



## Techniques in Giving Titles to Episodes of YA HA WA NA SON Program

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### Abstract

This article aimed to study techniques in using the language to create titles of the episodes of YA HA WA NA SON Program. Data were collected from 100 titles of the episodes of YA HA WA NA SON Program that is broadcasted from Friday, May 3, 2019, to Sunday, December 15, 2019, through the webpage Nanake555.

The results revealed that there were seven categories of language uses in titling each episode of YA HA WA NA SON Program. Firstly, Rhyming; four titles contain consonant rhyming, and 38 titles contain vowel rhyming, making Rhyming accounted for 42 percent of all the titles studied. Secondly, Repetition; six titles using repetition technique, which equals to 6 percent of all the titles studied. Thirdly, Homonym; two titles or 2 percent of all samples contain this technique. Fourthly, Doublet; four titles use doublets for meaning while five titles use doublets for sound. They both take up for 9 percent of all the samples studied. Fifth, Foreign words; five episodes were titled using foreign words, which accounted for 5 percent of all the examples. Sixth, Idiomatic expression; three titles or 3 percent use both the original idiomatic expressions and newly created idiomatic expressions. Lastly, Colloquial word; 11 titles or 11 percent of the total samples use colloquial words. It was found that most episodes of YA HA WA NA SON Program used the Rhyming technique to create titles. The reason is that this technique could give a title that was easy to remember as well as more attractive for the audience to follow since they felt familiar with the titles that were well understood in daily life.

**Keywords:** *Technique in language use, Giving title, YA HA WA NA SON program*

### 1. Introduction

Currently, people are facing problems in their daily life. In a stressful society, people, therefore, need advisers or someone who can listen to their struggles and give them advice to solve their problems. In the present, many online programs listen to the audience's problems and give them advice.

YA HA WA NA SON is a live program that broadcasts on Saturdays from 8:00 PM to 1.00 AM of Sunday via [www.facebook.com](http://www.facebook.com) and [www.youtube.com](http://www.youtube.com) under the same channel entitled NANAKE555. The audiences who phone in to ask for advice from the program's host are from various ages and sexes. The style of the program is a conversation between advisees and "Na Nake" or Ketsepsawat Palakawong Na Ayuthaya, the program host and the advisor who advises the audience via telephone.

Na Nake is a radio host who is friendly to his "advisee" and has his own style of language use, which he usually creates new words. His point of view is that "We try to find something perfect. We try to find postulates, but there is no such perfection." In his interview with GQ Thailand, he mentioned that giving advice or instructions about ways to lead one's life was a duty of older or more matured persons to do for the people of the younger generation, as the example below:

Advisee: There is nothing concerning the property, Uncle, but what I do not understand is, is it possible for someone to stop love immediately, Uncle?

Advisor: It is, but you have never met one. From now on, when you are asked about this matter, just tell them your plug was stumbled over (เตะปลั๊ก) and everything was gone. (Ying Kwa Don Te Riak Wa Don Te Plug: 24 July 2019)

"เตะปลั๊ก" (stumble over an electric plug) is an idiom which Na Nake explained in his program that it was a word used among teenagers referring to the love which was suddenly ended without any early warning sign. It was compared to an electric plug which was stumbled over, and the light suddenly went out. It is a language use that helps the advisee clearly understand the situation.

From the above example, it can be seen that Na Nake will title each of his episodes or situation according to the episode's content or the main advice. Each situation would be given a title differently and

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would especially suit it. Titling each episode is crucial, as mentioned by Boonthip (1992) that “To interest the readers, a writer should interestingly give it a title. One technique in giving a title is that it should be related to the presented content, which might be the theme, main character, or by asking a question, and others.”

