บันทึกข้อความ

ส่วนราชการ คณะมนุษยศาสตร์และสังคมศาสตร์ โทร. 12124 ต่อ 3109

ที่ ศธ 0514.8/ 4680 **วันที่** 18 ตุลาคม 2556

เรื่อง นักศึกษาขออนุมัติไปเข้าร่วมการประชุมวิชาการนานาชาติ

เรียน อธิการบดี (ผ่านผู้อำนวยการกองกลาง)

    ด้วยนักศึกษาหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาไทย คณะมนุษยศาสตร์และสังคมศาสตร์ ได้รับการตอบรับให้เข้าร่วมนำเสนอผลงานวิชาการในการประชุมวิชาการ The International Conference on Languages, Linguistics and Society 2013 (ICLALIS 2013) ณ รัฐซาบาห์ ประเทศมาเลเซีย ในระหว่างวันที่ 22 - 24 ตุลาคม 2556

    ในการนี้ คณะฯ จึงใคร่ขออนุมัติให้ นางสาวนันทิญา พันธ์โชติ และ นางสาวเมตตา ฟองฤทธิ์ นักศึกษาหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาไทย ไปเข้าร่วมการประชุมวิชาการนานาชาติ ณ ประเทศมาเลเซีย มีกำหนด 7 วัน ในระหว่างวันที่ 20 - 26 ตุลาคม 2556 โดยเบิกค่าใช้จ่ายจากงบประมาณเงินรายได้ประจำปี 2556 **แผนงาน** ผู้สำเร็จการศึกษาสาขามนุษยศาสตร์และสังคมศาสตร์ **งาน/โครงการ** จัดการศึกษาสาขามนุษยศาสตร์และสังคมศาสตร์ **รหัส 0214 หมวดรายจ่าย** เงินอุดหนุนทั่วไป **โครงการพัฒนาบุคลากรของหลักสูตร รหัส 024-02** จำนวน 10,000 บาท และ**โครงการเพิ่มพูนศักยภาพอาจารย์และนักศึกษา รหัส 047-02** จำนวน 15,000 บาท รวมเป็นเงินทั้งสิ้น 25,000 บาท พร้อมนี้ได้แนบสำเนารายละเอียดการประชุมและสำเนาผลงานวิชาการมาเพื่อประกอบการพิจารณา

    จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไป

(อาจารย์สุขุม วสุนธราโศภิต)
รองคณบดีฝ่ายบริหาร รักษาราชการแทน
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

(1) เรียน อธิการบดี
เพื่อโปรดพิจารณา

(นายนักสิทธิ์ ศรีกุลชา)
หัวหน้างานสารบรรณ
21 ต.ค. 2556

(นายธัญญา ภักดี)
ผู้อำนวยการกองกลาง

(2) **อนุมัติ**

(ผู้ช่วยศาสตราจารย์ลิขิต อมาตยคง)
รองอธิการบดีฝ่ายพัฒนานักศึกษาและศิษย์เก่าสัมพันธ์
รักษาราชการแทนอธิการบดีมหาวิทยาลัยขอนแก่น

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แจ้งเจ้าตัวและผู้ที่เกี่ยวข้องทราบ

25.ตค.56

เอกสารหมายเลข ๒

International Conference on Languages, Linguistics and Society 2013

Thursday, 20 June 2013

(The information on this website was last updated on 10 October 2013.)

Dear Colleagues,

The Main Committee of the International Conference on Languages, Linguistics and Society (ICLALIS) would like to thank many of our colleagues (from different parts of the world) for having paid up their registration fees and submitted their registration forms to our committee. We look forward to meeting you in October this year. [If you have not received our acceptance letter, you may also call us at 6016-8298305 (as some acceptance letters might have fallen into your spam box or trash box).]

At the moment, we are still accepting payment and registration forms from non-presenting participants. If you are interested in joining this international conference as a non-presenting participant, please submit your registration form to us soon. A registration form can be downloaded by clicking the related link in the lower part of this webpage. Alternatively, you may also write to iclalis2013@gmail.com and request for a one-page registration form (Word document) to be emailed to you as an attachment. Please settle the registration fee before sending your (i) scanned proof of payment, and (ii) registration form to iclalis2013@gmail.com. On-site payment is not accepted. (The fee to be paid by a non-presenting participant is the same as that to be paid by a presenter.) Kindly look up for the details concerning payment on this webpage.

We are also happy to announce that our **Conference Schedule is now ready.** Kindly refer to the detailed schedule in the lower part of this webpage. Please note that changes to this schedule are not possible at this stage (because many presenters informed us about their need to present their papers on the first two days (even before 22 July 2013). However, if your paper has been left out unintentionally, kindly let us know on or before 25 September 2013, and we will schedule your paper for a slot on 24 October 2013 (the third day of the conference).

All enquiries need to be addressed to iclalis2013@gmail.com. We welcome your participation in this exciting international conference on languages, linguistics and society.

Best wishes and kind regards,
Main Committee of ICLALIS 2013

International Conference on Languages, Linguistics and Society 2013

(ICLALIS 2013)

Venue: Promenade Hotel, No. 4, Lorong Api-Api 3, Api-Api Centre, Kota Kinabalu,
Sabah, Malaysia

Dates: 22-24 October 2013

Organised by the Centre for the Promotion of Knowledge and Language Learning
Universiti Malaysia Sabah

CALL FOR PAPERS

Welcome to the website of the International Conference on Languages, Linguistics and Society (ICLALIS 2013) in Malaysia. This conference is organised by the Centre for the Promotion of Knowledge and Language Learning, Universiti Malaysia Sabah (UMS), and will be held in Kota Kinabalu, Sabah, Malaysia from 22 to 24 October, 2013.

