

การศึกษาคำยืมภาษาอังกฤษของคำศัพท์เฉพาะกีฬากอล์ฟในหนังสือพิมพ์ไทย

A Study of English Loan Words used in Golf Jargons in Thai Newspaper

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาประเภทของคำยืมภาษาอังกฤษที่เป็นคำศัพท์เฉพาะวงการกีฬากอล์ฟในคอลัมน์ข่าวกีฬาของหนังสือพิมพ์ไทย ข้อมูลที่ใช้ในการศึกษาคือข่าวกีฬาของหนังสือพิมพ์ไทยรัฐระหว่างวันที่ 1 พฤษภาคม ถึง 31 สิงหาคม พ.ศ. 2556 รวมทั้งสิ้นจำนวน 123 ชิ้น โดยใช้กรอบแนวคิดการวิเคราะห์ที่เนื้อหาของฮอเกน (Haugen, 1950; 1972) ซึ่งจำแนกการยืมคำออกเป็น 3 ประเภท คือ การยืมคำแบบทับศัพท์ การยืมคำแบบผสม และการยืมคำแบบแปลง วิเคราะห์ข้อมูลโดยวิธีการนับและวิเคราะห์กลุ่มตัวอย่างเพื่อจัดหมวดหมู่และหาค่าความถี่ของคำยืมประเภทต่าง ๆ ที่ปรากฏ ผลการวิเคราะห์พบว่าคำยืมแบบทับศัพท์ เป็นประเภทที่ใช้และพบมากที่สุดในการข่าวกีฬาของหนังสือพิมพ์ไทยรัฐ มีจำนวน 53 คำ (78 %) ส่วนอันดับรองลงมาคือคำยืมแบบผสม มีจำนวน 16 คำ (14 %) อันดับที่สามคือคำยืมแบบแปลงมีจำนวน 9 คำ (8 %) ผลการวิจัยพบว่าคำยืมเหล่านี้มีความหมายที่แน่ชัดและนับประหวัดซึ่งทุกคำมีที่มาจากภาษาอังกฤษทั้งแบบอเมริกันและแบบอังกฤษ

คำสำคัญ : คำยืมภาษาอังกฤษ คำศัพท์เฉพาะของกีฬากอล์ฟ หนังสือพิมพ์ไทย

Abstract

The purpose of this research is to study the English golf jargons used in Thai language newspapers by examining the content of 123 golf news articles in Thai Ratch's sports columns between May 1 and August 31, 2013. The main objective of the study was to investigate the types of English loan words used and determine the type of borrowing words found in the subject group. The data were analyzed under Haugen's classification framework (Haugen, 1950; 1972) which incorporated 3 types of borrowing: transliteration, loan blend and loan shift. The results revealed that the English golf jargons used the most in "Thai Ratch" newspaper was transliteration (53 words or 78 %). Second to transliteration was loan blend, (16 words or 14%), and the third was the type of loan shift (9 words or

8 %). The findings revealed that the meaning of these loan words were both denotative and connotative. And the semantic background of the words could trace themselves back based on American-English and British-English etymology.

Keywords: English loan words, golf jargons, Thai newspapers

1. Introduction

During the last century it has been noticed that English loan words have played an important role in the Thai lexicon (Karnchana Nacaskul, 1979) She also stated that English has become the most favored source for new vocabulary. The influx of modern technology from the Western civilization is so strong that the English words which are the carrier of such influences have been accepted with an increasing rate of current usage.

The rapid progress of globalization results in inflow of many English loan words into Thai language. Sport news published in Thai language newspapers, especially English golf jargons seem difficult to avoid since these kinds of words present specific meanings for golf news readers. Furthermore, golf news writers tend to use their meanings making the style of golf news more colorful and interesting. The hidden meaning in each golf jargon makes the words more accurate and shows the colorful style of the golf news content. Consequently, people who do not play golf can be confused why "below par" means really good (connotative meaning). Another example is "handicap" which its denotation means "a physical or mental disability." But in golf, its connotation means

"a number assigned to each player based on his ability and used to adjust each player's score to provide equality among the players." In addition, golf jargons such as "birdie" and "eagle" which they do not refer to anything about birds at all. They are golf scoring terms and have their connotative meaning.

2. Objectives

The aims of this study were to identify English golf jargons that were borrowed into Thai language and to analyze the type of English loan words used according to Haugen's (1950, 1972) analytical criteria, as well as their semantic meanings that had taken place. The study attempted to answer the following two research questions.

