การปนภาษาอังกฤษในละครซิทคอมไทยเรื่อง เป็นต่อ
A Study of Thai-English Code-mixing in "Pentor",
Thai Sitcom television program

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บทคัดย่อ

การวิจัยนี้เป็นการศึกษาการปนภาษาอังกฤษในละครซิทคอมเรื่องเป็นต่อ ที่ได้รับความนิยมสูงสุดในเวบไซต์ยูทูป 10 ตอน มีจุดมุ่งหมายเพื่อศึกษาลักษณะการปนภาษาที่ตัวละครในเรื่องเป็นต่อใช้มากที่สุดและวัตถุประสงค์ของของการปนภาษาอังกฤษกับภาษาไทย ทั้งนี้ผู้วิจัยยังได้วิเคราะห์ความสำคัญของการปนภาษาในละครไทยที่สะท้อนความคิดของผู้แต่งและตัวละครซึ่งมีบทบาทและมีอิทธิพลต่อคนในสังคมอย่างมาก การวิเคราะห์ข้อมูลดำเนินการโดยใช้กรอบแนวคิดการแบ่งประเภทการปนภาษาอังกฤษกับภาษาไทย ของปรารถนา กาลนวกุล (2003) ซึ่งประกอบด้วยการตัดคำ การรวมคำของสองภาษา การเปลี่ยนหน้าที่คำ การเปลี่ยนความหมายคำ การซ้ำคำ และการเปลี่ยนการเรียงลำดับคำ จากการศึกษาพบว่า จากจำนวนคำปนภาษาอังกฤษกับภาษาไทย ที่พบทั้งหมด 139 รายการมีการตัดคำมากที่สุด (38.12%) รองลงมาคือการรวมคำของสองภาษา (22.30%) การเปลี่ยนหน้าที่คำ (19.42%) การเปลี่ยนความหมายคำ (11.51%) และสองประเภทสุดท้ายคือการซ้ำคำ และการเปลี่ยนการเรียงลำดับคำ (4.31%) ตามลำดับ

คำสำคัญ: ซิทคอม ซิทคอมไทย การปนภาษา วัตถุประสงค์ของการปนภาษาอังกฤษ

Abstract

This research aims to investigate characteristics and most frequently used types of Thai-English code-mixing found in Pentor, Thai situation comedy television program, from 10 most viewed video on YouTube along with motivation of code-mixing use and also to discuss how Thai-English code-mixing reflects the importance and power of the English language for media and audience. The analysis was based on six classification frameworks applied by Kannaoakun with six nativized features presenting Truncation, Hybridization, Conversion, Semantic shift, Reduplication, and Word Order Shift respectively.

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Truncation was found the most at 53 words (38.12%), followed by 31 words (22.30%) of hybridization, 27 words (19.42%) of semantic shift, 16 words (11.51%) of conversion, six words (4.31%) of reduplication and word order. It also explained that the English language had been totally combined and used among Thai people, and conversely would reflect itself as the media spreading code-mixing through sitcom. Code-mixing of English and Thai on Thai television entertainment program that appeared in this research was employed for the purpose of easiness and meaningfulness that speakers can communicate and persuade audience better than Thai words.

KEY WORDS: Sit-com, Thai Sit-com, Code-mixing, Motivations for Code-mixing

Introduction

Kachru (2005) described one of the most influential models for grouping the varieties of English in the world which is the patterns of acquisition and the functional domains in which English is used across cultures and languages. There are three types of spread: the Inner Circle, the Outer Circle and the Expanding Circle. The Inner Circle of Kachru's model refers to the traditional fundamental of English in the countries where English is their mother-tongue varieties or a first language including the USA, the UK, Canada, Australia and New Zealand. The second circle involves the earlier phases of the spread of English in non-native countries where the language has become part of a country and plays an important 'second language' role in a multilingual setting (Katzner, 2002). In other word, there are several countries where English is an important and usually official language, but not the main language of the country. Most of the countries included in the Outer Circle are former colonies of the UK or the USA, such as Malaysia, Singapore, India, Ghana, Kenya and others (Katzner, 2002). The last Circle refers to the countries where English is learnt as a foreign language, the Expanding Circle. English is taught as a 'foreign' language as the most useful device of international communication (Pennycook, 2010). China, Japan, Greece, Poland, and Thailand are examples of countries in which English is said to be spoken and used as a foreign language (Gibbons, 1987). Unsurprisingly, people from all the three circles "perform" in English in different ways according to the contexts in which English is employed (Gibbons, 1987).

