

## A Study of English Loanwords in the Thai Television Series "The Diary Tootsies Season 1"

การศึกษาคำยืมภาษาอังกฤษในละครโทรทัศน์ไทย เรื่อง “ไดอารี่ตุ๊ดซี่ส์ เดอะซีรีส์ ซีซั่น 1”

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### Abstract

This research aims to explore the types of English loanwords found in The Diary Tootsies the Series Season 1, and to study their semantic changes. There are 12 episodes in the series. The analysis was based on the frameworks regarding the forms of English loanwords comprising Transliteration, Loan Blend, and Loan Translation, while the types of semantic change consisted of original meaning, broader meaning, narrower meaning, and deviating meaning. From 223 words found, the results revealed that transliteration (91.03%) was found the most for 203 words, followed by 17 words (7.6%) of loan blend and 3 words (1.3%) of loan translation. As regards the semantic change, original meaning was used most at 208 words (93.3%), followed by 8 words with deviating meaning (3.6%), 7 words with broader meaning (3.1%), whereas a loanword with narrower meaning was not found.

**Keywords:** TV Series, Word Borrowing, English Loanwords

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### บทคัดย่อ

งานวิจัยมีจุดประสงค์เพื่อศึกษาประเภทของคำยืมภาษาอังกฤษที่พบในละครโทรทัศน์ไทย เรื่อง "ไดอารี่ตุ๊ดซี่ส์ เดอะซีรีส์ ซีซั่น 1" และศึกษาประเภทของการเปลี่ยนแปลงทางความหมายของคำยืมภาษาอังกฤษ ละครโทรทัศน์ไทยชุดนี้มีจำนวน 12 ตอน การวิเคราะห์ข้อมูลใช้กรอบแนวคิดประเภทของคำยืมภาษาอังกฤษตามรูปแบบของคำ ซึ่งประกอบด้วย การทับศัพท์ (Transliteration) การปนทับศัพท์ (Loan blend) และการแปลศัพท์ (Loan translation) ด้านประเภทของการเปลี่ยนแปลงทางความหมาย ประกอบด้วย ความหมายคงเดิม (Original meaning) ความหมายกว้างออก (Broader meaning) ความหมายแคบเข้า (Narrower meaning) และความหมายย้ายที่ (Deviating meaning) จากการศึกษาพบว่า จำนวนคำยืมภาษาอังกฤษ ที่พบทั้งหมดจำนวนทั้งหมด 223 คำ โดยการทับศัพท์พบมากที่สุด จำนวน 203 คำ (91.03%) ตามด้วยการปนทับศัพท์ จำนวน 17 คำ (7.6%) และการแปลศัพท์ จำนวน 3 คำ (1.3%) ด้านประเภทการเปลี่ยนแปลงทางความหมาย (Semantic change) พบว่ามีคำยืมภาษาอังกฤษที่มีความหมายคงเดิมพบมากที่สุด จำนวน 208 คำ (93.3%) ตามด้วยความหมายย้ายที่ 8 คำ (3.6%) และความหมายกว้างออก 7 คำ (3.1%) ในขณะที่ไม่พบคำยืมภาษาอังกฤษที่มีความหมายแคบเข้า

**คำสำคัญ:** ละครชุดโทรทัศน์ การยืมคำ คำยืมภาษาอังกฤษ

### Introduction

Due to the globalization, English is regarded as an international language and considered as one of the most prominent languages in the world. When having been greatly used across the world, English language plays an important role as an official language or a second of numerous countries. It witnesses a deep alteration of societies and cultures around the world (Crystal, 2000; Crystal, 2002). Kachru (1998) pinpoints that this spread of English originated from Great Britain and continued on with North America and Australia. When English finally was native on these continents, these speakers are considered native language. These countries continued the spread by colonizing parts of Europe, Africa and Asia as well. Finally, English has been developed in many colonial countries such as Singapore, India, etc. Apart from the globalization and colonialism, the spread of English is associated with speaker migration, new technology, formation of international organizations, motion picture industries, popular music, expansion of tourism industry, publication of books and other literature, various forms of communication, and education (Crystal, 2002). According to Hoffer (2005), such expansion is interesting for many reasons, including its flexibility in borrowing from other languages, a flexibility enriching its vocabulary over the centuries. One of the most easily observable results of intercultural contact and

communication is the set of loanwords that is imported into the vocabulary of each language involved.

