



A Study of English Loanwords Used in Beauty Product Advertisements

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Abstract

The purposes of this research are to study English loanwords and to classify the types of English loanwords and semantic changes used in Thai beauty product advertisements collected from year 2009 to 2019: “L’Oréal”, “Snail White”, “Nivea”, “Mistine”, “Cute Press”, “Maybelline”, “Colgate”, “ZA”, “Garnier”, and “Pond’s”. In the analysis procedures, the researcher categorized loanwords into two manners: form and meaning with the content analysis method. The results from this study show five hundred words from these Thai advertisements which were categorized into two major types of loanwords: transliteration, loan blend, loan shift, and loan translation, and four types of semantic change: original meaning, deviating meaning, narrower meaning, and broader meaning. The most frequently used loanword is transliteration (96.8%). The other types of English loanword are loan blend (2.8%), loan translation (0.4%) and loan shift (0%) respectively. Moreover, the results of semantic changes of English loanwords in these Thai advertisements is original meaning (100%).

Keywords: *English loanwords, Thai advertisement*

1. Introduction

There are many languages all over the world. English is the most important language because it is one of the world’s top languages used by people across the globe. Also, as we know, English is selected to be either a second language or foreign language in a number of countries. We can communicate with people from all over the world if we know English. Moreover, we can share our ideas with others because of English.

The fact that almost every language borrows words from one another. English itself has been borrowing an extremely large number of lexical items from French during the occupation period which followed the Norman Conquest in 1066 (Hatch & Brown, 1995) and vice versa.

In terms of linguistics, borrowing (also known as lexical borrowing) is stated to be the process by which a word from one language is adapted for use in another. The word which is borrowed is called a borrowing, a borrowed word, or a loanword (Richard, 2017). English borrowings are believed to enter languages everywhere and in more domains than just science and technology.

Nowadays, the loanword terms have been employed extensively in Thai social media, entertainment media, news, short story, advertisement, and communication. Loanwords are often used in terms of communication between advertisement and customer. It might be considered the easiest way for marketing in order to commute what they want their products to be in the mind of customers, and some words cannot be translated into Thai language. In other words, the marketing aspect has to be related to the use of loanwords for the advertisement.

This study focused on the use of English loanwords found in Thai advertisement. The samples were collected from the Thai advertisements which are named “L’Oréal”, “Snail White”, “Nivea”, “Mistine”, “Cute Press”, “Maybelline”, “Colgate”, “ZA”, “Garnier”, and “Pond’s”.

2. Objectives

The study aims to explore the types of loanwords and the types of semantic changes in the Thai beauty product advertisements.



3. Materials and methods

This research study is regarded quantitative with the major method of content analysis. The research procedures are as follows: First of all, the researcher collected the English loanwords found in ten brands of beauty product advertisements. All of the selected are online advertisements. The main reasons why these advertisements were purposively selected are because of their level of success and popularity and also some of the words from the advertisements that could be considered persuasive and attractive to customers. The data were collected from these advertisements as shown in Table 1 below.

Table 1 General information about the data

Name	Number of advertisements	Year
1. L'Oréal	50	2013 – 2018
2. Snail White	50	2013 – 2018
3. Nivea	50	2013 – 2018
4. Mistine	50	2013 – 2018
5. Cute Press	50	2013 – 2018
6. Maybelline	50	2013 – 2018
7. Colgate	50	2013 – 2018
8. ZA	50	2013 – 2018
9. Garnier	50	2013 – 2018
10. Pond's	50	2013 – 2018

Then, the researcher studied the related theories based on loanwords. The framework for the analysis was synthesized from the works of Hatch and Brown (1995) and Hoffer (2005). Lastly, those words were analyzed based on each type of loanwords. All collected data are analyzed to find out the meanings and forms used in both Thai and English contexts. The English meanings of these collected 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. Moreover, the occurrence of each type and meaning are presented in Table and applied in percentage. In the analysis procedures, the researcher categorized loanwords into two manners: form and meaning. Regarding form, there are four types: transliteration (carried out directly loanwords with very little or no change to the particular word), loan blend (combined loanwords and an already existing word in the language), loan translation (translated loanwords and made the word already available in the language), and loan shift (extended loanwords from the first language to existing word in the language). When it comes to the change in meaning, four types are also presented: original meaning (Thai meanings of these loanwords are not different from the English meanings), narrower meaning (some parts of English meanings are taken into Thai words), deviating meaning (the Thai meanings of these loanwords are used differently from the English meanings), and broader meaning (the Thai meanings of these loanwords are added to the English meanings).