1. Which type of English loan words of golf jargons occurred most in the Thai Ratch newspaper?
2. What are meanings of those English golf jargons used in the Thai Ratch newspaper?

3. Materials and Method

The English loan words of golf jargons were collected by the researcher from "Thai Rath" newspaper from May 1 to August 31, 2013. The total of 123 issues were concentrated on golf news

containing borrowed words of golf jargon. The data had to be written down to find their frequency of occurrence, semantic meanings both denotative and connotative meanings. Then all items were classified into each type of its English loan words references.

So as to analyze the data, a qualitative approach based on content analysis was used. Firstly, this research was carried out through the library research. Types of English loan words were analyzed under Haugen's Theoretical Framework (Haugen, 1950; 1972). It is possible to set up three classes of loans such as transliteration, loan blend and loan shift (Haugen, 1972).

The functions and parts of speech of these collective borrowed words such as nouns, adjectives and verbs were defined. Then their English meanings were searched from Longman Dictionary of Contemporary English (2003). Compare to the Thai meanings from the two editions of Thai Language Dictionary of The Royal Institute (1999 and 2011) were used as references. Some English golf jargons not appearing in the dictionaries were investigated from other kinds of dictionaries, golf dictionaries: a guide to the language and lingo of the game (1997).

4. Results and Discussion

The findings shows 78 borrowed words of English golf jargons were found and classified into three types of English loan words (Haugen, 1972). Transliteration makes up the majority of the data, while Loan Blend has the second largest group of borrowed words and Loan Shift has the least.

Table 1 Types of English loan words listed by frequency of occurrence.

Type of English Words	Number Loan per type	Frequency of occurrence	
		Quantity	Percentage
Transliteration	53	5397	67.95%
Loan blend	16	1030	20.51%
Loan shift	9	548	11.54%
Total	78	6975	100.00%

Type of English loan words which occurred most in Thai newspaper's golf news.

Transliterations are loanwords based on import of a foreign word, with no or less word substitution (Haugen, 1969) these words are directly taken from foreign words into the recipient language. For examples: golf (กอล์ฟ), game (เกมส์) and cheer (เชียร์) (Longman Dictionary, 2003), also some scoring terms such as birdie เบริดี้ eagle (อีเกิ้ล) and bogie (โบกี้) (Golf dictionaries, 1997). In this study, transliteration makes up 53 words or 67.95% of the total number of borrowings in the research. Therefore, they are form the main type of English loan words used in golf jargons in the Thai Ratch newspaper.

Loan blends are compound words in Thai language where one part is imported while a native word is substituted for the rest such as nak-golf (นักกอล์ฟ) means a golfer, tee-golf (ทีกอล์ฟ) means golfing, mai-golf (ไม้กอล์ฟ) is a golf club (golf equipment) and oak-start (ออกสตาร์ท) refers to get start the game (Royal Institute Dictionary, 2003). In

this study, loan blends accounted for 16 words, that is 20.51%, of the total English loan words in the study. The number is small in comparison to the total number of transliteration. However, these 16 loan blends do fill a necessary semantic gap in the use of English golf jargons in the Thai newspaper. In the loan blends analyzed, it is clearly seen that English words once adapted, participate freely in compounding.

Loan shifts apply to a complete shift of a word. Some foreign loanwords appear in the language only as changes in the usage of native words (Haugen, 1950) and this kind of changes will here be classed as 'shifts.' The term 'shift' is suggested because they appear in the borrowing language only as a function shift of native words. These words are created by using native words to designate new concepts from English on the basis of the English word meaning. It means the concept that is borrowed and not the word such as *huad-wong-swing* (หวดวงสวิง) refers to swing a golf club aimed at hitting the golf ball, *pro-kra-ting-du* (โปรกระทิงดู) means a Spanish professional golfer and *tam-nan-nak-golf* (ตำนานนักกอล์ฟ) refers to a senior golfer (Royal Institute Dictionary, 2003). There are only nine loan shifts (11.54%) among the 78 of the total loan words.

Meanings of English golf jargons used in Thai newspaper.

Words have their denotations (literal meanings) and connotations (suggestive meanings). Connotation and Denotation are two principal methods of describing the meanings of words. They

are used to convey and distinguish between two different kinds of meanings or extensions of a word. The findings in this study revealed that the meanings of these borrowed words are remaining the same as those in the English words and do not undergo any semantic changes. All the 78 borrowed words have been classified into denotative meaning 17 words (22%) and connotative meaning 61 words (78%).