With reference to Kachru's circles of English (1998). Thailand is considered the expanding circle; that is to say, Thailand is the country using English as a foreign language like Japan or China. In spite of the fact that English is not an official language in Thailand, English language has progressively expanded to daily interactions among Thai people in various fields such as international trade, science, technology, medication, diplomacy and tourism, contributing to an increase in the insertion of English words, phrases, and sentences in Thai language (Kannaovakun and Gunther, 2003). In conclusion, a large number of English words have been borrowed into Thai language. In addition to daily conversation, those English words have been found in various sources such as historical documents, publications, mass media, etc.

Up until now, many scholars have studied loanwords from different angles. Some studies put an emphasis on the investigation of English loanwords in the historical documents. For example, Chaichu and Khongsirirat (2017) studied English loanwords perceived in King Chulalongkorn's Letters. Taileart (2015) studied English loanwords in Somdej's Messages by Somdej Chaofa Kromphraya Naritsaranuwattiwong and Somdej Kromphraya Damrongrachanuphap. Jampa (2012) studied aesthetic techniques for English loanwords in King Rama V's Klai Ban. Onprasert (1990) studied English loanwords in Thai reports during the reigns of King Rama 3 - 5. According to studies respecting English loanwords in Thai mass media, Mahakaew (2016) studied English loanwords in the advertisements in Thai Magazines, and he also studied English loanwords found in romantic fictions (Mahakaew, 2017). Additionally, he studied English loanwords found in Thai modern country singers' songs (Mahakaew, 2018). Saengjan (2011), Yuttatri (2004) and Kwok (2014) studied English loanwords in Thai newspapers. Boonchuay (2018) analyzed English loanwords used in poetry and short Stories of 25 Thai authors, who were the winners of S.E.A. Write Award. To conclude, as evidenced in the previous research studies, English loanwords are outstandingly found in different sources, ranging from historical documents and modern publications to contemporary mass media such as poetry, novels, short stories, magazines, newspapers, advertisement, songs etc.

According to the studies aforementioned, there appear to be only a few studies shedding light on English loanwords used in the TV series which can be deemed one of the most prominent sources to observe the characteristics of English loanwords, especially

comedy TV series which could typically reflect the use of English loanwords through communication of the characters. Diary Tootsies the Series is one of the most famous comedy TV series in Thailand, receiving a number of awards and earning the considerable reputation as a phenomenon portraying the language used among LGBT individuals who play key roles in various Thai mass media at the present time. Accordingly, the researchers are interested in studying English loanwords in Diary Tootsie the Series season 1.

### Objectives of the study

- 1) To study the types of English loanwords used in Diary Tootsies the Series season 1
- 2) To study the semantic change of English loanwords used in Diary Tootsies the Series season 1

### Literature Review

Loanwords or borrowed words can be defined as the words accepted through the speakers from one particular language to a different language. It is connected with the process of speakers adopting words from a source language into their native language. It is considered one of the most frequent way of acquiring new words into a language (Thomason and Kaufman, 1988, Kemmer, 2016). Campbell (1998) and Hoffer (2005) points out that loanword is regarded as a lexical item from which another language borrows. A borrowed word initially was not part of the vocabulary of the recipient language; conversely, it is adopted from some other language and made part of the vocabulary of borrowing languages. Therefore, borrowing refers to the process of importing linguistic items from one linguistic system into another, arising when two cultures are in contact over a period of time. That is, loanwords are one of the types of borrowings arising across language boundaries. Moreover, Trask (1996) and Aikhenvald and Dixon (2006) claim that borrowing is a consequence of language contact, referring to "the transfer of linguistic features of any kind from one language to another as the result of contact". Borrowed forms possibly include a lexeme, an affix, a phoneme or intonation pattern, phonetic traits and habits of pronunciation, construction types, grammatical forms, grammatical categories, and the organization of lexical and grammatical meanings. The degree of this borrowing depends upon a number of cultural and social factors.