4. Results

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 2 Results of English loanwords (form)

Name	Types of Loanwords (words)			
	Transliteration	Loan Blend	Loan Translation	Loan Shift
1. L'Oréal	48 (99%)	2 (1%)	0	0
2. Snail White	49 (98%)	1 (2%)	0	0
3. Nivea	49 (98%)	1 (2%)	0	0
4. Mistine	47	3	0	0



Name	Types of Loanwords (words)			
	Transliteration	Loan Blend	Loan Translation	Loan Shift
	(94%)	(6%)		
5. Cute Press	49 (99%)	1 (1%)	0	0
6. Maybelline	49 (99%)	1 (1%)	0	0
7. Colgate	47 (94%)	3 (6%)	0	0
8. ZA	48 (96%)	1 (2%)	1 (2%)	0
9. Garnier	50 (100%)	0	0	0
10. Pond's	48 (96%)	1 (2%)	1 (2%)	0

From Table 2, it was revealed that transliteration was used most while loan shift was found the least. 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 3 Results of English loanwords (meaning)

Name	Types of Loanwords (words)			
	Original	Narrower	Deviating	Broader
1. L'Oréal	50 (100%)	0	0	0
2. Snail White	50 (100%)	0	0	0
3. Nivea	50 (100%)	0	0	0
4. Mistine	50 (100%)	0	0	0
5. Cute Press	50 (100%)	0	0	0
6. Maybelline	50 (100%)	0	0	0
7. Colgate	50 (100%)	0	0	0
8. ZA	50 (100%)	0	0	0
9. Garnier	50 (100%)	0	0	0
10. Pond's	50 (100%)	0	0	0

In Table 3, it was found that in terms of the meaning, English loanwords in Thai language which has the original meaning was used most while narrower meaning was found the least. Original meaning refers to the loanword, which is not different from the original English meaning. Some examples of loanwords found in the data are presented here with the borrowed words highlighted as follows:



1. “L’Oréal”

Table 4 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Set	เซต	“เซต” ชุดคู่	(N.) group or collection of things that belong together or resemble one another or are usually found together	คำที่ใช้ระบุถึงกลุ่มหรือหมู่ของสิ่งต่างๆ โดยมีเงื่อนไขที่แน่นอนว่าสิ่งใดอยู่ในกลุ่มหรือสิ่งใดมิได้อยู่ในกลุ่มนั้นๆ

“เซต” is borrowed from “Set”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Set” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 5 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Free	แถมฟรี	“แถมฟรี!” กระเป๋า Floral Bag มูลค่า 199 บาท	(Adj.) Without cost or payment.	ไม่เสียมูลค่าหรือไม่ได้ค่าตอบแทนใด ๆ

“แถมฟรี” is borrowed from “Free” is a combination of Thai morpheme (แถม) and an English morpheme (Free); therefore, this borrowed word is categorized as “Loan Blend”. Semantically, the meaning of word “Free” is associated with meaning in the Thai context. Therefore, it conveys an original meaning of the word.

2. “Cute Press”

Table 6 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Romantic	โรแมนติก	มอบกลิ่นหอมหวาน “โรแมนติก” เสริมดอกกุหลาบช่อใหญ่	(Adj.) showing feelings of love or beautiful in a way that makes you think of love or feel strong emotions	ชวนรักชวนฝัน, หวาน, หวานซึ้ง, พาฝัน, จินตนิมิต

“โรแมนติก” is borrowed from “Romantic”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Romantic” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 7 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Date	ออกเดท	มาร์คหน้าก่อน “ออกเดท” วันวาเลนไทน์	(N.) a social or romantic appointment or engagement.	การนัดหมาย, การนัดพบ

“ออกเดท” is borrowed from “Date” is a combination of Thai morpheme (ออก) and an English morpheme (date); therefore, this borrowed word is categorized as “Loan Blend”. Semantically, the meaning of word “Date” is associated with meaning in the Thai context. Therefore, it conveys an original meaning of the word.



3. “Nivea”

Table 8 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Vitamin	วิตามิน	“วิตามิน” และ แร่ธาตุ 10 ชนิด	(N.) A natural substance found in food that is an essential part of what humans and animals eat to help them grow and stay healthy. There are many different vitamins.	กลุ่มสารอินทรีย์ซึ่งเป็นสารอาหารจำเป็นที่ร่างกายต้องการแต่เพียงจำนวนน้อย ๆ และจะขาดไม่ได้ หากขาดจะทำให้อวัยวะในร่างกายทำงานผิดปกติและเกิดโรคได้ สารกลุ่มนี้มีส่วนช่วยในการเจริญเติบโตของร่างกาย บำรุงผิวพรรณ เหงือก ฟัน และช่วยต้านทานโรค แบ่งเป็น ๒ พวกใหญ่

“วิตามิน” is borrowed from “Vitamin”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Vitamin” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 9 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Active	แอคทีฟ	สะดวกสุดขีด “แอคทีฟ” ตลอดวัน	(Adj.) engaging or ready to engage in physically energetic pursuits.	คล่องแคล่ว, กระตือรือร้น