The researchers found that the titles in YA HA WA NA SON program help the audience classify the categories of the episodes as it is related to the main content. The listeners, therefore, could easily find the contents they are interested in by only reading the titles. It conforms with Ngamsut (1980), who mentioned the importance of title giving that it was for the convenience and ease in examining, classifying, and groupings such as in the daily news or economic news. In giving television program titles, there are various functions such as time, place, group of audience, and presented content. An example from episode titles of YA HA WA NA SON program is ถ้าคุณมีเพื่อนน้อย เราคือเพื่อนกัน (If you have few friends, we are friends). From this title, it can easily be realized that it is about the relationship among friends. The title “สานต่อทางบ้าน สานฝันตัวเอง” (Living your family’s dream, Living your own dream) is another example that can instantly clarify the content which is about the relationship among family members; and จดหมายรักถึงหวาน ฉันยังอาวรณ์อยู่ (A love letter to Wan, I still miss you), this title can easily be understood that the content of the episode is about the relationship between lovers.

The researchers interested in this program YA HA WA NA SON because there is a variety of language uses and believed that it is worth studying the technique in language uses for giving a title to each episode of the program. Episode titles give the audience clues of the contents they are interested in. The researchers decided to study only the episodes concerning love because it was noticeable that there were pieces of news on television and in the newspapers about people who fell in love, anger, or fascination, which were the causes of other problems

## 2. Objectives

To analyze the technique in language use in giving titles to episodes of YA HA WA NA SON program.

## 3. Materials and Methods

1. Collect 100 titles of YA HA WA NA SON program from the first broadcast day on Friday, May 3, 2019, to Sunday, December 15, 2019.
2. Study the related documents and research papers concerning titling a program’s episode.
3. Analyze and make a conclusion of techniques in language uses in giving titles to episodes.

## 4. Results and Discussion

From the study of technique in language use in giving titles to episodes of YA HA WA NA SON program broadcasted from Friday, May 3, 2019, to Sunday, December 15, 2019, there were 100 titles concerning problems about love. It was found that there were seven categories of language use in giving titles to the episodes, namely –rhyming, repetition, homonym, doublet, foreign word, idiomatic expression, and colloquial word. The details are as follows:

### 1. Rhyming

Rhyming is an arrangement of words that have similar forms or sounds in close positions. From the study of technique in giving titles to an episode of YA HA WA NA SON program, there were two types of rhyming:

#### 1.1 Consonant rhyming.

It is an arrangement of words with the same consonant sound in a connective position in the titles. There were four titles or 4% that contain this technique.

กิดจะเค็ดดอกฟ้า (Falling in love with a girl of higher status) rhyming of /d / in words เค็ด and ดอก



ดีอย่างเดียวไม่พอต้องอร่อยด้วย (good only is not enough, it must be delicious too) rhyming of / d / in words ดี, เดี่ยว, and ด้วย

ถ้าใจลงไปเล่นก็เป็นที่สุดทาง (Put the heart in and go with full speed) rhyming of / l / in words ลง and เล่น  
อุทาหรณ์คนหลายใจไม่เลือกใครไม่เหลือใคร (A lesson for a flirting person: choosing nobody, getting nobody)  
rhyming of / l / in words เลือกลง and เหลือ

## 1.2 Vowel Rhyming.

It is an exploitation of words with the same vowel sound in giving titles to the episodes, which helps the audience remember them well. In this technique, the words correspond to each other in terms of sounds. There were 38 titles or 38% of all titles studied that contain this technique.

รักแท้ไม่ใช่แค่ลมปาก (True love is not only by words) rhyming of /ɛ:/ in words แท้ / thɛː/ and แค่ / khɛː/

ແປຂັນເໝາະ ຯ ສາວນ້ອຍຄອຍຮັກແທ້ (Old-fashioned caption: a young girl waiting for true love) rhyming of / ɔ:/ in words น้อย / nɔːj / and คอย / khɔːj/

เชื่อมั่นในการตัดสินใจแล้วไปต่อ (Trust your decision and go ahead) rhyming of / ai: / in words ใน /nai:/ ใจ / cai:/ and ไป / pai:/

ใจสลายรักษาได้ด้วยเวลา (Time can cure a broken heart) rhyming of / ai: / in words ใจ /cai:/ and ได้ /dai:/