Given that Thailand does not have a history of colonisation by the British and that English is not an official language in the country, Thailand is considered as one of the expanding circle, where English was set to be the center language for economic, social, and

personal development. It is also commonly employed in the areas of the internet, international mass media and entertainment. English is thus perceived as an essential lingua franca which links Thailand culturally, intellectually and commercially with other countries around the world. Besides, English is increasingly referred to as the lingua franca in the Thailand (Baker, 2008; Kirkpatrick, 2010). English norms have been given special emphasis due to the function of English used as a foreign language or international language in Thailand.

Mass media creates unique opportunity for foreign languages speakers to use authentic means to listen and to communicate in English. Baker (2008) stated that television is one of the best mass media for information expansion (political, cultural, cognitive and educational). In general television is a unique form of person's development. Kosonen (2008) explained the popularity of television makes the English language process more obvious, convincing and emotional. Informational opportunities of television allow foreign language audience to listen and accustom with authentic means of communication. It reflects social life of society, specific features of national mentality, national stereotypes, that's why television can serve as a source of information (Kirkpatrick, 2010). Regarding to Baker (2009), television programs are actual and entertainment source of audiences' knowledge, experience, feelings and impressions strengthening. This significant point leads to the integrated culture and language through mass media that use as a device to attract people from different community. Besides, several strategies including mixing language are used by marketers in order to convey audiences (Pennycook, 2010). The spread of English and the rapid growth of technology lead to the use of code-mixing in Television.

In terms of language use, Gibbons viewed it is a common phenomenon in societies in which two or more languages are used. A choice of a code may occur when people use more than one language to communicate with each other. The mixing of two or more languages or language varieties in the utterance situation is called code-mixing which occurs both in speaking and writing (Kannaoakun, 2003). Meanwhile code-mixing often thoroughly maintains its original feathers of the language. When an element from one language is mixed into another, the base language is normally dominant and the speaker uses the second language for some reason (Gibbons, 1987). Gibbons added that code-mixing is used by monolinguals, mostly occurring within a single group as a result of the relationship between two languages.

If code-mixing mirrors relationship between two languages, it entirely reflects one significant perspective of the language related to code-mixing in television program as well. According to Kirkpatrick (2010), television is the most powerful and significant source to

spread information. Code-mixing is omnipresent in Television programs in Thailand as film director want to show a sense of modernization (Jaihuek, 2011). There are a lot of studies regarding code-mixing in mass media. One of these is a study of "Code-mixing of English and Thai in Thai Television Music Program" conducted by Preechaamornkul (2005). The findings showed that the majority of code-mixing employed in Thai television music program were nouns, verbs, adjectives and interjection. Code-mixing was used frequently for emphasis and clarification even if Thai equivalents existed. Besides, six nativized features were found in Thai television music programs: truncation, hybridization, conversion, semantic shift, reduplication and word order shift. Furthermore, regarding the study of Sopee (2002) on the Thai Television programmes and the audience attitudes, it showed that every television presenter in every discussion program employed English-Thai code-mixing in various categories such as nouns, pronouns, verbs, adjectives and abbreviations. Furthermore, the audiences preferred the presenters to use Thai language as much as possible in order to avoid the difficulty of understanding the English language. Significantly, Sopee (2002) stated that television program can be good indicators showing the code-mixing in Television Program which may reflect the relative importance of the mixed languages in Thai community.

Pentor is one of the most popular situation comedy television series, starring Charkrit Yamnam, a Thai popular actor. The plot deals with a modern single businessman looking for their soul mate. Pentor (the name of the main actor) and his friends face exciting situations all the time with some troubles made by either himself or his gang. This situation comedy series is admired by most viewers since the storyline is humorous and realistic. Regarding the language use, the director and the screenplay writers have been creating a number of modern lexical items to show different personal traits of the individual characters. During the years, the weekly shows have accumulatively affected the way the viewers use their language, especially in terms of oral communication. This encompasses many types of language variations, including language mixing. English is employed in the television program, and not merely function as an attention-getter, but also involves rather sophisticated linguistic devices and language play (Vettorel, 2013). These reasons illustrate the influence of television and the mass media on the audience with respect to how they use the language and, in return, how they are convinced to watch the program. Therefore, the series could serve as an interesting subject to study. A set of data selected from the series will be provided to substantiate how linguistic creativity processes are deployed in adverts addressed to a Thai audience.