It is implicit that the basic characteristics of loanwords can be seen in both form and meaning of English words transferred into Thai language. In terms of the forms of loanwords

used in various sources as indicated in the previous studies (Hockett, 1958; Yuttatri, 2004; Taileart, 2015; Chakma, 2016; Mahakaew, 2016; and Boonchuay, 2018), there are three main types of English loanwords as follows:

1) Transliteration refers to English words used in the Thai language with the closest feasible pronunciation and the closest possible meaning to the original word with very little or no change to the particular word. For example, a Thai word, “คอมพิวเตอร์” is similar to the English word, “computer,” and it is able to be used in the same context.

2) Loan blend is a loanword formulated by combining English words or English morphemes with Thai words or Thai morphemes. For example, รถสปอร์ต (sport car or sports car) is a combination of a Thai word “รถ” and an English word “sport.”

3) Loan translation refers a loanword coined through the process of item-for-item translation. That is, a meaning of English has been imported for an existing Thai word. For example, a Thai word “โทรทัศน์” is borrowed from “television.” The word “tele-” is translated into “โทร-” which means “over a long distance,” while the word “vision” is translated into the word “ทัศน์” which means “the ability to see; the area that you can see from a particular position.”

Apart from the form or structure of English loanwords used in sources in Thai language, when English words are brought into Thai context, semantic change is able to arise (Croft, 2000; Yuttatri, 2004; Winter-Froemel, 2013; Mahakaew, 2016). In other word, a meaning of an English word used in Thai can be shifted. There are four types of semantic change of English loanwords as follows:

1) Original meaning: the meaning of an English loanword used in Thai language is not different from an English word such as ฟุตบอล (football), แท็กซี่ (taxi), เปอร์เซ็นต์ (percent), etc.

2) Narrower meaning: only some parts of the original meaning of an English loanword are used in Thai language. For example, the word “โซดา” (soda) is used in Thai context as “water that contains bubbles and is often added to alcoholic drinks”; however, “Soda” could be defined as a sweet drink containing bubbles. Therefore, the meaning of the word “soda” is narrowed down in Thai language.

3) Broader meaning: the original meaning of an English loanwords is extended in Thai language by enlarging or adding the ideas or things. For instance, the word “แฟน” (fan) in English meaning is defined as “a person who admires somebody or something or enjoys watching or listening to somebody or something very much;” however, in Thai language, the

meaning of this word is extended by adding broader meaning with reference to “a romantic relationship with a person.”

4) Deviating meaning: the Thai meaning of an English loanword is totally different from the origin. For example, the word “ฟิต” (fit) in English language means “to be the right shape and size for somebody or something.” When used in Thai context, the word “ฟิต” (fit) is defined as “fitting closely to your body and sometimes uncomfortable” or “too tight.”

### Research Methodology

The study focused on investigating types of English loanwords and studying semantic shift of English loanwords found in Diary Tootsies the Series season 1, which is an award-winning television series. The series, moreover, gains considerable reputation among Thai audience. In this series, numerous English loanwords are used and uttered by four main LGBT characters comprising Gus, Kim, Golf, and Natty. English loanwords as the data are gathered from all 12 episodes of the series.

According to the analysis of English loanwords found in the series, there are two main frameworks employed to study the forms and meanings of English loanwords as follows:

First, the framework for analyzing the types of English loanwords is adapted from the studies of English loanwords conducted by Hockett (1958), Yuttatri (2004), Taileart (2015), Chakma (2016), Mahakaew (2016), Mahakaew (2017), Mahakaew (2018), and Boonchuay (2018), there are three types of English loanwords including transliteration, loan-blend and loan translation. Second, the framework concerning the study of semantic change of English loanwords done by Croft (2000), Yuttatri (2004), Mahakaew (2016), Mahakaew (2017) and Mahakaew (2018) is applied to an analysis of semantic change of English loanwords found in the series. The types of semantic change of the loanwords consist of original meaning, narrower meaning, broader meaning and deviating meaning.

