

## Thai-English Code Mixing and Code Switching in Cosmopolitan Magazine

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### ABSTRACT

A study of Thai-English code mixing and code switching in the Cosmopolitan (“Cosmo”) magazine (Thai edition) aimed: (1) to investigate the different patterns of Thai-English code mixing and code switching in that magazine; (2) to discover the motivations in using Thai-English code mixing and code switching in the magazine; and (3) to discover if Thai-English code mixing and code switching in the magazine can be an alternative way for Thai students to learn English. The entire magazine was used to gain the research data, from the front to the back cover. However, the advertisements published within were not included in the study. The findings of the study reveal that hybridization type code mixing was found at the highest level, followed by truncation, word order shift, conversion, reduplication, and semantic shift respectively. Also, the occurrence of intrasentential code mixing appears to be at its highest when compared with the rest of the nativized features of code mixing and intersentential code switching, but no tag switching is found.

Moreover, the results of the study show that the writers of the magazine applied English words or sentences to a Thai context in order to quote somebody, to repeat for clarification, to fulfill real lexical needs, to use euphemisms, to apply principles of economy, as a convenience to pronounce and to remember, to maintain the feature of the Thai language, to draw the reader’s attention to pictures, to emphasize a key message, to develop meaning, to extend a meaning, to attract the reader’s attention to some specific information, to provide a title for the article, and to express a Western invented concept.

The study also concludes that Thai-English nativized features code mixing are not appropriate for teaching English to Thai students because the linguistic features of the English words were distorted when mixed into a Thai language context. However, code mixing could be applied for teaching examples of incorrect use of the English language; for example, in a comparison with correct usage. Moreover, code mixing at an intrasentential level and intersentential code switching are suitable for Thai students to learn English as English words, phrases, clauses, and sentences have not undergone any modifications. Thus, Thai students could learn how to use the English words correctly which may provide help to the Thai students to improve their communication efficiency.

**Keywords:** code-mixing, code-switching, magazine, motivation

## บทคัดย่อ

การศึกษาการปนและการสลับภาษาในวารสารคอสมโพลิแทน (คอสม) ฉบับภาษาไทย มีจุดมุ่งหมายเพื่อ (1) ศึกษารูปแบบที่แตกต่างกันของการปนและสลับภาษาไทย-อังกฤษในวารสารดังกล่าว (2) เพื่อค้นหาแรงจูงใจการปนและการสลับภาษาไทย-อังกฤษในวารสารดังกล่าว (3) เพื่อค้นหาว่าการปนและการสลับภาษาไทย-อังกฤษในวารสารสามารถเป็นทางเลือกสำหรับผู้เรียนภาษาอังกฤษคนไทยหรือไม่ ทั้งนี้ได้ทำการศึกษาวารสารทั้งเล่มเพื่อใช้เป็นข้อมูลการวิจัย จากปกหน้าถึงปกหลัง อย่างไรก็ตามไม่ได้ศึกษาโฆษณาที่ปรากฏอยู่ในวารสาร ผลการวิจัยพบว่า การปนภาษาแบบประสมคำอยู่ในลำดับสูงสุด ตามด้วย การตัดคำ การเปลี่ยนการเรียงลำดับคำ การเปลี่ยนหน้าที่คำ การใช้คำซ้ำ และการเปลี่ยนความหมายคำตามลำดับ นอกจากนี้ ยังพบด้วยว่า มีการใช้การปนคำภายในประโยคมากที่สุด เมื่อเทียบกับการปนภาษาลักษณะของภาษาแม่อื่นๆ และการปนภาษาระหว่างประโยค แต่ไม่พบการปนภาษาแบบวลี หรือสำนวน

นอกจากนี้ ผลการศึกษาพบว่าผู้เขียนบทความของวารสารดังกล่าวนำเอาคำหรือประโยคภาษาอังกฤษมาใช้ในบริบทไทย เพื่อที่จะอ้างถึงคำพูดของใครสักคน เพื่อกล่าวซ้ำให้มีความชัดเจนมากขึ้น เพื่อเติมเต็มความต้องการด้านคลังศัพท์ เพื่อใช้การเคลื่อนไหวคำ เพื่อประยุกต์ใช้หลักเศรษฐกิจ เพื่อให้ออกเสียงและจำได้อย่างสะดวกขึ้น เพื่อคงลักษณะทางภาษาไทยเอาไว้เพื่อดึงความสนใจของผู้อ่านต่อภาพ เพื่อย้ำข้อความสำคัญ เพื่อพัฒนาความหมาย เพื่อขยายความหมาย เพื่อดึงความสนใจของผู้อ่านต่อข้อมูลเฉพาะ เพื่อสร้างหัวข้อของบทความ และเพื่อแสดงแนวคิดที่มาจากตะวันตก