Introduction

Language plays a broad range of essential roles in society and institutions with diverse needs, aspirations, cultures, traditions, and practices while linguistics offers numerous approaches to the study of how communities, groups and individuals interact or communicate with one another. To promote the importance of language learning, facilitate our understanding of languages, and broaden our knowledge of linguistics, we are organising the International Conference on Languages, Linguistics and Society in Sabah, Malaysia, which is well known for its multi-ethnic and multi-cultural identity.

The upcoming conference will look into various issues of both global and local concerns especially in relation to the use and learning of different languages. This conference covers topics pertaining to applied linguistics and theoretical linguistics in various institutional, social, and cultural contexts. The conference also welcomes presentations based on studies conducted from inter-disciplinary and multi-disciplinary perspectives, involving research into language/s in different academic disciplines. We hope to provide an interesting platform for researchers, academics, instructors, language practitioners, policy makers, postgraduate candidates, and members of the public to share knowledge and engage in meaningful interactions.

Objectives

We aim to (i) investigate, discuss, and exchange ideas related to the learning and/or use of language in institutional, social and/or cultural settings, (ii) explore the benefits of cross-disciplinary studies involving linguistics, and (iii) examine the theoretical and/or practical implications of new ideas, perspectives, and recommendations concerning different approaches to language teaching and/or language analysis.

Universiti Malaysia Sabah, Kota Kinabalu, Sabah, Malaysia
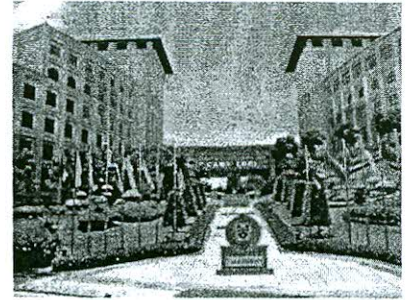
Keynote Speaker, ICLALIS 2013

Professor John M. Swales, University of Michigan, Ann Arbor, USA

Sipadan Island, Sabah, Malaysia

Mamutik Island, Sabah, Malaysia

Tunku Abdul Rahman Marine Park, Sabah, Malaysia

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Theme and Sub-themes

The ICLALIS 2013 invites proposals (abstracts) for papers based on the main theme "Developing Roles of Language in a Multi-faceted Society". The proposals submitted to this conference should preferably be related to (but not limited to) the subthemes or topic areas listed below:

Applied Linguistics

Theoretical Linguistics

Descriptive Linguistics

Language and Culture

Language, Power and Ideology

Language Varieties

Discourse Analysis

Corpus Linguistics

Language and Communication

Language for Specific Purposes

Language for Academic Purposes

Language and Gender

Indigenous and Minority Languages

Indigenous Culture and Language Preservation

Language, Diversity and Identity

Intercultural and Cross-cultural Language Studies

Language Teaching and/or Learning

ICT and Language Teaching

Language Education and/or Policy

Language Curriculum Development

Sociolinguistics

Phonetics and/or Phonology

Semantics and/or Pragmatics

Historical Linguistics

Anthropological Linguistics

Translation and/or Interpretation

Language and Literature

Language in the Teaching/Learning of Natural/Applied Science(s)

Language in the Teaching/Learning of Social Science(s)

Submission Guidelines

We welcome 20-minute paper presentations, including questions and answers. All presentations must be in English or Malay.

An abstract (presented in one paragraph) should be sent as an attachment in the form of Microsoft Word document (.doc) to iclalis2013@gmail.com by 10 April 2013. Include in the subject line this information: "Abstract ICLALIS 2013 Your Name/s".

Kindly indicate the topic areas as listed in the conference announcement. The conference secretariat reserves the right to re-categorise papers. The length of an abstract should not be more than 250 words in English or Malay. Please use Times New Roman (size 11). The abstract should follow this order: (a) the title of the paper, (b) author's full name and affiliation, (c) email addresses, (d) full postal address (with telephone and fax numbers), (e) abstract (containing research purpose/s, method/s, findings, and conclusion/implication/s of the study), (f) three or four keywords (indicating the fields, subfields, and/or topic areas), and (g) a brief biographical statement (of not more than 50 words).

The authors will be notified about the acceptance of their papers within four weeks after the submission of their abstracts. Kindly log on to our website (at iclalis2013.blogspot.com) for updates on the venue, registration, and accommodation in the course of the next few months.

Important Dates/Deadlines

Submission of Abstracts: 10 April 2013

Notification of Abstracts: Within six weeks after the submission of an abstract

Submission of full papers (optional): 10 July 2013

Payment: 10 May 2013 (Early Birds)
             30 May 2013 (Deadline)

Conference Fees and Payment

The conference registration fee covers a programme book, a conference bag, morning and afternoon teas, and lunches.

Payment		
Category	Local Participants	International Participants
Students	RM 400 (Early Bird: RM 370 before 10 May)	350 USD (Early Bird: 330 USD before 10 May)
Academics	RM 650 (Early Bird: RM 600 before 10 May)	350 USD (Early Bird: 330 USD before 10 May)
Other/s	RM 650 (Early Bird: RM 600 before 10 May)	350 USD (Early Bird: 330 USD before 10 May)
(Only Ringgit Malaysia or U.S Dollars will be accepted.)		