The English loanwords found in the series were investigated, analyzed and counted manually. Then, the frequency of each classification was calculated as a percentage.

## Results

The collected data related to English loanwords found in Thai Television Series Diary Tootsies the Series season 1 were classified based on the types of English loanword and their semantic change.

**Figure 1. Types of English loanwords**

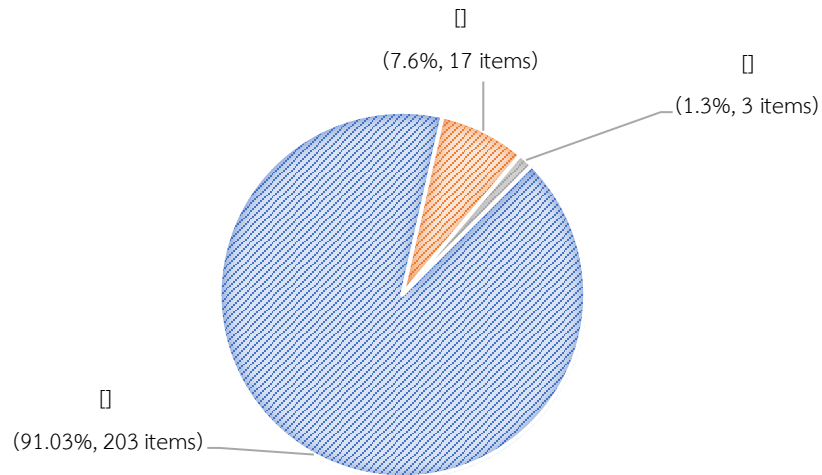


Figure 1 illustrates the types of loanwords from the total of 223 items. They are 3 categories consisting of transliteration, loan blend and loan translation. The majority of English loanwords found in the series were used as transliteration (91.03%), followed by loan blend (7.6%), while loan translation type was found for 3 times (1.3%).

**Figure 2. Semantic change**

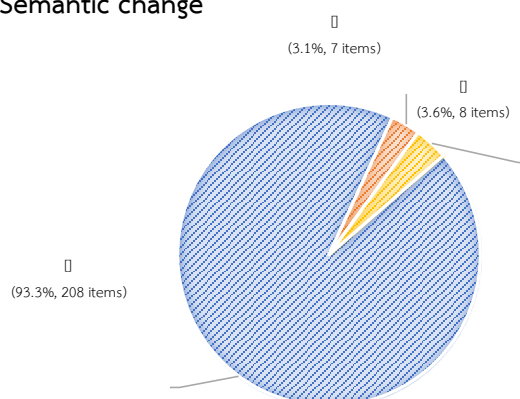


Figure 2 indicates the types of semantic change of English loanwords used by the characters in the series from the total of 223 items. They are 4 categories comprising original meaning, broader meaning, narrower meaning and deviating meaning. The loanwords with original meanings were found the most for 208 times (93.3%), followed by 8 deviating meanings (3.6%) and 7 broader meanings (3.1%) respectively. However, a loanword with narrower meaning was not found in the study.

**Table 1. Examples of Transliteration**

English word	Thai word	Context
okay	โอเค	ดีจะคบกับอีนั่นก็ได้เรา โอเค
care	แคร์	แต่ตูดไม่ แคร์

Table 1 illustrates the example of transliteration type which was used most highly in this Thai series. Transliteration is carried out directly loanwords with very little or no change to the particular word. An example was “โอเค” from “ดีจะคบกับอีนั่นก็ได้เรา โอเค.” It is transliterated from the English word “OK” and it carried out the meaning directly to the particular word. Therefore, it is categorized as transliteration type with original meaning.