การศึกษานี้สรุปว่าไม่เหมาะสมที่จะใช้การปนภาษาไทย-อังกฤษโดยใช้ลักษณะภาษาแม่ ในการสอนภาษาอังกฤษสำหรับผู้เรียนชาวไทย เพราะว่าลักษณะทางภาษาศาสตร์ของคำภาษาอังกฤษถูกบิดเบือนเมื่อมีการปนคำดังกล่าวเข้ากับบริบทไทย อย่างไรก็ตาม การปนคำสามารถใช้ในการสอนตัวอย่างของการใช้ภาษาอังกฤษที่ไม่ถูกต้องได้ ยกตัวอย่างเช่น ในการเปรียบเทียบกับการใช้ที่ถูกต้อง อย่างไรก็ตาม การปนคำในระดับภายในประโยคและการปนศัพท์ระหว่างประโยคมีความเหมาะสมกับผู้เรียนชาวไทยสำหรับเรียนภาษาอังกฤษ เนื่องจากคำ วลี อนุประโยค และประโยค ภาษาอังกฤษเหล่านั้นยังไม่ได้ถูกดัดแปลง ดังนั้นผู้เรียนไทยควรเรียนการใช้คำภาษาอังกฤษอย่างถูกต้อง ซึ่งอาจช่วยผู้เรียนชาวไทยให้ปรับปรุงประสิทธิภาพการสื่อสารได้

**คำสำคัญ:** การปนภาษา, การสลับภาษา, วารสาร, แรงจูงใจ

## INTRODUCTION

### Background of the Study

Code mixing and code switching usually happens in a society of bilingual or multilingual speakers when one particular language is more appropriate than another in a special context (Kannaovakun & Gunther, 2003). Also, when there are no exact words in the native language, it is necessary to use words from another language in order to convey more precisely what the speakers wish to say (Wardhaugh, 1992, as cited in Janhom, 2011). Code mixing has been defined variously. One definition is that it is the skill of a speaker to mix one language with another within the same sentence. On the other hand, code switching has been defined as an alternative use of two or more linguistic varieties which are being switched back and forth between sentences. Both code mixing and switching are considered worldwide language phenomena that can be found in various parts of the world (Kachru, 1986, as cited in Kannaovakun & Gunther, 2003). Thailand is included as one of those countries.

English is neither a national language nor an official language in Thailand; however, it is certainly considered the most important foreign language in the country, due to several factors such as international trading and business, industrial expansion, communication technology, as well as because of the influence of Western culture, entertainment, and higher education (Kannaovakun & Gunther, 2003). That are the reasons for new English words continuing to pour into the contemporary Thai language.

At the present time, Thai citizens use English as a language to interact with foreigners, both native and non-native English speakers. Also, English is widely used amongst Thais by their mixing English words with Thai ones, or by switching from Thai to English both intentionally and unintentionally. As consequence, some English words are widely used and recognized by Thai people, for example: sure, happy, care, okay, sexy, date, fashion, update, and party (Kannaovakun & Gunther, 2003). Thus, the contact of the two languages, i.e., English and Thai, is unavoidable and can lead to the “language mixing phenomenon” (Yiamkhamnuan, 2011).

In Thai society, English code mixing and code switching are found in both the spoken and written languages. Accordingly, this researcher chose to examine Thai-English code mixing and code switching evidenced in written documents. Second, this research places particular emphasis on the mixing and switching of Thai-English because of the widespread language mixing phenomena in Thailand. Third, there is only limited study about the use of English code mixing and code switching within the Thai language, particularly in the foreign fashion

magazines which are published in Thailand. Finally, many of the English words used in switching by the magazines can also be applied to Thai daily conversations. This, in turn, can lead to their being widely used and recognized by the general population of Thailand. Hence, such magazines can be considered as one of the more important sources to use in order to investigate the phenomenon of language change, and in particular linguistic changes in the contemporary Thai language.