Review of Literature

There are a lot of studies regarding code-mixing in mass media. One of these is a study of code-mixing in Thai Television Music Program conducted by Preechaamornkul (2005) which focused on three major parts of code-mixing words in Thai television music programs; grammatical pattern, the function of code-mixing based on applied linguistic functions and, and nativized features based on the process of nativized features of English words. The findings showed that the majority of code-mixing employed in Thai television music program were nouns, verbs, adjectives and interjection. Code-mixing was used frequently for emphasis and clarification even if Thai equivalents existed. In addition, six nativized features were found in Thai television programs: truncation, hybridization, conversion, semantic shift, reduplication and word order shift (Kannaoakun, 2003). Furthermore, regarding the study of Sopee (2002) on the Thai Television programmes and the audience attitudes, it showed that every television presenter in every discussion program employed English-Thai code-mixing in various categories: nouns, pronouns, verbs, adjectives and abbreviations. Furthermore, the audiences preferred the presenters to use Thai language as much as possible in order to avoid the difficulty of understanding the English language.

The analysis was based on six classification types in Kannaoakun's nativization framework, featuring truncation, hybridization, conversion, semantic shift, reduplication, and word order.

1) Truncation: a shortened form of an English word. Two types of truncations can be found. First, a truncated form is made by cutting off the first syllable. For example, net is a shorter form of internet. Second, a truncated form is made by cutting off the ending syllable. For example, com is a shorter form of computer.

2) Hybridization: the combination of an English word with a Thai word. For example, นักบอล (football player) with ball as an English word, แป้งพัฟ (puff face power) with puff is an English word.

3) Conversion: a change of the part of speech of an English word, in other word, a word changing from one class to another class. A few patterns of noun converted to a Thai adjective, an English noun converted to a Thai verb. For example, ไม่รู้สาวที่ไหน Line หานักหนา (Line is a noun converted to a Thai verb = I don't know which girls whom he chat with in Line).

4) Semantic shift: changing a meaning of an English word when it is used in Thai context. For example, ผู้หญิงทุกคนสเปคแตกต่างกัน (A type) means it is an ideal type or people's preference.

5) Reduplication: an English word is used repeatedly. For example, "ภาพมันเบลอๆ เพราะว่าเธอไม่ชัดเจน" (Things are blur because you never told).

6) Word order: a change of the word order. For example, tour concert is used in Thai instead of a correct word order "concert tour".

When code switching or code mixing occurs, the motivation or reasons of the speaker is an important consideration in the process. According to Hoffman (1991:116), there are a number of reasons for bilingual or multilingual person to switch or mix their languages.

Motivation for Code Mixing

In several expanding circle countries, the motivation and functions of code mixing between the major local languages and English have been studied by researchers (Chen, 2004; Kuber, 1988; Shih and Sung, 1995; Chen, 2006; Chaiwichian, 2007). However, the mixing of Thai and English in terms of interlocutor's motivation is less explored in a review of the major works in Thailand. Hoffman (1991) provides 9 major reasons of bilingual or multilingual speakers to mix or switch English.

1) Being convenient and easy: It is common that even when there is an equivalent word in Thai language, people in Thailand still like using the English equivalent in their conversation informally. One major reason is that the mixed English words are usually shorter and simpler and they are more popular than Thai language equivalents.

2) Impression: Code-mixing gives them a feeling of "Westernization". Different foreign languages may create certain impressions to people (Mujiono et al., 2013). The use of English is associated with a sense of specific impressions such as internationalization, modernization, technology and science (Chen, 2006; Lee, 2006; Hsu, 2006).

3) Euphemism: Euphemism is to avoid embarrassing situations and moments in communication among people and to soften or strengthen request or command.

Using a foreign language can make people feel less uncomfortable when the topics are embarrassing to either speakers or audiences. For Thai people, mixing and switching Thai into English language can also function as a request because English is not their native tongue, so it does not sound as direct as Thai language. However, code mixing and code switching can also strengthen a command since the speaker can feel more powerful than the listener because he can use a language that everybody can not.

4) Cyberspace convention: With the advancement of information technologies, more and more people communicate with others on the Internet and the wireless networks. The language convention in the cyberspace may be applied in print advertisements in the offline environment. Similarly, the English technological vocabularies are used directly without any translation. As mentioned before, English terms are usually associated with an impression of new technology and this can attract audiences and create a positive image of the product.

5) Pun/joke: Bilingual puns and jokes are quite common in Television in Thailand and actors use elements such as humorous and entertainments to build and enhance the relationships with their audiences (Li, 2000). Because Thai language consists of monosyllabic characters, mixed English words for punning purpose are usually with one syllable and their pronunciations are similar to those of particular Thai words. This can make the audience listen the whole phrase poetically.