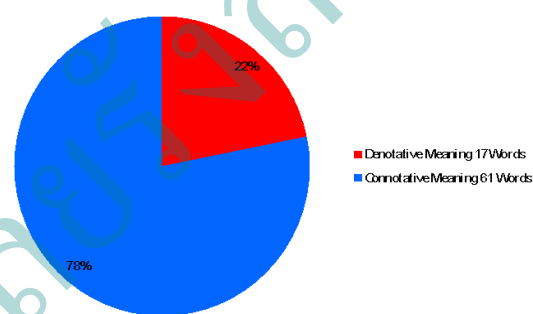


Figure 1 Classification of borrowed words by type of meaning

5. Discussion

1. Golf is a sport of specific terms and jargons Standard golf scoring is the number of *strokes* it takes to get from *the tee* to the hole and that number is often described in terms of how they relate to a *par* score. Sometimes this is stated simply, in terms of the number of strokes over or under par but sometimes it is stated in terms of *birdies*, *eagles*, *albatrosses* and *condors*. Why are golf strokes named after birds? There is quite a history behind these golfing terms. The modern meaning is base on the American slang, "bird," something that was excellent or "cool." Because a birdie is one under par for a hole, it was pretty "bird" to get one - that led to "birdie."

The terms *birdies*, *eagles*, *albatrosses* and *condors* can be traced back to the 1800s in the US. According to Brent Kelly, in the 1800s, the term *bird* was the equivalent of the term *cool* in the 1900s. As a result, if someone had a great hole, one under par, they said it was a *bird*. As the time passed, *bird* evolved into *birdie*. In keeping with the avian theme, if you *shot* two under par, the term *Eagle* was used. The same holds true for *Albatross*. It was not until the 1910s that the term *birdie* was used worldwide. As for the term *bogey* again, according to Kelly, the term originated with British golfers. The original term, *Bogey Man* was transformed into *Bogey Score*. This simply meant that you were shooting a *par* round. As *par* began to become a term associated with professional golfers, the term *bogey* became synonymous with recreational golfers. *Par* began to be associated with a good score on a hole while *bogey* was applied to a higher score an average or recreational player might expect to make on a hole. From there, it became associated with one over par.

2. In this study, loan blend is the second largest category with 16 words (20.51%) followed by 9 words in the loan shift category (11.54 %) of the borrowings. For these two categories, the researcher's findings are not similar to Heah (1989). In Heah's study, the second largest category of borrowings was loan shift, followed by loan blend. The higher frequency for loan blend in this study could have occurred because the manner of borrowing for loan blend and loan shift differs. As loan blends result from a process that combines importation and substitution, this may be an easier

process for borrowed words being assimilated into the language used of English golf jargons than the process of substituting native words to designate new concepts, that is the process of loan shift.

3. From the total number of 78 words of English golf jargons in this study, 64 were nouns forming 82.06% of the total number of borrowed words, 7 verbs (8.97%), 4 phrasal verbs (5.12%) and only 3 adjective (3.85%). Nearly all of the words borrowed are nouns, and these words are cited in the singular forms as this is the simplest form of transfer from English to Thai. This is in line with the work of Whitney (1881) which stated that nouns are borrowed more easily than other parts of speech because nouns showed least resistance to borrowing, then the other parts of speech in an ascending scale (Haugen, 1969)."

6. Conclusion

The findings revealed that after transliteration, loan blend is the second largest category with 16 words (20.51%) followed by 9 words in the loan shift category (11.54 %). The results also revealed that the meanings of these borrowed words are remaining the same as those in the English words. The highest percentage of 27% (21 words) of the English golf jargons found in this study are borrowed words used to describe the scores, results of the games including the winner of that sport events. The space problems force news writers to use the scores alone as their only coverage of many games in the newspaper (Crump, 1974). In this study the researcher found that news writers use

borrowed words which have connotative meaning more than those with denotative meaning as can be seen from the highest percentage of 78% (61 words).

The results also lead to the following recommendations for further research.

First, a similar analytical framework can be applied to other kinds of sports jargons such as football, tennis, bowling etc.

Second, other types of media such as sports magazine, business and financial magazines or medical magazines etc. that contain specific terms and jargons are worth studying.

Finally, researcher may also carry out a comparative study of the English language used in other kinds of media such as comparison of English language used in television and radio.

7. Acknowledgement

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8. References

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