คบนานก็เท่านั้นถ้าแต่ละวันทำไว้ไม่ดี (Long-term couple is nothing if every day doing is nothing good) rhyming of / ai: / in words ไว้ / wai:/ and ไม่ / mai:/

เธอคือใครคนใจสลายขอโอกาสผ่านคลิปนี้ (A broken heart? Watch this clip.) rhyming of / ai: / in words ใคร / khrai:/ and ใจ /cai:/

แฟนขอเลิกไปมีใหม่ควรดีใจถ้าเขาไปดี (When our boy/girl-friend left for a new one, bless him/her for a better life) rhyming of / ai: / in words ไป /pai:/ ใหม่ / mai:/ and ใจ / cai:/

ขมขื่นกว่านี้มีอีกมัยยิ่งใกล้ยิ่งเจ็บ (Anything bitterer?: The closer, the more painful.) rhyming of / ai: / in words มัย / mai:/ and ใกล้ / khlai:/

อุทาหรณ์คนหลายใจไม่เลือกใครไม่เหลือใคร (A lesson for a flirting person, choosing nobody, getting nobody) rhyming of / ai: / in words ใจ /cai:/ ไม่ / mai: / and ใคร / khrai:/

มันผ่านไปแล้วคือไปช้าใจเปล่า ๆ (Let it go or delay for worse pain) rhyming of / ai: / in words ไป / pai:/ and ใจ / cai:/

จะแต่งงานกับใครใคร่ตรองดูให้ดี (Make a careful decision before marrying someone) rhyming of / ai: / in the words ใคร / khrai:/ ใคร่ / trai:/ and ให้ / hai:/

ความรักควบคุมไม่ได้แต่เข้าใจมันได้ (Love cannot be controlled but understood) rhyming of / ai:/ in words ไม่ /dai:/ ใจ / mai: dai:/ and ใจ / cai:/

ใครกำลังตามหาคนที่ใช่ (For those looking for true love) rhyming of / ai:/ in words ใคร / khrai:/ and ใช่ /chai:/

แอบรักใครขอให้แจกใบสั่ง (Love somebody, give her a ticket) rhyming of / ai:/ in words ใคร / khrai:/ ให้ /hai:/ and ใบ /bai:/

จอหญิงหน้าไม่ถือภัยดีไหม (On-air reconciliation, should She forgive?) rhyming of / ai: / in words ไม่ /mai:/ ถือ / a phai:/ and ไหม / mai:/

โลก 3 ใบ ทฤษฎีประคองรักให้ไปรอด (3-world theory for prolonging love) rhyming of / ai:/ in words ใบ / bai:/ ให้ / hai: / and ไป / pai:/

สายทางไกลหน้าไมค์ข้ามชาติ (Overseas call for on-air advice) rhyming of / ai:/ in words ไกล / klai: / and ไมค์ / mai:/

เสียดายเมียกำลังจะทิ้ง (So sorry, wife about to desert) rhyming of / ia / in words เสีย / hia/ and เมีย /mia/

ความรักเพิ่งจบลงประคองทรงไว้ระนอง (Love just ended, well control yourself) rhyming of / o / in words ลง / loŋ / and ทรง / soŋ/



ดราม่าของจริงตัวทั้งตอนอายุ 52 (A real drama, the husband left at 52) rhyming of / i / in words จริง / ciŋ/ and ings / thiŋ/

โลกจริงของสิ่งมีชีวิต (A real-world of living things) rhyming of / i / in words จริง / ciŋ/ and สิ่ง / siŋ/

เพิ่งแล้วเก่าหวั่งๆ กลับไปก็กับแฟนเก่า (True confusion, returning to old boyfriend) rhyming of / i / in words ึก / jik / and กัก / kik/

หลักการชีวิตคิดไว้สักหน่อย (How to lead your life, be careful in making a decision) rhyming of / i / in words ชีวิต / chi:wit / and คิด / kit/

จิบแบบไม่เปิดหน้าเล่น ผลมันจึงเป็นแบบนี้ (If uncover your face when flirting, this is the result.) rhyming of / e / in words เล่น / len/ and เป็น / pen/