“แอคทีฟ” is borrowed from “Active”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Active” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

4. “Snail White”

Table 10 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Serum	เซรัม	ใหม่ “เซรัม” เปลี่ยนผิวเสีย เป็นผิวสวย	(N.) a product typified by its rapid absorption and ability to penetrate into the deeper layers of the skin, together with its non-greasy finish and intensive formula with a very high concentration of active substances.	ผลิตภัณฑ์ดูแลผิวหนังซึ่งมีส่วนผสมที่ออกฤทธิ์ เช่น สารต่อต้านอนุมูลอิสระ กรดและวิตามินอยู่ในปริมาณเข้มข้น

“เซรัม” is borrowed from “Serum”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Serum” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

**Table 11** The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Spray	สเปรย์	เอสเซนส์บำรุงผิวหน้าเข้มข้น แบบหัวฉีด “สเปรย์” นาโน	(N.) Liquid that is blown or driven through the air in the form of tiny drops.	ของเหลวที่ฉีด หรือพ่น ออกมาเป็นฝอยหรือ ละออง

“สเปรย์” is borrowed from “Spray”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Spray” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

5. “Mistine”

Table 12 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Daisy	ดอกเดซี่	ครีมอาบน้ำ กลิ่น “ดอกเดซี่”	(N.) A small European grassland plant which has flowers with a yellow disc and white rays.	ดอกไม้ที่มีต้นกำเนิดจากประเทศ เม็กซิโก สหรัฐ มีลักษณะสีขาว เกสรสีเหลือง ต้นเป็นพุ่มเตี้ย

“ดอกเดซี่” is borrowed from “Daisy” is a combination of Thai morpheme (ดอก) and an English morpheme (daisy); therefore, this borrowed word is categorized as “Loan Blend”. Semantically, the meaning of word “Daisy” is associated with meaning in the Thai context. Therefore, it conveys an original meaning of the word.

Table 13 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Highlighter	แป้งไฮไลต์	แป้ง “ไฮไลต์” มิสทินริช	(N.) A cosmetic used to emphasize features such as the eyes or cheekbones.	เครื่องสำอางชนิดหนึ่ง มีลักษณะเป็น เนื้อแป้ง ใช้ทาบริเวณเปลือกตา หรือ โหนกแก้มเพื่อให้เกิดความแวววาว

“แป้งไฮไลต์” is borrowed from “Daisy” is a combination of Thai morpheme (แป้ง) and an English morpheme (Highlighter); therefore, this borrowed word is categorized as “Loan Blend”. Semantically, the meaning of word “Highlighter” is associated with meaning in the Thai context. Therefore, it conveys an original meaning of the word.



6. “Maybelline”

Table 14 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Cushion	คูชัน	“คูชัน” ซุปเปอร์บีบี คูชันเฟรชเมทา	(N.) essentially liquid foundation, but the product is soaked in a sponge together with sun protection, make-up base and moisturizers.	รองพื้นประเภทหนึ่งซึ่งอยู่ในรูปแบบของคัลบ์ โดยเนื้อรองพื้นจะเป็นแบบน้ำ

“คูชัน” is borrowed from “Cushion”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Cushion” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 15 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Style	สไตล์	“สไตล์” สาวนิวซอร์ค	(N.) A distinctive manner of expression	รูปแบบ, ความนิยม

“สไตล์” is borrowed from “Style”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Style” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

7. “Colgate”

Table 16 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Bacteria	แบคทีเรีย	ลดการสะสมของ “แบคทีเรีย” ได้ดียิ่งขึ้น	(N.) A member of a large group of unicellular microorganisms which have cell walls but lack organelles and an organized nucleus, including some which can cause disease.	สิ่งมีชีวิตชั้นต่ำเซลล์เดียว ไม่มีเยื่อหุ้มนิวเคลียส ขนาดเล็กมาก ไม่สามารถมองเห็นได้ด้วยตาเปล่า

แบคทีเรีย” is borrowed from “Bacteria”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Bacteria” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 17 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Graphic	ภาพกราฟฟิค	“ภาพกราฟฟิค” เพื่อใช้สื่อ ในการโฆษณาเท่านั้น	(Adj.) designs, drawings or pictures that are used especially in the production of books, magazines, etc.	ศิลปะแขนงหนึ่งซึ่งใช้การสื่อความหมายด้วยการใช้เส้น ภาพวาด สัญลักษณ์ ภาพถ่าย กราฟ แผนภูมิ การ์ตูน ฯลฯ

“ภาพกราฟฟิค” is borrowed from “Graphic” is a combination of Thai morpheme (ภาพ) and an English morpheme (Graphic); therefore, this borrowed word is categorized as “Loan Blend”. Semantically, the meaning of word “Highlighter” is associated with meaning in the Thai context. Therefore, it conveys an original meaning of the word.