6) Quoting somebody else/ original quotation: A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks. In Thais, those well-known figures are mostly from some English-speaking countries. Then, because many of the Thai people nowadays are good in English, those famous expressions or sayings can be quoted intact in their original language. Words and quotations are usually used in television without any translation. The speakers simply assume their audiences can understand English anyway (Mujiono, 2013) and this can keep the original meaning and avoid translation that may cause embarrassment and mistake unexpectedly.

7) Referential use: When there is no equivalent word in a particular language, a foreign language may be mixed and used with the host language for communication. This is usually occurred when a new concept appears in society long before the equivalent translation is formed and adopted by the people. Trendy and new products usually come with English vocabularies and are readily accepted by the consumers in Thailand. It is important to note that once people have accepted a particular English term for this reason, it is quite difficult for them to use a proper Thai translation that may be formed later. For example, "spa" and "high tea" are commonly spoken by Thais, although their formal translations are finally shaped.

8) Repetition used for clarification: When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the languages (codes) that he masters to say the same message. Frequently, a message in one code is repeated in the other code literally. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

9) Expressing group identity: Code switching and code mixing can also be used to exclude other people when a comment is intended for only a limited audience. The way of communication of academic people in their disciplinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community. Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or interference objected to their communication by people, they may try to exclude those people by using the language that no everybody knows.

Methodology

Ten most popular episodes of Pentor were chosen from YouTube website. This study examined conversations in the sit com, based on the classification strategies applied by Kannaoakun's nativized features of code-mixing to describe the characteristics of Thai-English code-mixing in Pentor: truncation, hybridization, conversion, semantic shift, reduplication, and word order as well as motivations for code-mix use. All dialogues of the 10 episodes of were tracked in the table and categorized into six nativized features and also

classified according to the type of motivation of the speakers for using code-mixing. The title list of the episodes of the sitcom with its length and view (as of Nov 20, 2017) are as follows:

อะไรก็เกิดขึ้นได้ ep. 1 = 45.40/18,901,333

ป้าจัดให้ ep. 3 = 45.55/8,541,896

เสต็ปเทพ ep. 6 = 44.59/8,352,433

คืนเพลี่ยงพล้ำ ep. 9 = 44.47/7,801,721

เฟสบุ๊คจุกเบย ep. 10 = 42.42/8,040,231

ซานต้าปาร์ตี้ ep. 13 = 45.38/7,392,512

วิสกี้กับไวน์ ep. 17 = 45.34/7,639,916

ก๊วนภรรยา ปะทะ แก๊งพ่อปลาไหล ep. 34 = 42.53/8,547,764

เมาไม่กลับ หลับที่ไหน ep. 35 = 42.46/10,149,540

ศึก Pool villa ep. 43 = 43.01/9,983,725

Findings

According to Kannaoakun (2003)'s classification framework of the nativized features, the collected code-mixing data in the study were classified into six common types: truncation, hybridization, conversion, semantic shift, reduplication, and word order. The six classifications along with the number of words found in this study are presented in Table 1, along with the number of motivations for code-mixing in Table 2. Table 1 shows the number of words of code-mixing with six types of nativized features from the total of 139 words. Truncation was found the most at 53 words (38.12%), followed by 31 words (22.30%) of hybridization, 27 words (19.42%) of semantic shift, 16 words (11.51%) of conversion, six words (4.31%) of reduplication and word order.

Table 1 Number of Words of Code-Mixing with Nativized Features

Code-Mixing with Nativized Features	Number of Words	Percentage
Truncation	53	38.12%
Hybridization	31	22.30%
Semantic shift	27	19.42%
Conversion	16	11.51%
Reduplication	6	4.31%
Word order	6	4.31%
Total	139	100%

Table 2 Number of Motivations for Code-Mixing

Motivations for Code-Mixing	Number of Words	Percentage
Convenience	53	34.86%
Impression	18	11.84%
Familiarity	16	10.52%
Euphemism	14	9.21%
Cyberspace convention	11	7.23%
Pun/Joke	9	5.92%
Original quotation	9	5.92%
Referential quotation	7	4.60%
Repetition used for clarification	6	3.94%
Quoting somebody else	5	3.28%
Expressing group identity	4	2.63%
Total	152	100%

As shown in Table 2, speakers mostly used English code-mixing for the purpose of convenience (34.86%) followed by impression (11.84%), familiarity (10.52%), euphemism (9.21%), and cyberspace convention (7.23%) respectively. The sixth motivation was Pun/Joke and original quotation with the same percentage (5.92%) followed by referential quotation (4.60%), repetition used for clarification (3.94%), and quoting somebody else (3.28%). Meanwhile, the last motivation found least in this paper was to express group identity (2.63%).

