbs.

According to the result from Yuttatri (2004), she studied about "English Transliterations used in Thai Newspapers". From her result, she found that most of the English transliteration words found in this study keep the original English meanings

Munkhongdee (2012) revealed the English loan words in advertisement by using the collected 29 advertisements in BTS sky train in Bangkok. The result of the study can be described that there were four types of semantic change used for English loan words in Thai language. First, original meaning was mostly found at 61%. Second, 20 narrower meanings were found at 29%. Third, deviating meaning was found at 6%. And the last type, broader meaning was found at 4%.

Lastly, the research study was conducted by Lohakart (2009) entitled *A Study of English Loan Words Used in Thai Historical Novels*. The units for this study were 146 English transliterations, which have been classified as four types (1) Transliteration, (2) Loan Blended (3), Loan Shift, and (4) Loan Translation. As the results, it had been found that most common type of loan words used in Thai historical novels is type 1 of 97 items (66.43%), next 38 items (26.02%) then, 9 items (6.16%), and 2 items (1.36%).

Therefore, it can be summarized that we use English loanwords in magazine articles or advertisement because they are easier to write and understand than the Thai translation meaning; it is sometimes very long, inconvenient and not well-known for use in speech or written text.

6. Conclusion

This study provides insight into the elements of English loanwords in the Thai language with a special discussion on the effects of the loanwords on writing in the advertisements. The sampling data were collected in the advertisement in four Thai magazines: *Cheeze*, *Cleo*, *Cosmopolitan*, and *DONT* (monthly women's magazines). The data were collected from January to December in 2010 for *Cheeze*, in 2014 for *DONT*, and in 2015 for *Cleo* and *Cosmopolitan*. As the finding mentioned above, many borrowing words are mixed and switched on transliteration from one language. Obviously, the most found type of loanwords is transliteration and original meaning because some words cannot be translated into Thai language, so they have to take a part of form or meaning to use directly in those contexts. Moreover, this way is the short way to increase terms in Thai language.

7. Acknowledgements

I am indebted to Dr.Nakonthep Tipayasuprat for his commitment to earlier phases of the project.

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