ความรักวัยรุ่นวุ่นวายเหี้ยๆ (Teenagers' love, true chaos) rhyming of / u / in words รุน / run/ and รุน / wu / n

เจอคนไม่ดีลูกลิบันี่ชื้อละดิน (Meeting a bad guy is like stepping on a drop) rhyming of / i: / in words ติ / di:/ จี้ / khi:/ and นี / ni:/

ตามชีวิตไม่ทันมันก็เศร้าใจแหละ (Unable to catch up with life, a real sadness) rhyming of / a / in words ทัน / than/ and มัน / man/

จุดแตกหักรักต่างวัยชาย 22 หญิง 40 (Boy 22- girl 40: a breakup point of love) rhyming of / a / in words หัก / hak/ and รัก / rak/

คบนานก็เท่านั้นถ้าแต่ละวันทำไว้ไม่ดี (Long-term relationship is nothing if every day has nothing good done) rhyming of / a / in words นั้น / nan / and วัน / wan/

มาไกลเกินฝันหลังจากนั้นคือกำไร (Go further than one's dream, the less is profit) rhyming of / a / in words ฝัน / fan/ and นั้น / nan/

หล่อนมา 3 วัน โฉฉน 5 พัน (3-day visit, she extorted me 5000) rhyming of / a / in words วัน / wan/ and พัน / phan/

คิดมีก็หรือเจ้าผู้ดูเคสนี้เป็นตัวอย่าง (A flirting person, watch this clip) rhyming of / u:/ in the words ชู้ / chu:/ and ดู / du:/

จู้จุกกรูแฟนหนูเป็นครูสังคม (My boyfriend is a social education teacher) rhyming of / u: / in words หนู / nu:/ and ครู / khru:/

ใจเด็ดคบมา 7 ปี แต่งมกรา กันขาลึก (7-year of love, married in January but September get divorced) rhyming of / a: / in words มา / ma: / มกรา / makara:/ and กันขาลึก / kanja:/

เคสนี้ลิขสิทธิ์บ้านแต่มันจะหวานหน่อย (There is copyright, it is quite sweet though) rhyming of / a: / in words บาน / ba:n / and หวาน / wa:n/

รักข้ามชาติตราดอเมริกา (A cross country love: Trat – USA) rhyming of / a: / in words ชาติ / cha:t / and ตราด / tra:t/

สงครามเผ่าป้าสาวดอย (A love affair with a hill-tribe girl) rhyming of /aw / in words เผ่า / phaw / and ป้า / paw/

ขอโทษด้วยคนหัวคยก็แบบนี้ (Sorry to say - he is such a fucking man) rhyming of / ua / in words ด้วย / duaj / and คย / khuaj/

From the study, it was found that techniques in language use in giving titles to the episodes of YA HA WA NA SON program were the use of consonant rhyme and vowel rhyme. Consonant rhymes found were /d/ and /l/. Most of the vowel rhymes were /ai:/. The researchers found that words with /ai:/ sounds were normally used in daily life. The program's producer might use this sound because he wanted the title to sound friendly with the audience, and the sound was also easy to pronounce and understood.

## 2. Repetition

According to Hengsomboon (1999), repetition is a word that derives from the repeated use of the same sound twice or more, and the meaning of the new word is different from the original one. There are



two types of repetition: repetition with the same form of the word like ดิๆ ด้าๆ เงียบๆ. The other type is an imitation of the sound of the original word such as ค้าค้า ค้าค้อ

From the study of the technique in using the language to give titles to an episode of YA HA WA NA SON program, there were six titles or 6% that employed this technique.

ແປປັນເໝ ຯ ສາວນ້ອຍຄອຍຮັກແທ້ (old-fashioned caption: a young girl waiting for true love) this is a repetition of ເໝ to stress being out of date

ดื่มช็อคมใจ หน้าไมค์แบบกริม ะ (taking some drink before calling on-air) this is a repetition of กริม to stress being drunk

ฟังแล้วเกาหัวอีก ะ กลับไปก็กับแฟนเก่า (True confusion, returning to old boyfriend) this is a repetition of อีก to stress speed or frequency

ความรักวัยรุ่นวุ่นวายเหี้ย ะ (Teenagers' love, true chaos) this is a repetition of เหี้ย to replace the word “จริง” or “true.” From this context, it means teenagers' love is true chaos.