*Remark: As more than one motivation was concluded in one utterance, its total number is higher than nativized feature classification.

Truncation

This type of the nativized feature is the highest frequently used. In this Thai statement อยู่ที่คอนโดมาหาได้เลย (I am at condo…you can come and see me) the word condo is shortened from condominium. Another word that is also familiar among Thais is hi-tech, which is a shortened form of the word high technology.

Table 3 Examples of Truncated Tokens

Truncation	Full words	Code-Mixing in the Conversation	Motivation for CM
1) A truncated form made by cutting off the first syllable			
series	TV series	มิติใหม่ของซีรีส์	Convenience
tatus	status	จะตั้งสเตตัสเฟซบุคแกล้งมัน	Cyberspace convention
wave	microwave	เอาเข้าเวฟอุ่น 2 นาที	Convenience
act	overact	ไอ้แอ๊คเอ้ย	Expressing group identity
ball	football	นี่ถ้าเป็นบอลนะ พักสนามบุกเลย	Original quotation
mail	e-mail	คืนนี้ค่อยเมลส่งฉัน	Convenience
bye	goodbye	บ๊ายบาย	Impression
2) A truncated form made by cutting off the ending syllable			
com	computer	นั่งหน้าคอม	Convenience
spec	specification	ผู้หญิงทุกคนสเปคแตกต่างกัน	Familiarity
chill	chill out	คืนนี้อยากไปนั่งชิล	Impression
short	short of money	เดือนนี้กำลังช้อตเลย ขอเบิกล่วงหน้าหน่อย	Convenience
ads	advertisement	เพราะมึงแก้แอดของกูไง กูเลยเสียเวลา	Convenience
down	down payment	ไปดาวน์มอเตอร์ไซค์ให้ใคร	Convenience
chat	chat box	คุยกันในแชทนะคะ	Cyberspace convention
3) A truncated form made by cutting off the central syllable			
mocye	motorcycle	ทิ้งรถแล้วไปมอไซค์วินเลยอ่ะ	Convenience
man man	man-to-man	เอาตรงๆ แมนๆ เลยนะ กูขอเถอะ	Convenience

Hybridization

The second feature is hybridization, the feature found in this study with the second highest frequency (22.30%). An English word was blended with a Thai word to form a new word while still maintaining the former meaning. For example, รถสปอร์ต (BT: Sport car), ไฟล์งาน (BT: File), ไปรีแลค (BT: Relax) and โชว์ผู้ชาย (BT: Men's show) result from a mixing of the two codes, English and Thai. To elaborate, รถ (BT: car) is a Thai word while sport is an English

word. The two codes were mixed and the new code-mixing phrase still maintains the meaning of each component which it has prior to the combination of the two codes. The code-mixing phrases shown above are common among the Thai people.

Table 4 Examples of Hybridized Tokens

Hybridization	English Words	Code-Mixing in the Conversation	Motivation for CM
1) A hybridization made by retaining English word at the first syllable			
นัก bat	badminton player	เบื่อดูนักแบต	Original quotation
เมนู drink	drink menu	เอาเมนูดริ๊ง มาให้เขาดูด้วยแล้วกัน	Impression/ Convenience
นั่ง chill	chill out, hangout	คืนนี้อยากไปนั่งชิล	Impression/
เด็ก serve	server, waiter	ไปเป็นเด็กเสิร์ฟร้านเจ๊ไหม	Convenience
รถ sports	sports car	พี่ว่ารถสปอร์ตกับวิสกี้มันลงตัวนะคะ	Convenience
ปล่อย chill	chill	ปล่อยชิล	Expressing group identity/ Impression
สัญญาณ digital	digital signal	กล่องรับสัญญาณดิจิตอล	Referential quotation
ไป chill	chill out, hangout	ไปชิลกับพวกต่อนะ ไปไหนก็ไปได้เลย	Impression
2) A hybridization made by retaining English word at the ending syllable			
file งาน	file	ไฟล์งานเตรียมงานประชุมกับลูกค้า พรุ่งนี้	Impression
deal งาน	deal	ที่ไปขอเบอร์คือจะไปดิวงานเหรอ	Impression/ Convenience
present งาน	present	เดี๋ยวพรีเซ้นท์งานไม่ทัน	Convenience
fit เปรี๊ยะ	fit and firm	แสดงว่าคุณยังฟิตเปรี๊ยะอยู่เลย	Euphemism/ Convenience
show ผู้ชาย	men's show	อย่าบอกนะว่ามีโชว์ผู้ชายด้วยอ่ะ	Convenience
size หน้าอก	bust size	กูไม่ได้หมายถึงไซส์หน้าอกเขา	Convenience

Conversion

There was a change in the part of speech of the English code when mixed with the Thai code. For example, in this statement, ไม่รู้สาวที่ไหนไลน์หานักหนา (BT: chat in Line), the part of speech of this English word "Line" is a noun; however, when it was used in this Thai context, the part of speech was converted into a verb. Similarly, in ไปดาวน์มอเตอร์ไซค์ให้ใคร (BT: whom you make down payment for), the word down (or down payment) used as a code-mixing word in the Thai context is a verb, not a noun as its original part of speech.