### **Objectives of the Study**

The purposes of the study are to: (1) to investigate the different patterns of Thai-English code mixing and code switching that is used with the Thai fashion magazine context; (2) to discover the motivations for using Thai-English code mixing and code switching in the magazines instead of using a Thai only code; and (3) to discover if the phenomena of Thai-English code mixing and code switching in the magazines can be an alternative tool for Thai students to learn English.

### **Scope of the Study**

Currently, a number of youth magazines, both domestic and international, can be found displayed in Thai bookshops. These magazines often contain a variety of articles and usually involve Thai-English code mixing and code switching. Therefore, in line with these phenomena, the researcher decided to conduct a study of Thai-English code mixing and code switching by focusing on a particular foreign magazine for women, published and distributed in Thailand. This publication will be referred to as “Cosmo”. In order to achieve the study’s aims, emphasis is placed on English words, phrases, and sentences that are mixed in with Thai sentences and found in columns of the magazine from its front cover to back cover pages.

## **LITERATURE REVIEW**

### **Definitions of Code Mixing and Code Switching**

#### **Code Mixing: Definitions**

Code-mixing is the language phenomenon of mixing two or more different codes to create a new code which includes elements of lexical items and the grammatical features of the two languages. These are incorporated into a structurally definable pattern within a single utterance or in the same sentence without changing the topic (Ju, 2009). In other words, code

mixing is an embedding of foreign codes within the native language of the speakers at the level of word and phrase within the same sentence (Bokamba, 1989, as cited in Shogren, 2011). When English words are embedded into the native language of the speakers, they have undergone some modification (Kannaovakun & Gunther, 2003). In other words, the features of the native language remain the same, but the English words, or their status, are changed or distorted, so that they can be blended into the non-native speakers' sentences (Gibbons, 1987, as cited in Janhom, 2011). This is why code mixing often emphasizes a hybridization of two languages: the speaker's native language and English (Muyken, 2000, as cited in Ju, 2009). As a result, when the English language is mixed with the speaker's native language we consider this new English form as nativization or a localized form (Kannaovakun & Gunther, 2003).

### **Code Switching: Definitions**

Code switching has become a common term to describe an alternate usage of language by a bilingual person, engaging more than one language with which to communicate (Scotton, 1993, as cited in Nilep, 2006). In other words, it is a practice of interlocutors within a particular discourse to switch from one code to another which leads to varieties of language (Gumperz, 1982, as cited in Shogren, 2011). Accordingly, code switching emphasizes the switching from one language to another at the level of meaningful clauses and sentences (Muyken, 2000, as cited in Ju, 2009). Moreover, the lexical or grammatical features of the English language remain the same when applied to the non-native speaker's context – because bilinguals will usually have sufficient knowledge in both languages and are capable of using two languages to express a range of meanings.

### **Theoretical Framework of the Classification of Code Mixing**

Kannaovakun and Gunther (2003) and Preechaamornkul (2005) categorized code mixing on the basis of nativized features. This means a change in linguistic feature when a second language comes into contact with the first language. As a result, the second language appears in the new setting (Pandharipande, 2007, as cited in Janhom, 2011). The classifications are listed as follows:

*Truncation*: an English word that is abbreviated from its complete form. There are two types of truncations:

First, an English word is abbreviated to a shorter form by retaining the first syllable and reducing other following syllables. For example, *Super* is the abbreviation of “supermarket”.

Second, an English word is abbreviated to a shorter form by retaining the ending syllable and reducing the previous syllables. For example, the word “number” is shortened to *ber*.

*Hybridization*: an example of hybridization is a combination of an English word with a Thai word (Kannaovakun & Gunther, 2003). There are two patterns of hybridization based on the position of an English word as follows:

First, the preceding position: the English word is engaged as a headword and the Thai word is engaged as a modifier. For example, team งาน (teamwork), fan เพลง (fan club).

Second, the following position: the Thai word is employed as a headword and the English word as a modifier. For examples, วัย teen (teenager), รายการ TV (TV program).

*Conversion*: is defined as when an English word changes from one part of speech to another when it is applied to Thai context. There are four patterns of conversion as follows:

First, an English noun is used to substitute for the position of a verb in the Thai context. For example, “สุดท้าย เรา decision เหลือ 2-3 เรื่อง” (*Finally, we have only 2-3 things to decide*).