ดูดี ะ นี่ชีวิตคู่หรือถูกติดคุก (Have a careful consideration, is this a loving couple or am I in prison?) this is a repetition of ดี to remind careful consideration

อยู่ด้วยกันไม่ใช่แค่อยู่ด้วยกัน (Marrying someone is not just staying together) this is a repetition of อยู่ด้วยกัน to stress that marrying someone is not just living together but also understanding and accepting the other's self.

Repetitions, as found in episode titles of YA HA WA NA SON program, were used to make the audience carefully consider the situations of the problems. The words used in repetition were those found in daily life and could easily be understood by the audience.

3. Homonym. In the episode titles of YA HA WA NA SON program, there were both homograph and homophone. Homographs are words with form or spelling are the same but with different meanings. Homophones are words with the same sound but with different meanings. Two titles (or 2%) of this type were found as follows:

ปล่อยให้เค้าไปดิหรือจะดีให้เท่าเค้า (Let him go, or improve myself?)

From this example, the homograph “ดี” is used. In the first position, according to the Royal Institute Dictionary 2011, it means “as one wishes” or “according to one's satisfaction.” In the second position, however, it means “self-improvement.”

มันผ่านไปแล้วคือไปซ้ำใจเปล่า ะ (When already passed, let it go or get worse pains when delayed)

From the above example, the homophone of “ไป” is used. In the first position, it refers to the situation that has already “passed,” while in the second position, it means “remain” or “repetition.” In this context, therefore, it means to delay or keep something (that should let go) with you, it would cause you sorrow in the future.

#### 4. Doublet

According to Nanthajantoon (2006), a doublet is a kind of compound word that consists of words that have the same or similar meaning placing after one another to make its meaning clearer. It is also possible to place words with similar sounds after another to make it convenient to pronounce or to sound more beautiful. From the episode titles of YA HA WA NA SON program, there were two types of doublet: doublet for meaning and doublet for sound as follows:

##### 4.1 Doublet for meaning

Doublet for meaning refers to a word constructed by placing another word with similar meaning after the first to form a new word while the meaning can be the same or different. In the episode titles of YA HA WA NA SON program, there were four titles or 4% of this kind as follows:

ต้องสูญเสียอีกแค่ไหนกว่าจะคิดได้ (How much loss till you realize it)

ใช้ปัจจุบันลืมหัดจะสูญเสียอนาคต (To be sorry for the past events now, may destroy the future)

From the examples above, “สูญเสีย” derives from “สูญ” which Royal Institute Dictionary 2011 defines that it can be completely “lose” or “partly lose” something. The word “เสีย” according to the same dictionary,



it also means “to lose.” So “สูญเสีย” means “to lose” something. From the contexts above, “สูญเสีย” means that becoming too sorry or disappointed may completely destroy your future.

หัวลื้อหัวเตี้ยคำนี้เกี่ยวกับความรัก (A road corner, this is about love)

หัวลื้อหัวเตี้ย in the above context was a transformation of the phrase “หัวลื้อหัวเตี้ย.” According to the Royal Institute Dictionary 2011, the phrase refers to the connecting situations or conditions that are changing. In the above context, it refers to the period of being in love, which needs thorough consideration in making a decision.

ขมขื่นกว่านี้มีอีกมัยยิ่งใกล้ยิ่งเจ็บ (Anything bitterer: the closer, the more painful)

“ขมขื่น” is a doublet which refers to suppressed sorrow which could not be shown. In this context, it refers to the suffering of an unfaithful lover. The person, however, had to stay in the same house as the lover.