Table 5 Examples of Converted Tokens

Conversion	Forms (Original Form to Converted Form)	Code-Mixing in the Conversation	Motivation for CM
Line	Noun to Verb	ไม่รู้สาวที่ไหนไลน์หานักหนา	Cyberspace convention
hysteria	Noun to Verb	แกมันฮิสทีเรีย	Original quotation
down payment	Noun to Verb	ไปดาวน์มอเตอร์ไซค์ให้ใคร	Convenience
hard core	Noun to Verb	ไอ้นี่ก็ฮาร์ดคอร์ชะมัด	Original quotation
featuring	Adjective to Verb	พอใจกับขั้นเทพ ฟีเจอริ่งกันแล้ว	Pun/Joke
hurt	Adjective to Verb	ช่วงนี้คงเฮิร์ท ๆ เหงา ๆ มั้ง	Euphemism
drama	Adjective to Noun (In the context of this conversation, the real meaning should be referred to "dramatic" (adjective) but "drama" (noun) was used instead.	ไอ้ดราม่าเอ้ย	Euphemism

Semantic Shift

Twenty-seven code-mixing examples were semantically shifted. For example, the English word "mouth" was changed in meaning from a body part to gossiping, when used by the character. The second word "peak" literally means to reach the highest point. But in the

Thai context, this word was used to mean getting angry. As for another example, the meaning of the word "featuring", which normally refers to a performance with an invited guest artist on a track, was changed to having sex or making love, when used in the scene.

Table 6 Examples of Semantically Shifted Tokens

Semantic Shift	English Words	Code-Mixing in the Conversation	Motivation for CM
spec	specification, type	ผู้หญิงทุกคนสเปคแตกต่างกัน	Familiarity
form	act big, put on airs	แล้วเขาก็มาแกล้งฟอร์มถาม	Euphemism
featuring	have sex, make love	พอจะมีคลิปที่เขาฟีเจอริ่งกันไหม	Pun/Joke
peak	get angry	มันจะพีคอยู่แล้ว	Euphemism
hard-core	most active, expressively committed, or aggressive people	ไอ้นี่ก็ฮาร์ดคอร์	Euphemism
build	bring up, develop	พี่บิ๊วซะจนผมอยากรู้ไปหมดแล้ว	Familiarity/ Convenience
mouth	gossip	มีเรื่องจะเม้าท์ให้ฟัง	Euphemism
claim	be flirty	ที่ยอมจ่ายไปเพราะหวังเคลมเจ้า	Euphemism
sport	generous	ตั้งแต่คบมาไม่มีใครสปอร์ตเท่าพี่ เลย	Familiarity
man man	gentleman	ยอมรับแมนๆ หน่อย	Convenience

Reduplication

There were only six words found. First, "man man" is a code-mixing phrase in the Thai statement ตรงๆ แมนๆ (BT: be direct). The item "man man" in the Thai context was reduplicated in meaning. Meanwhile, "click click" and "pure pure" were reduplications of exactly the same word with the same meaning. It is possible that the reduplication code-mixing was applied to emphasize the meaning of a word and catch the audience's attention.

Table 7 Examples of Reduplicated Tokens

Reduplication	English Words	Code-Mixing in the Conversation	Motivation for CM
man man	man (n.)	เอาตรง ๆ แมน ๆ เลยนะ กูขอเถอะ	Repetition used for clarification
click click	click (v.)	ลากคลิกคลิกไปมาก็เสร็จแล้ว	Repetition used for clarification
noid noid	paranoid (n.)	รู้สึกนอยๆ เหงาๆ บอกไม่ถูก	Euphemism

Word Order

Table 4.6 shows some examples of word-order-shift code-mixing phrases. The nativized feature of the word order shift came lastly like reduplication. As seen, there was a shift in word order of the English code when mixed with the Thai code. For example, in the Thai context, the phrase "concert tour" was used instead of "tour concert", which is a correct word order in the English language structure. Another example was the use of "size mini" instead of "mini size". In the Thai language structure, the head noun comes before its modifiers. Therefore, when the English code was mixed with the Thai code, a word order shift in the mixing process occurs.