Second, an English adjective is used to substitute for the position of a noun in the Thai context. For example, “ขอต้อนรับสู่ OIC รู้เห็น trendy กับ DJ รุ่นใหม่” (*Welcome to the OIC program, you will feel trendy with our new DJ*).

Third, an English adjective is used to substitute for the position of a verb in the Thai context. For example, we say “เพลงนี้เป็นเพลงที่ค่อนข้างจะ sensitive เล็กน้อย” (*This song is a bit sensitive*).

Fourth, an English verb is used to substitute for the position of a noun in the Thai context. For instance, “เพลงนี้ล้อเลียนคน อาจจะมี feel ที่ขี้เล่น” (*This song is going to mimic a person, maybe some teasing feeling will appear*).

*Semantic shift*: this explains a change in the meaning of an English word when it is used in the Thai context. For example, “you have a good back.” (You have a good supporter). The word back normally means the part of the human body from the shoulders to the hips and here is changed to mean someone who can support you when it is used in a Thai context.

*Reduplication*: this refers to the use of an English word repeatedly within a Thai sentence. For example, “อยากฝากบอกอะไรกับ fan fan ก่อนปิด break ใหม่นะครับ” (*what do you want to say to your fans before taking a break?*).

*Word order shift*: this explains a syntactic change or a change in word order when English is applied to a Thai context. For example, “6 มีนาคม tour concert ของวง Taxi ที่ราชบุรี” (*There is a*

concert tour of Taxi band on 6 March at Ratchaburi). The collocation “concert tour” changes to “tour concert”.

### **Theoretical Framework of the Classification of Code Switching**

Shogren (2011) categorized code switching into three main groups based on the nature of the juncture where the code switching takes place in the sentence. The classifications are listed as follows:

*Intrasentential code switching*: this type of code switching involves a shift from one language to another in the middle of the same sentence or sentence fragment without a change of topic (Cakrawarti, 2011). In other words, the native language and second language are switched back and forth at the level of word and phrase within the same sentence. For example, “Brands รังนกแท้เนื้อทอง Jasmine Aroma และอีกหลากหลายรวมสูตร Brands รังนกแท้เนื้อทองหัวสูตรเฉพาะวันแม่ปีนี้เท่านั้น” (Kraithipchoosakul, 2010). However, this type of code switching is similar to code mixing, as described by Kannaovakun and Gunther (2003) and Preechaamornkul (2005). This is an example of a change in syntactic feature when a second language comes into contact with the first language at the level of word and phrase. Therefore, it may be more accurate to categorize this type of language use as code mixing at an intrasentential level.

*Intersentential code switching*: this type of code switching occurs between sentences, or outside the sentence (Cakrawarti, 2011). In other words, a whole sentence is produced entirely in one language and then the following whole sentence is switched into another language (Scotton, 1993, as cited in Shogren, 2002). For example, “Twelve plus pocket moisture cologne super junior full set collection หอมแบบ Twelve plus” (Kraithipchoosakul, 2010).

*Tag-switching*: is related to the insertion of a tag or a word phrase (Jalil, 2009). It involves the inclusion of a tag of one language in the utterance or the sentence of an entirely different language, from language B to language A (Kraithipchoosakul, 2010). For example, “you know”, “I mean”, and “right”.

### **Motivations of Code Mixing and Code Switching**

According to Cakrawarti (2011), when code mixing or code switching occurs the motivation, or the reasons, of the speaker is considered as an important factor. There are

several reasons for a bilingual person to mix or switch from their language into another. These are as follows:

*To talk about a particular topic*

Speakers sometimes prefer to talk about a particular topic in one language rather than another because they feel more comfortable and it is easier to express their emotional feeling in the language that is not their everyday language.

*To quote somebody else*

Speakers switch from one language to another to quote some expressions, proverbs, well-known words, or what another person has said. For instance, in Indonesia, those well-known figures are mostly from some English-speaking countries. Then, the famous expressions or sayings can be quoted intact in English. However, Li (2000) holds this motivation more as “quotation”.

*To emphasize something*

When the speakers who are talking in their native language suddenly switch to another, this is because they want to emphasize something. Conversely, they may switch from their second language to their first language.

*To interject*

Interjection is used for words or expressions which are inserted into a sentence to convey strong emotional feelings, or to gain attention. Again, Li (2000) calls this type of motivation “interjection”. For examples, *Dompetku ketinggalan di taksi! Shit! (I left my wallet in the taxi! Shit!)*.