[Note: Kindly note that all registration fees which have been paid are not refundable after 30 July 2013. We would also like to inform all participants that the word 'student' in the context of this conference specifically refers to only 'full-time students'. This means that only full-time local students (who do not have any regular income) are entitled to the reduced 'student registration fees'. Participants who are full-time students need to provide us with copies of related document(s) which show that they are currently full-time students at a Malaysian institution. A full-time local student needs to submit a letter signed by his/her Supervisor/Dean/Head of Department, which shows that he/she is a full-time student at the Malaysian institution concerned. Part-time students need to pay full registration fees (i.e., fees paid by 'academics' and 'others') for their participation /attendance/ presentation at the ICLALIS.]
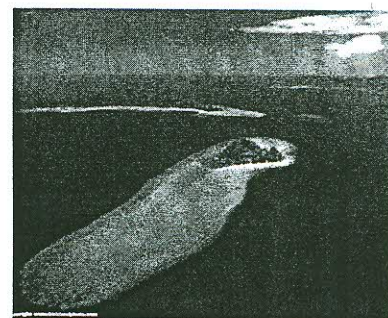
Hotels in Kota Kinabalu, Sabah, Malaysia

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City of Kota Kinabalu, Sabah, Malaysia

สำเนาถูกต้อง

(นางสาวณัชชา วงษ์โก)

บุคลากร

Vocabularies in Head Line of Local Newspapers in Thailand : Semantics Concept (paper 097)

Nanteya Panchote[1]
Rattana Chanthao[2]

Abstract

In Thailand, there are not only national newspapers, but there are also local newspapers that present specific local news in different parts of the country. These local newspapers are held by private pressing companies. Head line is actually an important part of the news. The language used in head line has to be concise, interesting and has to really show readers what the news is about.

The purpose of this study is to analyze grammar and vocabularies used in head line newspaper that relate to the main point of the news. The data were grouped from 72 copies of the 6 different local newspapers in Khonkaen ; Isan News, Siam News, Khon Kaen News, Isan Post, Dan-Thai and Dork-koon News in the year of 2012.

The study found that the semantic field of vocabularies mostly relate to economic, politic and customs. For the grammar found that mostly of subjects were lost.

Keyword: Local Newspapers, Semantic Concept

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1. Introduction

The headline in a newspaper has its particularity which shows the purpose of communication. It proposes key issues of the news. Giving the news headline is like a movie trailer or merchandise that aims to attract the target group of people. Also, the difference of text size is used in headline depending on importance of the news event (Thaworn, 1995). Furthermore, it uses short text and sentences in order to save the space on the newspaper's page, and readers are able to understand the news content from the short statement either. In addition, the language feature of the headline aims to make excitement and make the readers follow the news also. Therefore, the headline is the essential selling point of the newspaper. The more attraction headline has, the more readers increase. The stimulating words or statements used in the newspaper are usually from personal feelings or imagination of the news writers (Oraphan, 1993). The study on the language feature of the headline in each newspaper is distinctively different such as quantitative newspaper, qualitative newspaper, and specific-contented newspaper; e.g. sports, business, and entertainment. They are all contained the different language feature used. The news writers need to comprehend the content, and they also have to most think of the readers. As a result, the writers must have a lot of experiences from headline writing practice to lead to a good "communication"

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and to inform more information to the readers. Besides, the content has to make the readers understand the news by reading only once and stimulate them to follow any event in the future. (Witsanu, 2008). The headline therefore has its specific language feature used in each type of newspaper; in order that, the differences between the quality and general newspaper are their language politeness and correctness

Most of the studies concerned with language used in Thai news are the newspaper headline analysis in the central newspaper or the newspaper as National Mass Media such as Somchai (2006) studied an analysis of sports vocabulary in the headlines of the daily newspapers. This study looked at word used and meaning from the 920 copies of various daily newspapers which are Thairath, Dailynews, Khaosod, Kom Chad Luek, and Banmuang from the date of 1st May to 31st October, 2002 by collecting the sports vocabulary from the headlines on the newspapers as stated. It is found that the vocabulary could be classified into transliterated word, alias or nickname word, spoken word, and idioms. Also, in case of meaning, they were classified into direct meaning, implicit meaning, metaphorical meaning, and contextual meaning. Writing the news headline is a technique that makes the newspaper look more interesting and remarkable by using language techniques, vocabulary, and literary style along with the meaning.

In addition, Nithet (2002) studies of language used in the headline from the front page of the daily newspaper considered the sentence structure, statement, communicating, and social reflection. The result was that there were 5 sentence structures which are the sentences beginning with verb as most frequently, subject, modifier, number, and object. In case of statement, there were various characteristics which are abbreviation, spoken word, idioms, metaphor, and word reduction. In order that, these were used to communicate directly to show the social, economic, and political reflection.

The research finding of (Bang-on , 1999) is the analysis of using language. It can be considered in several ways such as statement used, construction, or meaning. For instance, the research on the analysis of language used in newspaper headline: Bangkok Post and The Nation case study considered the meaning of vocabulary and phrase and sentence structures by analyzing types of news, news heading criteria, the sentence structure of the news headline, and translation. It is found that there were 10 structures used in the headline. Additionally, even though the news had a variety of fields, the meaning of vocabulary was still the same; the word definition could be searched on dictionaries, and there were only some of the words that had the different definitions. It is due to the contextual differences

For the sentence study by Praphatsorn (2001), this study intended the sentence structure because the headlines appearing on the front pages of the daily newspapers are sentences; for example, *sor sor isan dan kon Chaleum* (Member of Pariment help Chaleam), *'Chuan' pad sawa sai san* (Choun, urinate into the court), and so on. Additionally, there was a group of sentences such as *phu korkanrai kluean thai* (Terrorists normally Thailand). According to the study, it is found that there were 2 main syntactic characteristics which are the headline containing the sentence and the headline containing the group of sentences. In case of the first characteristics, it is found that the headline is a simple sentence which a nominal and verb place at the beginning of the sentence while the other cases were stated that they were

numerous which are the headline with several sample sentences, the headline with several sample sentences and with conjunction, the headline with several serial verbs, and the head line with a mixed sentence.

Moreover, Prášková (2009) studied the relation of grammatical terms in the newspaper headline by looking at the grammatical and structural terms appearing in the news headline. This study randomized 200 English newspapers from 6 publishers Another research is about a study of sentences used in the news headline. And the study of Hameed (2008) aims to observe patterns and sentence structures used in English newspapers. According to the study, it is found that there are the patterns that were able to use frequently, and were able to explain by standard grammatical references

Nevertheless, all of the research results as above, there was no any papers carrying out the study of the language feature in the local newspaper headline. Therefore, this paper aimed to find out the answer concerning about the language features used in the headline of the local newspapers which publish in Khon Kaen province, Thailand. The issues that the researcher wanted to analyze were word categories especially a noun and a verb and a sentence structure analysis. In addition, the study besides demonstrated the result of using language in the local newspaper headlines, and it could also use to compare with the central newspaper headlines. Also, both of the studies indicated the similar results. Thus, this article presented some parts of details which were related to comparison: similarities and differences of the language used in the newspaper headlines. It was done by using the factors of areas or regions as a principal comparison. However, this issue might have to proceed in the future for more details and clearer answers.