Table 8 Examples of Tokens Rearranged in Order of Thai Language Structures

Word Order	English Words	Code-Mixing in the Conversation	Motivation for CM
Concert tour	Tour concert	มีคอนเสิร์ตทัวร์การกุศลของศิลปินเพื่อชีวิต	Familiarity
Size mini	Mini size	พิเศษสุดๆสำหรับไซส์มินิ	Familiarity
Status Facebook	Facebook Status	ขอบคุณที่ตั้งสเตตัสเฟสบุ๊คให้	Cyberspace convention

Discussion

This result was in line with a study of Jaihuek (2011), who analyzed code mixing in Dao Kra Jai entertainment program on Channel 9. It was found that when Thai people spoke Thai, utterances were long and difficult to understand. In regards to the findings, truncation was found the most and it can be assumed that Thai people truncated words to shorter

forms to make it easier to understand and for the convenience of pronunciation. They pick only a part of an English word, and smoothly blend it into Thai instead of using the whole word. It is the word-formation process that shortens a word without changing its meaning or part of speech. When shortened, terms of some influential utterances can pass into common usage, becoming part of localized English and slang words. The total number of this feature found in this research was 53 utterances (38.12%), for instance, "เอาเข้า wave อุ่น 2 นาที" (Translation: Put it in the microwave for 2 minutes.). To explain, the word "wave" is shortened from the full word "microwave" in English, meaning to warm food in a microwave.

Hybridization comes in the second (22.30%). It is plausible to explain that Thai people tend to incoporate the English language into the Thai context which is the form of hybridization because it is a trendy style of communication. Samingkaew (2001) suggested that how speakers used code-mixing to fulfill certain objectives such as signaling social relationships and language preferences, lowering language barriers, maintaining appropriateness of context, and reiterating messages. Therefore, blending one language into another new word, and once it is widely and frequently used, it becomes familiar to the public such as เมนูดริ้ง (Drink Menu) and งานปาร์ตี้ (Party). People tend to mix English in their conversation, possibly to show that they have English knowledge, they belong to an educated class or they use English automatically with no special intention.

Thirdly, semantic shift describes a change in word usage, often referring to the point that the meaning is radically different from the original usage. There were 27 semantic shift features (19.42%) found in the sitcom; for instance, "ไป chill กับพวกต่อนะ ไปไหนก็ไปได้เลย" (Translation: You can go out and relax with Pentor or anywhere you want). To explain, the English verb "chill" originally means "to cause something to become cold", while it was used to mean "go out" in this context." The findings paralleled with Na Lampang (2014) that marketers used some euphemisms in online magazine to say something in an embarrassing moments. As shown in the study, main majority of motivation when people used semantic shift for mixing is euphemism; for example, featuring means making love or having sex when used in Thai context, which is significantly different from its original meaning. The actors used it to avoid embarrassing conversational situations in communication within their group.

Conversion is the fourth feature found in this paper (11.51%). It is a change of the part of speech of an English word, in other word, a word changing from one class to another class. There are three patterns of conversion found in this study: an English noun converted to a Thai verb, an English adjective converted to a Thai verb, and an English adjective converted to a Thai noun. For example, ไม่รู้สาวที่ไหน Line หานักหนา (BT: chat in Line),

ไป down มอเตอร์ไซค์ให้ใคร (BT: whom you make down payment for), the part of speech of these English utterances, Line and Down Payment, are noun in English but changed in to Thai verb when is used in Thai context. Similarly, in "ฉัน shock" (BT: I am shock), the word shock used as a code-mixing word in the Thai context is a verb, not an adjective as its original part of speech. The part of the speech was not more considered than the meaning of the utterances. People might think only the meaning of vocabulary rather than its class when employed code-mixing in their conversation.

"Reduplication" was repetition of a word consecutively. (Gasper, 1983). In English, there were no characteristics of reduplication. In Thai, the characteristics of reduplicated feature were imposed onto the English word by repeating the English word, for example "Just click click the mouse, it will be finished soon." Generally, it is unnecessary to repeat the word "click" twice as long as it yields the same meaning. Sometimes it is seen that the speaker feels it necessary to repeat a particular message for certain reasons, either to express its importance, or to make it clearly understood to the hearer. According to Rodhatpai (1976) to repeat the same thing in the same language makes it quite monotonous to hear. Code mixing can be used strategically to reiterate messages. As in Pentor sitcom, the screenplay writer repeated the utterance in another language to give it a special importance and effect and also to make less embarrassment; for example, ช่วงนี้คงเฮิร์ทๆ เหงาๆ มั้ง (BT: He might feel hurt or lonely at this time). The result corresponded to Likhitphongsathorn and Pattama (2013), that reduplication was frequently used in the utterance in order to emphasize the meaning of the item, which would be more powerful than using a single word.