*To repeat for clarification*

Speakers sometimes use more than one language to deliver the same message in order to clarify their speech so the listeners can better understand the context. The repetition not only serves to clarify what was said, but also emphasizes the message. Li (2000) also called this type of motivation as “doubling”. For example, “Keep straight, *Sidha jao*” (Keep straight, *keep straight*).

*To express group identity*

The ways academic people communicate are obviously distinct from other groups of people because of the use of code switching and code mixing to show group identity.

*To soften or strengthen request or command*

Mixing and switching from a native language into English can function as a request and it softens any directness in the native language. In addition, it can also strengthen a command

because the speaker may feel more powerful than the listener when he uses a language that nobody else can.

#### *To fulfill real lexical need*

Bilingual speakers may want to switch or mix their first language with a second language due to the lack of equivalent lexicon in their first language. Here, the speakers find that it is easier to say a particular word in the second language. However, Li (2000) calls this motivation as “specificity”. For example, the verb “to book” which means to make a reservation for something with no required money or deposit, is more specific in meaning than the closest Cantonese word *deng* which means to make a reservation.

#### *To exclude other people when a comment is intended only for a specific audience*

Sometimes people mix or switch from their language to another because they want to communicate to a certain group of people and to avoid interference from certain others in their communication.

Li (2000) who also investigated the motivation of using English code mixing in Hong Kong speech, found several motivations behind code mixing and code switching. Some of the motivations are the same as Cakrawarti (2011) which were mentioned earlier; however, there are three more motivations unique to Li:

#### *Euphemism*

Euphemism means using an English word instead of using a word in the first language because the speakers believe that the word in their first language is impolite, inappropriate, or embarrassing to say. For example, Cantonese people use the English word *bra* instead of saying *hug wai* that means something which is used to cover a woman’s breast.

#### *Principle of economy*

Speakers sometimes prefer to use an English word because it is shorter than the word’s equivalent in their native language; as well it may express their meaning more efficiently and with less ambiguity. For example, the phrase “check in” has two syllables, but its equivalent in Cantonese contains up to six syllables.

#### *Personal Name*

It is common practice among the bilingual speakers to adopt an English name for a particular context. For example, “Teresa *ngo dei zing dak leng m leng*” (Teresa, *did we make it nicely?*)

## RESEARCH METHODOLOGY

### Overview of the Study

This research is considered qualitative research since it outlines a detailed description of the different patterns of Thai-English code mixing and code switching that can be found in “Cosmo” magazine. It also explains the motivations behind the magazine’s use of English code mixing and code switching, rather than using only Thai. Finally, the research will provide an answer for Thai-English teachers who are considering using Thai-English code mixing and code switching as an alternative tool to teach English to Thai students. Qualitative research is considered the most appropriate method to meet the goals of this study as each of the research questions needs to be answered in descriptive detail.

### Research Questions

According to the mentioned language mixing phenomenon in Thailand, there are three main questions that invite further investigation:

1. What are the patterns of Thai-English code mixing and code switching which can be found in “Cosmo” magazine?
2. What are the motivations for “Cosmo” magazine’s using Thai-English code mixing instead of using a Thai code only?
3. Can the Thai-English code mixing and code switching used in the magazine be applied as an alternative tool to teach English to Thai students?

### Research Instrument

The research instrument of this study is a foreign women’s magazine which is published and distributed in Thailand; it will be referred to as “Cosmo”. The particular magazine used was the edition published in the month of September, 2013. It consists of 214 pages and there are many sections in the magazine. “Cosmo” was chosen as the instrument of this study because of its ready availability in numerous bookstores. Secondly, it is representative of the type of magazine that is currently targeted at a vast audience, especially young middleclass women.

## Data Collection

The data of this research were collected from the September 2013 “Cosmo” magazine. The study investigates the different patterns of Thai-English code mixing and code switching which can be found in all columns of the magazine from its front cover page to its back cover. However, the table of contents and all the advertisements in the magazine are excluded from the study.

## Theoretical Frameworks of Code Mixing and Code Switching

The researcher applied the nativized feature classification frameworks of Kannaovakun and Gunther (2003) and Preechaamornkul (2005) to classify the different patterns of Thai-English code mixing in the magazine. There are six types of code mixing; truncation, hybridization, conversion, semantic shift, reduplication, and word order shift.