2. Research Design

This research was a qualitative research dealing with using language and linguistics. The research expected to analyze the morphological terms; i.e. word meaning categorization, by using the approach of semantic fields according to the concept of Vogilene (1957). The concept is about language culture that is stated it is the cultural product, and is also stated language relates to culture either. Thus, Vogilene studied the language culture of the Hopi Indians, a group of American aborigines living in the state of Arizona. The researcher began with classifying vocabulary in Hopi language; in order that, Vogilene created the category called 'Hopi Domain' to categorize the words. It was classified into 4 categories ;1) Features of the physical and biological world; words relating to topography and nature, 2) Physical attributes and activities of people; e.g. organs, sense, and movement, 3) Intellectual and emotional expressions and values, and 4) People interpersonal relations; terms of relatives, nationality, age, gender, or words relating to communication, economy, habitat, and food, etc.

Furthermore, the researcher used the structural sentence analysis according to the concept of (Nawawan,2011) for analyzing data to show patterns of the news headlining. However, the elementary data of this paper would present contents of news as well. The data from this study were collected from six publishers of the local newspapers publishing in the central of Khon Kaen, and the random sample สำเนาถูกต้อง

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was the 72 newspapers publishing in 2012. The researcher selected only the headlines on the front pages for five news of each page by considering the text sizes of the headlines for principal arrangement.

3. Research Results

The results of this study were divided into 2 parts which are the content in the local newspapers and the language characteristics of the headline. Each of topics was also divided into subtopics in case of other dominant characteristics found. The researcher would represent the analysis by giving headline examples and explanation for each example. The topics were separated into 2 parts as follow:

3.1 Content

The content of the local newspaper headline was various; however, there were the contents found quite frequently and divided in to 4 parts which are economy, (local) politics, traditions, and crime.

3.1.1 Economy news

Economy news was mostly the economy in locals which was related to the policy of the local politicians supporting the government policy; e.g. "*thongtiew isan sodsai mee rot-fai pai luang phrabang (travelling in E-saan is bright,having train to Luang Pra Bang (Lao))*". However, there was the news in focus of all people; for example, the news on pawning rice that was the principal policy of Government. The examples below were going to show the headlines of the economy news in both locals and national scale as follow:

Example 1:

"*thong-tiew isan sod-sai mee rot-fai pai luan- phra-bang*" (Isan News / June)
travelling I-saan bright has train go Loang Pra Bang

The example above is the economic news headline on tourism, but it is an international tourism, and Khon Kaen is the center of economy in Isan region. It therefore has communication with the neighbor countries to expand the economic base on tourism by building the train railway so that both Thai and Laotian tourists are able to travel conveniently. Moreover, it can promote the tourism so that it contributes to the improvement of Thailand and Laos economies as well.

Example 2:

"*ubon thalang khao kan chat ngan praphenee kaophansa pee 2555*"
Ubon press news arrage work 'traditional festival ' 2012

The example above is the economic news headline on the public relation of the Big Candle Festival in 2012 for inviting Thai and foreign tourists to join the tradition, the annual festival of Ubon Ratchathani province occurring in July of every year. Also, it is the moment that Ubon Ratchathani spreads out its economy as well.

3.1.2 Politics news

Most of the politics news found are local news because Isan people take an interest to the local politics news as well as the national politics news. For instance, *"Ponchai led team join President Provincial Administration Organization Ubon number 1"*. Thus, the headline that contains the political content is mostly the local politics news because Thailand has the national newspaper which can be followed the national news, and it publishes in any area. In fact, the readers who read the local news usually read the national newspaper either.

Example 3:

> *"kor kor tor Ubon chang nayok – samachik ongkan borihan suan changwat   ubon*
> k.k.t.   Ubon tell   president   member   Provincial Addministration Organiation Ubon

> *luaktang mai mai phrom kan"*
> election new no together

The information above is another headline of the local news which is about the new election of the new president and members of Provincial Organization of Ubon Ratchathani in order to prevent the people from the election confusing in a local level, and there are sort of incoordinating or differing from the previous election. Moreover, it allocates the zone for the new election. Hence, this event is like an election publicizing, so it is used as headline in order to make the people follow this action thoroughly and participate it.

Example 4:

> *"samak   nayok   nakhon Ubon phoo-ying luan luan yuk-thong phoo-ying nak-kanmuang"*
> register   president   Ubon   woman   all all golden era   woman   politician

The information is about being a candidate for the president of Ubon Ratchathani City Municipality. In this point, the news wants to show that the candidates are all women in order to imply their ability and bravery of joining the local-leveled election and to show they are ready to exercise the government. This news hence has an interest enough to post as the headline on the front page.

3.1.3 Traditions and cultures news

It can be said the northeast of Thailand or Isan region has varieties of traditions, and the people emphasize them actively also. It is found that there are always the contents concerning about traditions and cultures especially 'Heet 12 Kong 14 Tradition', the tradition relating to Buddhism and Isan people's way of life, is the tradition becoming to the importance content of the newspaper such as "Let see Bangfai from traditional festival at Kutdu Tambol" to publicizing the inherited tradition of the Isans.

Example 5:

"chom bangfai cha-bap thep-lila tam-nan bangfai san kut du"
see   Bangfai   of   Theplila myth Bangfaisan Kut-du

This example refers to organizing the Rocket Festival at Kut Du, Non Sang district, Nong Bua Laphu province. This tradition is arraged for inheriting the tradition of begging for rains. The Rocket Festival is the act of performing the wisdom and cleverness of the Isans. In fact, most of the Isan areas arrange this festival. So, this tradition is chosen to appear on the headline because it is essential to all Isan people.