#### 4.2 Doublet for sound

A doublet for sound refers to the use of words of similar meaning by placing them after another and hence, creates a new meaning. In YA HA WA NA SON program, there were five titles or 5% of all the samples as follows:

ปิ้งสาวแต่ไม่พร้อมจับอุบอื้นไว้ก่อนได้ไหม (Love a girl but not ready to start, should I conceal it?)

The doublet for sound “อุบอื้น” refers to hide or keep as a secret. From the context, it was a consultation about being in love with a girl while he was not ready to start the affair.

ดื่มคำกับความทุกข์ขบขันถึงสิ้น (It is alright to be in deep sorrow)

This phrase is another example of doublet for sound. “ดื่มคำ” as according to the Royal Institute Dictionary 2011 refers to a deep feeling with something. In the example context, the adviser wanted the advisee to learn from the sorrow he/she was facing in order that he/she would become stronger and be immune to love.

ศัพท์ใหม่ปัญหาจุกจิกหิกหมอย (A New word: JUK JIK YIK MOY-a small problem)

“จุกจิกหิกหมอย” is the use of doublet for sound. According to the Royal Institute Dictionary 2011, “จุกจิก” means disturbing, fussy, or a little. From the example above the word “จุกจิก” was followed by “หิกหมอย” in order to play with the vowel rhyme between “จิก” and “หิก.” Therefore, the new word “จุกจิกหิกหมอย” means a small problem that is continually happening.

จริงจังมากไปกลายเป็นน่ากลัว (Too serious, too scary)

จริงจัง is the use of doublet for sound. According to the Royal Institute Dictionary 2011, จริงจัง means “seriously.” In this context, it refers to the way the consultant seriously hit on the girl he loved, intentionally to impress her. The girl, on the other hand, stepped back.

จะแต่งงานกับใครใคร่ครองคู่ให้ดี (Make a careful decision before marrying someone)

“ใคร่ครอง” is the use of doublet for sound. According to the Royal Institute Dictionary 2011, “ใคร่ครอง” means to reconsider. From the example context, it was an advice to the consultant in deciding to marry someone, in which he/she had to ask him/herself whether he/she really wanted to start a new life with someone who would lifelong share the life with.

From the study, it was found that most of the episode titles of YA HA WA NA SON program were using doublets for sound because the host of the program wanted to interest the audience and also wanted them to remember the program easily. Doublets for the sound used to give titles of the episodes were those used in everyday life which were familiar to the audience. As for the doublets for meaning, they were those basically used in everyday life, and the audience could instantly understand the meanings of the episodes.

#### 5. Foreign Word

Rothetphai (1976) said that foreign words were loanwords from foreign languages such as English, Chinese, or Japanese. Some words have been in the Thai language for a long time and seemingly become Thai words.





In this study, however, only English loanwords will be focused on because they are much different from the Thai words. It was found that there were 5 English loanwords in the episode titles studied or 5 % of all the examples studied as follows:

แคปชั่นเซซ ๆ สาวน้อยคอยรักแท้ (Old-fashioned caption: a young girl waiting for true love)

From the example, the word “แคปชั่น” is from “caption,” which refers to a short piece of text under a picture (caption: [www.longdo.com](http://www.longdo.com)). From the context, a girl who asked for advice about her love questioned when she would find true love. The title of this episode, therefore, becomes “แคปชั่นเซซ ๆ สาวน้อยคอยรักแท้.”

คลิปนี้แค่ซิงเกิ้ลมัม (This clip is for a single mum)

From the above example, the word “คลิป” is from the word “video clip” in English, which means a short part of a movie or video (clip: [www.dictionary.cambridge.org](http://www.dictionary.cambridge.org)). The word “ซิงเกิ้ลมัม” is from “single mom,” which in the context was about a woman who had a child but no husband.

เธอคือใครคนใจสลายขอโอกาสผ่านคลิปนี้ (This clip is for a heart-broken person)

From this example, the word “คลิป” is from “video clip” in English which refers to “a short part from a movie or video (clip: a short part of a film or video clip: [www.dictionary.cambridge.org](http://www.dictionary.cambridge.org)). In this context, it is about a girl who wanted to ask her boyfriend for another chance through the program by consulting the adviser about her problem.