8. “ZA”

Table 18 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Look	ลุค	“ลุค” สวยได้ทุกวัน	(N.) a person's facial appearance considered aesthetically	ลักษณะที่ปรากฏบนใบหน้าหรือร่างกาย

“ลุค” is borrowed from “Look”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Look” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 19 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Telephone	โทรศัพท์	แสงจากจอ “โทรศัพท์” คือหนึ่งสาเหตุของผิวหมองคล้ำ	(N.) a system for talking to someone else over long distances, using wires or radio.	ระบบโทรคมนาคมซึ่งใช้อุปกรณ์ทางไฟฟ้าเป็นเครื่องมือสื่อสารให้ติดต่อพูดคุยกันได้ในระยะไกลโดยใช้สายตัวนำโยงติดต่อถึงกัน และอาศัยอำนาจแม่เหล็กไฟฟ้าเป็นหลักสำคัญ

“โทรศัพท์” is borrowed from “telephone”. When considering the meaning of the word which Thai native speakers use are translated from English language, “โทร” is translated from “tele” and “ศัพท์” is translated from “phone”. Semantically, the meaning of word “telephone” given in the dictionary is associated with meaning in the Thai context. Therefore, it conveys an original meaning of word. That is why it is categorized as “loan translation”.

9. “Garnier”

Table 20 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Surprise	เซอร์ไพรส์	ลดการสะสมของ “แบคทีเรีย” ได้ดียิ่งขึ้น	(N.) An event, a piece of news, etc. that is unexpected or that happens suddenly.	แปลกใจ

“เซอร์ไพรส์” is borrowed from “Surprise”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Surprise” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

**Table 21** The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Foam	โฟม	“ภาพกราฟฟิค” เพื่อใช้สื่อในการโฆษณาเท่านั้น	(N.) A mass of small bubbles formed on or in liquid, typically by agitation or fermentation.	เคมีภัณฑ์ลักษณะเป็นฟองเหลว ใช้ประโยชน์ต่าง ๆ กันตามแต่วัตถุ

“โฟม” is borrowed from “Foam”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Foam” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

10. “Pond’s”

Table 22 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
1.	Matte	แมทท์	ขาวเนียน “แมทท์” เป๊ะ	(Adj.) oil-absorbing.	เป็นลักษณะของสีที่ไม่มีความแวววาว เป็นลักษณะผิวด้าน

“แมทท์” is borrowed from “Matte”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Matte” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

Table 23 The analysis of loanword

No.	English word	Thai word	content	English meaning	Thai meaning
2.	Lock	ล็อก	“ล็อก” ความชุ่มชื้นให้ผิว	(V.) Fasten or secure (something)	กักเก็บ

“ล็อก” is borrowed from “Lock”. The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration”. In addition, the meaning of the word “Lock” given in the dictionary is related to the meaning in the Thai context. Thus, it conveys the original meaning of the word.

To provide additional proof to support the result of this study, the current study is also relatively consistent with two previous works from Mahakaew in 2016 and 2017 who investigated English loanwords in two contexts as follows:

The first one in 2016 is with the focus on English loanwords in the advertisements 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*. It was revealed that 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.

The second one is related to his research work in 2017 that put an emphasis on English loanwords found in Thai teen romantic fictions. The researcher collected the English loanwords found in eleven Thai teen romantic fictions. The data were collected from January to December in 2016. It was found that transliteration was used most in each fiction. Besides, original meaning was used most in the contexts according to semantic changes.

5. Conclusion

Based on the results, the transliteration and original meaning were found the most in this research study. English loanwords are used in Thai advertisements because they are easier to convey and understand



than Thai words which are sometimes long, inconvenient and well-known for communicating and writing. For example, the word “Fiber” translated as “ไฟเบอร์” by the Thai Royal Institute Dictionary. Most Thai people will automatically use the loanword “Fiber” which is easily understood.

English loanwords are easy to understand, more accessible to any groups of the reader and help the reader access in incredible amount of information than using Thai words. Some English loanwords have Thai words, but they do not use because English words are international and well-known more than Thai words. Transliteration was found most in this study. It is noticeable each of the Thai advertisements in this study contained a number of English loanwords. It is possible because Thai advertisements have been widely known in teenagers. The use of English loanwords in these Thai advertisements is accepted because it is easy for reader. Most of the English loanwords found in this study contain original meaning

Further research may be conducted along different lines. For instance, the sociolinguistic aspect of the use of those loanwords may be studied. This dimension will shed some light on the variation in the use of these loanwords in such parameters as age, gender, social class and educational background. The use of the English loanwords in local newspapers, poetry and proverbs would be also worth investigating.

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