Example 6:

"sam-nak-ngan sa-tha-ra-na-sook chang-wat ubon chat-tang ma-ha-ka-thin sa-mak-kee 84,000 kong"
office   public health   province Ubon setle   big Kathin (local festivel) num. group

The example above is the case of Thot Kathin tradition at Ubon Ratchathani which is the important tradition of Isan people in general. So, it is selected as the essential content as well as to publicize to the people to join the ceremony.

3.1.4 Crime news

Crime news is concerned with sort of crime cases, burglary, murdering, criminal arresting or accidents. Even though the event does not occur in that area, it can be used to warn the people in a society to be more careful. Mostly, the crime news found in the local newspapers are the event that were been noticeable by the locals such as "bandit invade ATM take money 4.9 million Bath". The issue of the crime news in local newspapers is the same as one in the national daily newspaper, but it is different in case of the contents only occurring in the local areas.

Example 7:

"buk diew plon ran-thong klang muang muk-da-han"
invade rob gold shop center city Mukdahan

The case above is about the Yaowarat Goldsmith, the prominent goldsmith shop in Mukdahan province locating close to Ubon Ratchathani, was robbed. This event regards as an example for the business owners and get them attend the security system rigorously in order not to let the loss happen.

Example 8:

"chap dai laew mue ying nor sor mor ubon lang lop nee kadee pee kwa"
catch get conj. hand shoot student   Ubon after avoide case year more

The case above refers to the issue of arresting murderer shooting the three students of Ubon Ratchathani University. This case is the big news of the province in the year of 2011. The people

including the students' guardians give an interest to this event because it causes sorrows to all of the students and Ubon people.

3.2 Language

The language characteristics in the newspaper headline emphasize a short, luminous, and covering text. Attractive words used are needed in the headline to attract the readers by thinking of the short statements and the meaning. In this study, the researcher has divided into 2 points which are word meaning categorization and sentence structure found in the local newspapers.

3.2.1 Word meaning categorization

In part of using words to write headlines in the local newspapers, the researcher has analyzed by categorize words according to meaning and put the words that are related to economy, politics, tradition, and crime. The words were classified into groups of news contents so that they were used as criteria of words categorization as follow:

Economy Thai / English	Politics Thai / English
thongtiew / travel/ raidai / income, raka thongkam/ gold price namman / petroleum phuentee setthakit/ economic area raka khao / rice price rab chamnam khao/ rice pledging khron-gkan kae chon / poverty project	nayok nakhon ubon / president of municipal Administration kan samak leak tang / register for local politician nakkanmuang / politician team leak tang / election team luaktang / vote
Tradition Thai / English	Crime Thai / English
mahakathin samakkee / big Kathin local festival muang dorkbua / Lotus city ngan hae thian kaophansa / Candle festival ngan kachat / Red cross festival prapeenee / traditional festival bangfai / Bang Fai festival (Rocket)	team sanghan / death sqauds chon / bandit pit kadee / closed case plon / rob kha / kill ying /shoot

According to the table, there are groups of words categorized according to their meanings and concerned with the news categories. It is found that the words in each category compose of verbs and nouns, and verbs are most found in the headlines such as 'luaktang' (election), 'kha (kill), and 'plon' (rob) which are the main verbs referring to an act of a subject. For the nouns, they are most in position as a subject or an object of the sentence such as thongtiew (travel), nakkanmuang (politician), ngan hae thian kaophansa (Candle festival), and team sanghan (death squad). According to the finding, it is due to the headlining style, and the words used are needed to be the attractive language which can most attract the readers. Additionally, these are for representing the notability of the news.

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4. Conclusion and Discussion

According to the study, it is found that the headline characteristics on the front pages of the local newspapers do not differ from the national daily newspapers. However, there is still some different point depending on the competence and experiences including the way of writing of the news writers. Most of the news contents found were economy and then politics, tradition, crime. For the point of language used, it is separated in to 2 more points which are word categories about politics as most found and then politics, tradition, and crime.

From the findings, it is indicated that most of the news which are selected to post on the front pages of the newspapers are the news which the people in any such society pay attention. Therefore, the news appeared on the local newspapers are concerned with economy, politics, and Isan traditions, and these contents mainly have the relationships between the people and the local politicians because it is in their areas. So they have the important roles towards the local people. In order that, the news sources and news published areas are also the essential factors that conform to the news contents. Consequently, the local newspaper is the media of representing information and actions in economic, local political, and tradition terms.

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Code Switching between the Standard Thai and the Northeastern Thai Dialect of Radio DJs in Thailand.(Paper 106)

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Abstract

The purpose of this research was to analyze code switching between central Thai and Northeastern Thai dialects of the radio DJs in Muang municipality, KhonKaen province in the aspects of phrases, sentences and expressions. This was also aimed studying about functions and factors that relate to code switching between central Thai and Northeastern Thai dialects of radio DJs in Muang municipality Khon Kaen province.

The study was carried out by recording the radio programs of 4 folk music radio DJs in Muang municipality Khon Kaen province, and the 4 of the DJs were 2 male DJs and 2 female ones.The study of code switching from the central Thai dialect to the Northeastern Thai dialect and code switching from the Northeastern Thai dialect to the central Thai dialect showed that code switching in phrases is the most found, and the second one is code switching in sentences, and code switching in expressions is the least one found.There are 3 language functions found in code switching such as; to emphasize, to explain and to express feelings. Code switching was used to explain the most, the less one used was to emphasize, and to express feelings was the least one used.

There are 4 factors of code switching such as; specific names, formality, topics and mother tongue. The factor that caused code switching most was specific names, the less one does the same was the topic, then the mother tongue, and the least one does was formality.