เจอคนไม่ดีดูคลิปนี้เหมือนเหยียบ地雷 (Meeting bad guy is like stepping on a drop)

From this example, again, the word “คลิป” is from “video clip” as mentioned before. In this context, the content is about a girl who experienced the worst side of love because she had a selfish spout. The content in this episode was like an invitation for the audience who experienced similar love situations to view the program in order to learn that they were not the only one who experienced such a bad situation about love.

From the study about the technique used in giving titles to the episodes of YA HA WA NA SON program, it revealed that foreign words used were those commonly used in the social networks, and the audience was familiar with the words.

## 6. Idiomatic Expression

The use of idiomatic expression refers to using specific forms of words or sentences or those which have implied meanings. From the episode titles studied from YA HA WA NA SON program, four titles or 4% of this were found as follows:

คิดจะดีดดอกฟ้า (Falling in love with a girl of higher status)

The idiomatic expression “ดีดดอกฟ้า” refers to a situation when a man falls in love with a girl whose status is higher than him. In the context, it was about the relationship of a couple in which the girl had a higher educational degree and had a better work position than the man. The man, therefore, felt unsecured about their relationship because he thought his status was lower than that of the girl.

เอาที่สบายใจใส่มาเลยน้อง (If you are happy, do it)

The expression “เอาที่สบายใจ” is a sarcastic style of speaking when the listener is doing something which the speaker considers that it is better or more suitable.

ยิ่งกว่าโดนเทเรียกว่าโดนเตะปลั๊ก (Worse than being deserted, it is a plug being stumbled over)

In the example above, there are two idiomatic expressions – “โดนเท” and “เตะปลั๊ก.” “โดนเท” refers to a situation of being deserted (by a girlfriend). While “เตะปลั๊ก” has a similar meaning but a bit stronger. In the context, it refers to a pain which was worse than being deserted, but it was being “เตะปลั๊ก” (an electric plug stumbled over) or being suddenly deserted without any notices.

According to the study of episode titles of YA HA WA NA SON program, it was found that there were both the original idiomatic expressions and the newly invented ones. The expressions used in giving the titles to the episodes of YA HA WA NA SON program were those the audience knew well.



7. Colloquial words refer to the words used in everyday life, and the speaker wants to sound friendly and not paying much attention to how to pronounce. From the episode titles of YA HA WA NA SON program, 11 titles using colloquial words or 11% of all the titles were found as follows:

แอบถ่ายรูปประธานาธิบดีไปคุกนะมึง (Back mailed clip or go to jail?)

รู้ตัวว่าหึงขอให้มึงฟัง (If you are jealous, listen to me)

หล่อนมา 3 วัน โฉน 5 พัน (3-day visit, she extorted me 5000)

The words “มึง” and “หล่อน” in the above examples are colloquial words. According to the Royal Institute Dictionary 2011, “มึง” and “หล่อน” are pronouns used to call the person we are speaking to. In the context, they refer to the person who was asking for advice from Na Nake, the adviser.

ดูดี ๆ นี่ชีวิตคู่หรือถูกคุก (Have a careful consideration, is this a loving couple or am I in prison?)

From the above example, the word “กู” was used and according to Royal Institute Dictionary 2011, “กู” is a pronoun referring to the speaker. In this context, however, it was used to refer to the person who is asking Na Nake for advice.

จีบใครเคลียร์ให้ชั่วร้ายวังพัวแจกดิน (Be careful to love a girl or get a kick from her husband)

หลบลูกหนีเพราะกลัวไม่เอาไหน (Escape from a bad husband with a child)

พัวเจ้าชู้เลยจิตตก สาววัย 46 ออกแยกทาง (Worrying about flirting husband, 46-year-old wife wants to get divorced)

The colloquial word “พัว,” according to Royal Institute Dictionary 2011, means “husband” or the man who is a spout of a woman. In the example context “จีบใครเคลียร์ให้ชั่วร้ายวังพัวแจกดิน,” พัว refers to the husband of the woman whom the advisee loved. In the other two examples “หลบลูกหนีเพราะกลัวไม่เอาไหน” and “พัวเจ้าชู้เลยจิตตก สาววัย 46 ออกแยกทาง”, they refer to the husbands of the advisees who were asking advice from Na Nake.