From Foerch and Kasper's (1983) point of view, code mixing can sometimes be used to present the speaker's attitude, communicative intentions, and emotions to convey linguistic and social information. In addition to Gumperz's work on bilingual discourse strategies, many studies (Poplack, 1980; Gumperz, 1971; Foerch and Kasper, 1983; Rodhatpai, 1976) have revealed that bilingual or monolingual speakers use code mixing as a valuable linguistic strategy to reach certain communicative goals. Some reasons and motivations are also highly related to messages alone. According to Jaihuek (2011), there are some important reasons which generate mixing, such as convenience and impression of the speakers. This paralleled with the findings that the actors and actress in Pentor frequently used code mixing for the purpose of convenience and impression as a sense of specific feelings, such as internationalization. Furthermore, actors in Pentor sitcom used code-mixing in their conversation to express their specific feelings such as, นอยนอย เหงาๆ (paranoid), hurt hurt, and ไอ้ดราม่า. Besides, the actors used code-mixing to soften their utterance which called

euphemism because using Thai utterance might create some uncomforting moments. For example, they used Hardcore in Thai context to mean aggressive people.

The study was also in line with John Gumperz in terms of sociolinguistic prestige. It is about the relationship between social differences and language differences The phenomenon happens when a community uses a high prestige language in specific situations and purposes, usually for newspapers, in literature, and on television and the radio, but uses a low prestige language for other situations, often in conversation in the home or in letters, comic strips, and in popular culture. One example is the word "mouth", literally referring to one human organ in English, on the other hand, in Thai it was used to mean gossip or secret talking, especially among woman groups. The prestige language may also change under the influence of specific gender language.

The result of the analysis was in accordance with the survey and interview conducted by Yao (2011: 23-24) who found the majority of the audience strongly supported their speakers'use of code mixing due to several reasons: Firstly, to make the conversations easier to understand, to provide more words of encouragement and better feedback to others and to make the conversational atmosphere became more interactive.

Code mixing of English and Thai on Thai television entertainment program found in this study for use in conversation was to make it convenience and meaningful that speaker can communicate better than Thai words. It is also found that mass media influenced the use of the language specifically, especially in television programs as the study by Rodhatpai (1976) revealed that people learn the language through mass media unconsciously and often use it automatically.

According to Jaihuek (2011), Thai people often mix English with Thai when they talk about fashion, entertainment, or new technology. Code mixing often occurs when they are talking with friends who have the same level of English proficiency. The mixing of English with Thai occurs in Thai society in general. In other word, it is not limited to people with English-Thai communicative skills.

The researcher reports that film directors may use code mixing because they want to integrate the scent of westernization with Thai culture. Moreover, frequent use of English mixing in the Thai mass media could persuade audience to see the particular modernized character of the actors and actresses. In addition, the mixing of the English and Thai languages is used by people who have higher education rather than people who have lower education. The findings also indicate that people use code-mixing in their communication in order to get a better understanding of the topic under discussion. The result was in

alighment with ABAC Poll in terms of behavior and popular public television actor and male-female during April 25 to May 7, 2544, it was found that many Thai people who are interested in television entertainment news in Thailand using code mixing more in entertainment news reporting because the writers may be knowledgeable and have a good command of English to demonstrate to the audience with some words, when the Thai language is already used. The use of code mixing in television programs is complementary to the dominant language to get across the message.

Conclusion and Recommendation

Thailand is an international city where various cultures are readily accepted and appreciated by people. Code mixing is commonly found in Thai situation comedy television program. The language mix phenomenon in television programs reflects the relative importance of the mixed language in Thai society. It showed that the language is extremely dynamic that always changing, evolving, and adapting to the needs of its users. New utterances of mixing language were employed to clearly and efficiently refer to new technologies, new products, and new experiences depending on the prestige and motivation of the speakers. As seen, actors used code mixing as a new form of utterance by shortening longer words, combining words, repeating words, and even changing its part of speech, meaning, and order.

This research studied only code-mixing in Thai situation comedy television program. It would be more useful if there was also a study of code mixing in various other kinds of mass media for comparison or use the different framework. Also, further studies can be done to explore other genres of drama to discuss how it reflects itself in drama by using the same framework. Furthermore, television program, talk show, advertising, TV commercial, interview, other type of cultural products could be investigated and categorized based on the same underlying constructs of six nativized features.

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