Keywords: Code-switching, Northeastern Thai dialect, Standard Thai

1. Introduction

Not only is Standard Thai as official language and a lingual franca for Thais whose mother tongue is different from one other, but also there are dialects in each region, such as Northern Thai dialect, Southern Thai dialect, central Thai and Northeastern Thai dialect. In Northeastern region of Thailand, a Thai dialect for communication in such community is Northeastern Thai dialect, whose accent might be different from each province. Standard Thai (ST) or Central Thai (CT) is, of course, also used for communication in a government sectors or a formal setting. In addition, there are a wide range of sub dialects.

Nowadays, Thai society is open for a community to make a radio program as a community radio. Mass media has exerted a considerable influence over Thai users; the government has sanctioned the use of Northeastern Thai dialect (NT) for communication in a radio programs. However, radio hosts generally have tended to use central Thai primarily and switch to Northeastern Thai dialect occasionally. The code switching from CT to NT is increasing, and there is an array of mass-media consumers in various types, for example, television, newspapers and radio broadcasting. Given that each type of media can have a tremendous impact upon entire Thai users, the incorrect, ambiguous and inappropriate use of language

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might yield an unpleasant consequence on the consumers, especially who are a child and an adolescent who might imitate the used language benightedly.

From this reason, this study grasped the importance and was aimed at investigating functions and factors of code switching between CT and NT of folk music radio DJs in Muang municipality, Khon Kaen province, in the hope of shedding some light on factors of such code switching and that of being guidelines for further studies.

Blom and Gumperz's (1960) stated that code switching and code mixing can occur in conjunction with a situation and a topic. The former is a direct relationship between language itself and social situations, code switching controlled by situations of language use such as a lecture in a classroom or a conversation with tourists; those formal situations require a standard language or CT, whereas friendly, informal situations would rather use dialects.

Notwithstanding a body of studies on code switching in Thailand, they have been heavily relied on data from a questionnaire and an informant. In light of a clear reflection of code switching resulting from data collection in a real contexts in each society and an increasing use of code switching in the radio, this study was conducted.

2. Research Methodology

This study applied Blom and Gumperz's framework (1960) which classified code switching into three categories: situational switching, metaphorical switching and conversational switching. Data were collected from recording of the radio programs in Muang municipality, Khon Kaen province at Northeastern region of Thailand. There were two female DJs and two male ones. The programs broadcast from January 2012 to January 2013 was recorded and transcribed. A conversation using CT was transcribed in Thai alphabets, while that utilizing NT was done in Thai with its own accent. Afterwards, all those data were analyzed to find out the functions and factors of code switching.
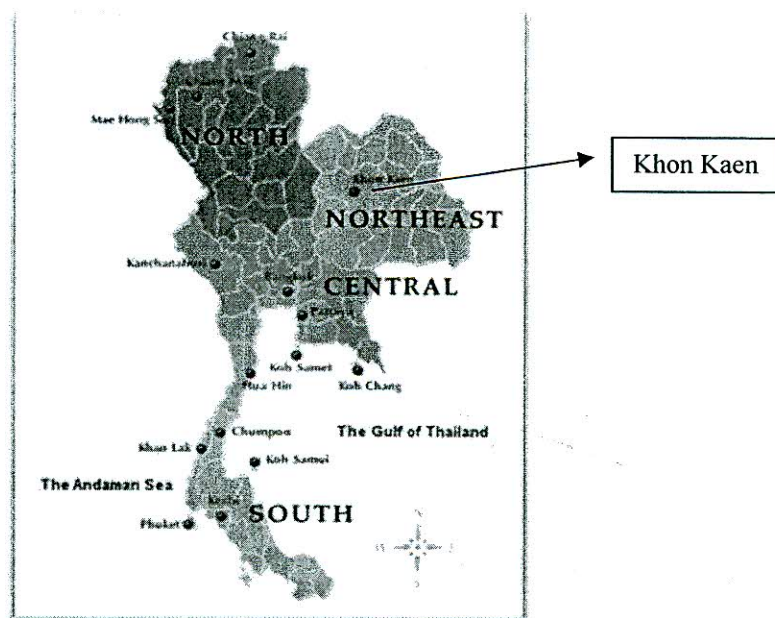
Map1: Thailand region

3. Research findings

Code switching is a language phenomenon of multilingual people. If speakers can speak two languages proficiently at the same level, code switching will occur naturally; in other words, there is the use of mother tongue (L1) and smooth switching to the second one (L2), which is unconscious switching. Code switching might reflect each DJ's speaking style since all DJs in this study had their styles in hosting the program. Despite their different styles, what they shared is the switch from CT to NT throughout the program.

The research findings revealed that code switching was not an amorphous phenomenon; instead, considering its functions, the study found a variety of functions of code switching.

For a description of examples below, each language was labeled with an alphabet; CT was labeled as CT abbreviated from Thai and Northeastern Thai dialect as NT. Besides, a bold letter means a language that reflected the functions, whereas italics were a language to which the DJs switched.

3.1 Functions of code switching

A language phenomenon which emerges can reflect the conversational functions; for instance, speakers who switch from Thai to English intend to use a language in that context. Unchalee (2007) studied of code switching between Thai and English by students in bilingual education found eight functions of code switching which were more than set in the objective of the present study: emphasis, request, explanation, attention seeking, thanks, asking, apologies and exclamation. But this study was found only three functions: emphasis, explanation and expression of feelings; one of these functions this study found similar to the previous one is emphasis.

1) Emphasis

Code switching used for emphasis is the use of language to emphasize ideas or messages in a phrase, sentence or discourse levels. It emerged when there was code switching Both from CT to NT or NT to CT. For this function, mostly DJs emphasized previous messages by switching to another language to clarify meaning or have a mutual understanding between speakers and audience, as illustrated below.

Example1: Emphasis

"/(NT) <u>bor^1 k...y^4 l..m^4 loey^4 /</u>   'I never fogot it'
    no used-to forget fp.