The Thai word “แคร์” from “แต่ตูดไม่ แคร์” is transliterated from the English word “care.” The English pronunciation sounds similar to the way it is pronounced by Thai native speakers. As a result, it is categorized as “Transliteration.” Semantically, the meaning of the word “care” given in the dictionary is associated with the meaning in the Thai context. Therefore, it conveys an original meaning of the word.

**Table 2. Examples of Loan blend**

English word	Thai word	Context
jacket	เสื้อแจ็กเก็ต	เสื้อแจ็กเก็ต ฟ้ามันหนา
romantic movie	หนังโรแมนติก	หุย นีหนังโรแมนติกเปล่านี

Table 2 explains the loan blend type which was found the second highest frequency. An English word was blended with a Thai word to form a new word while maintaining the former meaning. For example, “เสื้อแจ็กเก็ต” is from “เสื้อแจ็กเก็ตฟ้ามันหนา.” To clarify, *jacket* is an English word spoken for the second syllable while เสื้อ is spoken at the



beginning to identify the type of garment. Thus, this word is classified as loan blend. The meaning of the word “jacket” and “เสื้อแจ็กเก็ต” are similar. Thereby, it conveys an original meaning.

Another example is “หนังโรแมนติก” is from “ดูหนังโรแมนติกเปล่านั้น.” To explain, *romantic* is an English word spoken for the second syllable while *หนัง* is spoken at the beginning to pinpoint the type of film. Thus, this word is classified as loan blend. The meaning of the words “romantic” and “หนังโรแมนติก” are similar. So, it conveys an original meaning.

**Table 3. Example of Loan Translation**

English word	Thai word	Context
telephone	โทรศัพท์	เราก็ได้รับ โทรศัพท์ จากอีกอล์ฟ

Table 3 illustrates the loan translation type which was found the least in this research. It is a translated loanword and made the word already available in the language. An example “โทรศัพท์” is the word from “เราก็ได้รับโทรศัพท์จากอีกอล์ฟ.” It is borrowed from “telephone.” When considering the meaning of the word which Thai native speakers use, it is translated from the English language; “โทร-” is translated from “tele-” and “ศัพท์” is translated from “phone.” Semantically, the meaning of the word “telephone” given in the dictionary is associated with the meaning in the Thai context. Therefore, it conveys an original meaning of the word. That is why it is categorized as “loan translation.”

**Table 4. Example of Broader meaning**

English word	Thai word	Context
pump	ปั๊ม	น้ำเชื่อม 2 ปั๊ม

When mentioning about the broader meaning of a loanword, an example could be seen in “น้ำเชื่อม 2 ปั๊ม.” It comes from the English word “pump” explained in the Oxford Dictionary as “to make water, air, gas, etc. flow in a particular direction by using a pump or something that works like a pump.” or “a machine that is used to force liquid, gas or air into or out of something.” However, the Thai context of “น้ำเชื่อม 2 ปั๊ม” is referred to putting the syrup into a serving glass with only two pressing actions or used as the measurement of the

syrup. This Thai meaning is added to the English meaning. Therefore, the word “ป๊ม” is carrying a broader meaning.

**Table 5. Examples of Deviating meaning**

English word	Thai word	Context
pretty	พริตตี้	นางเป็นพริตตี้สาว.

An example of deviating meaning in which the Thai meaning of the loanword is used differently from the English meanings could be seen in “นางเป็นพริตตี้สาว.” It derives from the English word “pretty.” According to the Oxford dictionary, the word “pretty” (as an adjective) refers a woman or a girl who is “attractive without being very beautiful.” However, in the Thai context, it mentions a profession of young Thai women who appear at events as merchandise presenters. Thus, the word is considered having a totally different meaning from the English meaning.