ความรักวัยรุ่นุ่นวายเหี้ย ๆ (Teenagers' loves, true chaos)

The colloquial word “เหี้ย” in the above example is used as a modifier to imply bad meaning. In the context, it refers to the love of teenagers, which were chaotic as each one showed their bad behaviors, such as while having a boyfriend or girlfriend, they still have sex affairs with other people or secretly fell in love with others.

เจอคนไม่ดีลึกลับนี่ชี้เลอะดิน (Meeting bad guy is like stepping on a drop)

จีบใครเคลียร์ให้ชั่วร้ายวังพัวแจกดิน

(Be careful to love a girl or get a kick from her husband)

From these two examples, there is a colloquial word, “ดิน.” According to the Royal Institute Dictionary 2011, “ดิน” refers to the lowest organ of human beings or animals which are lower than an ankle. In the first example, “เจอคนไม่ดีลึกลับนี่ชี้เลอะดิน” (Meeting bad guy is like stepping on a drop), it is about a girl who faced a serious problem about love which could be compared to a situation when a person accidentally stepped her foot on a drop. However, she still had a chance to wash it. In the second sentence “จีบใครเคลียร์ให้ชั่วร้ายวังพัวแจกดิน” (Be careful to love a girl or get a kick from her husband), it is a warning that one must be careful before falling in love with a girl because she might already have been married. In this context, it is a risk (for the advisee) to be caught (by her husband) and kicked, or he would have pain.

หยาบไปขอโทษด้วยคนห้าวคยคือแบบนี่ (Sorry to say- he is such a fucking man)

In the above example, the colloquial word “ห้าวคย” is used. According to the Royal Institute Dictionary 2011, “ห้าวคย” refers to sex organ of male human beings or some animals. In this context, it is used to refer to a person who has bad behaviors or does bad things.

## 5. Conclusion

From the study of technique in language use in giving titles to the episodes of YA HA WA NA SON program, by focusing on the episodes concerning problems about love, it was found that most of the titles were given by using the rhyming technique. The researchers viewed that most of the episode titles were given by using consonant and vowel rhyming. It was noticeable that vowel rhyming was more





frequent than consonant rhyming. This might be so because it was easy for the audience to remember the titles. These vowels were normally used in everyday life such as สระไ / ai/, สระอะ / a /, and สระอา / a:/. The researchers view that these vowels can be easily combined to form basic words in which the audience can instantly understand their meanings.

The techniques found in this study conform to those found in other researches concerning title giving to television media such as ‘A Study of Technique Used to Give Titles to Television Programs’ (Ruangsee, 2004) and ‘Language Used in Giving Titles to Episodes of the Sitcom - Ban Saran Land’ (Onmak, 2019). The same techniques which were also found in the mentioned researches were - rhyming, repetition, doublet, foreign word, idiomatic expression, and colloquial word.

According to Ruangsee (2004), there were a variety of techniques in giving titles to television programs or entertainment media in order to attract the audience’s attention. “Because before the audience watches a program, they will select from the titles” (Onmak, 2019). In YA HA WA NA SON program, apart from using the language technique in giving titles to the episodes, Na Nake’s unique characteristic is another factor that arouses the audience’s attention. Episode titles strongly reflect Na Nake’s characteristics, especially with the use of colloquial words to sound friendly to the audience, and it also reflects his target groups who are teenagers or those in the working ages. These people normally use colloquial words in their daily life. Colloquial words like the pronouns ข้า (I), เจ้า (You) can reduce the gap between the program host (NA Nake) and the audience because colloquial words are normally used among close friends, and they can also create a better atmosphere when talking about serious problems.

#### Suggestion

1. Should study the strategy of naming episodes in other types of shows
2. The process of naming strategies should be studied using knowledge of the Thai grammar system.

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