(CT) Mai^3 koey^1 l..m^1 loey^1 ji...-ji....
    no used-to forget fp. fp.

This is an example of code switching from NT to CT for emphasis. A male DJ translated NT words preceding a CT sentence as "Mai koey leum loey jing jing" (I never forgot it). The first part demonstrated audience's feeling about a DJ and DJ' about audience in NT: "KhwamrakKhwam kid hoddKhwamroosukdeedee tee mee tor pheenong fan pleng chai chopper borkoeyleumloey". The green words carried the same meaning as CT words "Mai koey leum loey jing jing"; the DJ switched to central Thai to emphasize the said Northeastern Thai dialect words, considered as emphasis for an understanding of audience who did not understand Northeastern Thai dialect.

2) Explanation

For explanation, the DJs are use of both languages for content explanation or message conveyance. Since DJs were concerned about audience's incomplete understanding, they switched to L2 to clarify contents and intended meaning of the messages conveyed in L1. There were various types of explanation through code switching to simplify details such as a song title and a singer's name.

Example2: Explanation

"/ Nee keu neung pleng kong sin-la-pin nai speg   praa-ek nai duang-jai pee-nong

this is   1   song of   singer in speck actor in   heart   people

'this is a song of my feverite singer'

/ mai-thai   jai-ta-wan ?a-la-bum³ chud mai la-sud   na-krub ?a-la-bum³ shud tee ha² /"

first name surname album   cls. new newest fp.   album   cls. order 5

' Mai-Thai Jai tawan is the newest album, number 5ᵗʰ'

The above example is code switching from NT to CT which was used when a male DJ wanted to describe a singer's name, which in this example explained in central Thai. For a singer's name "Mai thai jai tawan (singer's name)", the DJ employed a descriptive phrase of the singer by using lead-in to this NT sentence"Nee keu neung pleng kong sinlapin nai speg praaek nai duangjai pee-nong". Having switched to NT, he switched to CT again to elaborate further that this song is in the latest album and which volume it is; he switched from NT to CT so as to provide greater details.

3) Expression of feelings

Regarding this code switching for the expression, this study found such expression with or without the use of exclamations. Without the use of exclamations in the expression, this study viewed it as expression, such as apologies, sadness, doubt, boredom or even surprise, for it can be acknowledged as a word expressing speakers' emotion and feeling on a particular issue. In the aspect of an expressive language of the DJ through code switching, this research also found the use of some exclamations, for example, command, request, asking, apologies, thanks and mood particles, as an element of code switching. Such use occurred before or during code switching, as following example.

Example3 :Sadness

"..../bor pen-yang wa tae mee gum-lang jai   tee   dee

no what   say but has power heart conj. Good

' it is fine, but you should have encouragement'

/ tam yang-ngai tuang ja su   tor pai dai na-ha nee keu rueng-row na-krub /

do how   to will fight to go ps. fp. this is   story   fp.

'how I can fight in the future'

/ Booj! fang   laew ga   sao /"

exp. listening   fp. conj. sadness

'Oh! It is so sad to hear this

The above example is code switching from NT to CT and change again to NT. A male DJ used NT to express feeling about the song through an exclamation "booj! Fang laew ga sao".

The use of this exclamation in this context emerged after the DJ had mentioned details of songs which reflect or relate to people's lives in society through code switching in many sentences. The DJ spoke CT in the second part which said "tam yang ngai tuang ja su tor pai dai na ha nee keu rueng row na krub"; it showed the DJ's sadness over people in the society's love.

In reference to the examples of code switching for expression of feeling, they were observable that conveying his moods through exclamations or particles, the DJ consistently used those in NT. The utilization of the exclamations in a mother tongue played a prominent role in communication because some of them in Northeastern Thai dialect cannot be completely replaced with those in central Thai, regardless of the same contexts. Using a mother tongue, NT, for conversation between the DJs and ลงนามถูกต้อง

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audience whose mother tongue is NT could enrich audience's comprehension of the DJs' mood effectively.

In addition, the exclamations and final particles might manifest at the beginning of code switching or the middle of NT sentences which can be switched to CT.

3.2 Factors of code switching

Language phenomena might arise consciously or unconsciously; that is, speakers can switch from L1 to L2 naturally in a context where they can use two languages equally fluently.

The present study can synthesize the factors of code switching into 4 factors: 1) proper names; 2) formality, 3)topics, 4) mother tongue.

3.2.1 Proper names

Code switching as a result of proper names is the code switching from L1 to L2 since there is a proper name in such switched language such as a person', place's or goods' name, a song title and words used in one language or well-known in CT or NT. Sub categories of this factor include four: 1) a person's name; 2) a song or album title; 3) a place's name; 4) goods' name.

Code switching in each sub category might occur together; for instance, there is both a person's and place's name in the same sentence as a result of code switching. Only one of sub categories is exemplified below.

A song title

Example4: A song title (NT)

"../.bok waa yak   fang/
tell that want listening
'I want to listening (this sone)'

ngan   pleng Hug saam sao hao saam kon .../"
work   song   ---------- song title ----------
this is name this song '......'

The example illustrated above is code switching from CT to NT as a result of the proper-name. That is, there was a proper name in a sentence "ngan-pleng hug sam sao hao samkon" which is the proper name of the song generally known in Northeastern Thai dialect , so the DJ switched from CT to NT. Such proper name is a cause of code switching.

3.2.2 Formality

Formality is regarded as one of the factors of code switching from L1 to L2 / L2 to L1. Code switching emerges when speakers need to use a formal language; they switch from local dialects to lingual franca used as an official language. Consequently, the study found only code switching from NT to CT. Two sub categories of formality are: 1) opening time; 2) closing time. An example of closing time is given below.

Example5: closing time

"/m… ?..n klab ma   por kan-mai
Tomorrow back come see again
'see you again tomorrow'

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chok-dee   mee   kwam-suk ram-ruay tuk taan   sa-wat-dee ka /"
good luck   has   happiness rich   all peope   goodbye   fp.
            'good luck, happiness, good bye.