### Discussions

In the present study, the analysis had been carried out to uncover the type and semantic change of each loanword found in the TV series “The Diary Tootsies Season 1.” The results reveal that, among all the types of loanword proposed earlier, transliteration is the most prevailing type of loanword found in this TV series (84.3%). In addition, it is found that the shift in meaning is quite rare for most of the loanwords and they tend to maintain their original meaning as in the source language (93.3%).

One plausible reason to account for the extensive use of transliterations with the original meaning in the script of this TV series could be due to the content of the series itself. That is to say, this series portrays the stories of four teenage queer friends who encountered the unfortunate love life and myriad adventures which bring them tears and laughter. Each protagonist has different backgrounds, but their daily routines are all related to fashion, entertainment, and socialization. According to Runglertsilp (2018), individuals whose professions are related to fashion and entertainment tend to merge English lexicons in their utterances since they tend to be highly exposed to English texts and contexts. Based upon this claim, there is a high possibility that the script writer might, therefore, include numerous transliterations in the script in order to reflect the authentic language use in actual

reality since the main protagonists in this series are also associated with the fashion and entertainment as well.

In addition, Singh and Nity (2017) propose that media could reflect reality. It mirrors how the society works, what cultures and ideologies people hold, as well as the forms of language people use to converse with each other. Thus, the extensive occurrence of transliteration within the Thai TV series as shown in the result section of the present study could be used as an indicator for the pervasiveness of transliteration and other forms of loanwords in Thai language. The question that may arise is why the native speakers of Thai use loanwords, especially transliteration ubiquitously. Though the Royal Institute of Thailand has coined numerous Thai words for words borrowed from English such as คณิตกรรม for computer; เครื่องปรับอากาศ for air-conditioner; วันตามใจปาก for cheat day; ข่าวแทรก for breaking news; and ปัญญาประดิษฐ์ for artificial intelligent; the preference of Thai people is on loanwords or transliterations not the coinages since, according to Boonchuay (2018), Thai people are not familiar with the newly coined Thai words which are likely to be long and, sometimes, need further translation. On the other hand, according to Chakma (2016), most transliterations are basically short and offer the same meaning as their original words in the source language. This means that the audience or the listeners do not need to interpret or try hard to understand the words (Mahakaew, 2018). Without doubt, transliterations are more popular and widely used among people in all disciplines.

Apart from the directness in terms of meanings, Chakma (2016) also posits that the use of transliterations could also depend on the educational and professional background of the individuals. He claimed that people with a high educational background, especially those who receive education abroad, as well as those who work in the fields with an immense foreign language exposure show a high tendency to use transliterations when interacting with people in the same communities since they would automatically comprehend the meanings and it is the way to express their superior educational background.

## Conclusion and Recommendations

This present study investigated English loanwords in a Thai series entitled “The Diary Tootsies Season 1” and it was aimed at classifying all loanwords found into types of loanword as well as examining the semantic shift of each loanword based upon the theoretical frameworks adapted from various researchers (see Hockett, 1958; Croft, 2000; Yuttatri, 2004; Winter-Froemel, 2013; Taileart, 2015; Chakma, 2016; Mahakaew, 2016; and Boonchuay, 2018). The results of the study suggested that a number of English loanwords, especially transliterations, have been mingled into the script dialogue of the series, and most of these loanwords maintain their original meaning as used in English language. The results of the present study can be employed as an evidence showing how English influences and dominates most languages of the world including Thai language. Such influence had caused the borrowing of words from the English language which have been used and gradually nativized by people in the foreign country (Görlach, 1994). In addition, this study also implicates how media such as TV programs and social network sites could spread and normalize the use of loanwords in daily communication among people.

It is expected that the present study would shed some light onto the understanding of English loanwords used by Thai people in the present era as well as how Thai language has been influenced by the influx of English language. For further studies, the focus of the research on loanwords may shift from investigating the types and semantic change of the loanwords to examining factors which may account for the phenomenon of word borrowing by focusing on the roles of media, educational background of the individuals, professions, and more. In addition, further studies may investigate if sociolinguistic factors such as gender, age, social class, etc. have an influence on the borrowing behaviors.

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