The above example is code switching from NT to CT in closing time, which was influenced by formality. In the first sentence of each message, NT was used in closing time to show friendliness with audience by saying goodbye as in "meu aeun klab ma por kan mai" and switched to CT for formality of closing lines as in "chokdeemeekwamsuk ram ruaytuktaansawatdeeka". The factor is indeed the need of formality in each part of the program such as opening and closing time.

3.2.3.Topics

For topics in a conversation, either one-way communication or two-way communication depends on topics which can result in code switching.

In this aspect, a connection of cultures which affects DJs to code switch is mentioned; that is, when the topics dealt with contents of Thai or Northeast cultures, the DJs tended to switch from CT to NT suitably relates to such contents, for example, weather, a traditional charity, festivals, food and careers.

However, code switching based on the topics might take place in relation to festivals or cultures of one language or when the DJs wanted to read audience's short messages sent into the program. Reading advertisements or messages can enable them to code switch because of particular topics, as exemplified below.

Example6 :Conversational topics(short message reading)

"/ khob-khun nam ga   laew-gun nor/
thank-you with conj.   conj.   fp.
        'thank you'

bok   waa P'DJ krab phom khor pleng khon-naa-hak-aok-hug-bor-kheur-
tell that pro.DJ fp.   pro1. give song --------- song's title -------------
        'DJ give me this song, please'

The given example is code switching from NT to CT in a start on a conversation through reading the audience's messages. This code switching was resulted from the topic whose language used was standard Thai. The DJ read such message in CT as in the first sentence said in NT "khob khun nam ka laew kan nor (thank you)".

Then, the DJ switched to CT since he had to read the sent message"bok waa P' DJ krab phom khor pleng khon naa hak aok hug bor kheur jak yeaw ratree (please give me the song)"; Before reading such message, standard Thai served as a lead-in to the message sent from the audience' mobile phone to form a relation of contents between NT and standard Thai. Hence, topics are considered as another one of the factors in code switching.

3.2.4 Mother tongue

A mother tongue in this case means NT because the DJs either of whom was or was not in the present study spoken NT primarily. Specifically, when they talked about a particular topic, they spoken CT in few sentences and switched to NT. That is, they were more familiar with the language and had a larger size of vocabulary than their standard Thai which is their communicative language and second language. Therefore, the study regarded a mother tongue as the other factors in code switching from CT to NT occurring as a result of the DJ's familiarity and a large inventory of vocabularies in NT as their mother tongue.

4) Summary and Discussion

Code switching is a language phenomenon which reflects the language functions. This present study classifies its functions into 3 categories: emphasis, explanation and expression of feelings.

Code switching for emphasis is occur between CT and NT for emphasizing the DJs' ideas or messages such as a proper name. It also involes with the use of language to clarify words or sentences. Emphasis can be found in translation and emphasis on meaning and message previously said in L1.

In code switching for explanation, this phenemenon emerges when the DJs want to convey particular meaning clearly and understandably. They tend to switch from CT to NT, so as to explain contents and topics mentioned in L1, such as a song's title and a singer's or place's name, about its details and intended meaning, for some audience might be unable to understand the contetns completely and clearly.

The other functions of code switching is expression of feeling; that is to say, a language shows speakers' emotion as well as feelings on topics, for example, curiosity, suprise and sadness. The DJs are likely to employ exclamations, command, request, questions, apologies, thanks and particles to express their emotion and feelings.

The use of such language features in code switching emerges in front of a sentence which code switching occurs or at the midde of a sentence; the exclamations in NT are. In the aspect, this phenomenon is called code switching for expressing speakers' feeling and raising audience's mutal feeling most of whom are Isan.

This research finding was found that there are 4 factors in code switching: 1) a proper name; 2) formality; 3) topics; and 4) mother tongue.

Code switching resulted from the use of a proper name happens when it exists in a language to which the DJs switch. The proper names might be a person', place's or goods' name, a song title, a particular word used in one language between CT and NT. There are four sub items in a proper name. Firstly, a person's name is a name used in a music industry or represening a singer's name, which is not necessarily a real name or can be a singer's, or a DJ's descriptive phrase.Secondly, a song's title is the name of a particular song which exists in one language between CT or NT.Another item is a particular place's name such as a temple, a village and the other names identifiable as a place. Such names are known to be in one language. The final item is a name of goods which sponsor the radio programs.

However, code switching in each mentioned aspect might happen simultaenously, such as the use of a person's name and a song's title in the same message.

What's more, formality is the second factor in code switching. Code switching from L1 to L2 takes place when the DJs need formality; they are more likely to switch from dialects to an offical language in Thailand. This present study finds only code switching from NT to CT; specifically, they speak CT during opening and closing times and switch to NT so as to give more details of the messages, to serve as lead-in to conversation or songs or instruct how to request a song.

Topics are also one of the factors; in other words, a particular topic influences over the use of language such as a simple or expressive language. Sometimes the use of language has to be appropriate in each context, too. The language might be CT or NT, depending on a context and audience's decision which will result in smooth communication, friendliness and participation in topics without a language barrier. Examples of topics, which require code switching, are weather report, festivals, food, reading short message and advertisement. If the topics entail local topics, the DJs will switch from CT to NT conversely, if equalities are involved, they will switch to CT. It has become clear that topics play a significant role in code switching.

Nowadays most DJs speak their mother tongue, just as the subjects in this study use NT. Evidently, when the DJs speak abruptly, they prefer using their mother tongue NT since most of them can speak dialects more naturally and fluently. As exemplified in this article, the sample groups use standard Thai momentarily in conversation, not reading, and switch to NT; this phenomenon emerges throughout

all 4 factors. Furthermore, the DJs have larger inventories of NT vocabularies than CT, resulting in code switching to the mother tongue.

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