The researcher adapted the theoretical frameworks of Shogren (2011) to describe the pattern of Thai-English code mixing at the intrasentential level that appears in magazine, and two types of code switching. There are three classifications as follows: intrasentential code mixing, intersentential code switching, and tag-switching.

## Motivations in Using Code Mixing and Code Switching

The researcher adapted the theoretical frameworks of Cakrawarti (2011) and Li (2000) to describe the motivations in using code mixing and code switching in the magazine. However, only some of the motivations are applied to the research and some are excluded because they cannot be found in the context of the magazine.

- to quote somebody else
- to repeat for clarification
- to fulfill real lexical needs
- to use euphemisms
- to apply principles of economy
- as a convenience to pronounce and to remember
- to maintain the feature of the Thai language
- to draw the reader’s attention to pictures
- to emphasize a key message
- to develop a meaning
- to extend a meaning
- to attract the reader’s attention to some specific information
- to provide a title for the article
- to express a Western invented concept

## FINDINGS

### Classification of Thai-English Code Mixing

The collected data related to Thai-English code mixing in the magazine was classified according to the classification framework of the nativized features used by Kannaovakun and Gunther (2003) and Preechaamornkul (2005). The nativized features consist of six types: truncation, hybridization, conversion, semantic shift, reduplication, and word order shift. Examples of each nativized feature will be illustrated below.

Hybridization: there are two patterns of hybridization based on the position of the English word:

(1) The English word acts as a headword and the Thai word acts as a modifier, for example:

Table 1: Examples of hybridization: English as a headword

Hybridized word	English words	Code-Mixing in the Text
Scriptภาพยนตร์	Movie script	“ช่วงนี้ฉันและแม่กำลังเขียนสคริปภาพยนตร์ของขวัญด้วยกัน อยู่ค่ะ” (p.49: The Cosmo Interview)
Creamกันแดด	Sun block cream	“หรือไม่ว่าใช้ครีมกันแดดธรรมดาที่ไม่มีสารเคมีแทนก็ได้” (p.72: Beauty Book)

Table 1 illustrates examples of hybridization in which the English words were blended with Thai words to form new words. However, the English headword still retains its former meaning. The position of the English headword is also switched from the first position to the second position of the compound noun. For example, the English word “movie script” is switched to “scriptภาพยนตร์” (Script *movie*).

(2) The English word acts as a modifier and the Thai word acts as a headword. For example:

Table 2: Examples of hybridization: English as a modifier

Hybridized word	English words	Code-Mixing in the Text
นักFootball	Footballer	“เขาเป็นนักฟุตบอล ” (p.54: Fun, Fearless Female)
รองเท้าBallet	Ballet shoes	“หรือเราเรียกสั้นๆว่ารองเท้าบัลเลต์” (p.116: Fashion How To)

Table 2 illustrates examples of hybridization where English words were blended with Thai words to form new words, while the English word itself retains its original meaning. Also, the position of the English modifier comes after the Thai headword. For example, the English word “ballet” comes after the Thai word รองเท้า (*Shoes*) and becomes “รองเท้าballet” (ballet *shoes*).

Truncation: there are two types of truncation that appear in this study.

(1) An English word is changed into a shorter form by retaining the beginning syllable and reducing other following syllables. Examples are illustrated in the table below.

Table 3: Examples of truncation code mixing: retaining the beginning syllable

Truncation	Full Word	Code-Mixing in the Text
Spec	Specification	“เป็นคนที่ไม่สี่สเป็ก” (p.50: Fun, Fearless Confessions)
Hi-so	High-society	“แบบไม่เป็นธรรมชาติ พูดจาจิบปากจิบคอ แอ๊บไฮโซ” (p.52: Spotlight in the Office (Guy))

Table 3 shows examples of truncation of an English word by maintaining its beginning syllable and discarding the other following syllables when using the word in a Thai sentence.

(2) An English word is changed into a shorter form by retaining the ending syllable and omitting previous syllables. Examples are illustrated below:

Table 4: Examples of truncation code mixing: retain ending syllable

Truncation	Full Word	Code-Mixing in the Text
Ver	Over	“เคลือบลับมีดวงตาชวนฝันแบบง่ายเวอร์” (the cover page)
Ber	Number	“แต่ถ้าผู้หญิงชอบก็ทิ้งเบอร์ไว้ ถ้าถูกใจเดียวเราโทรกลับไปเอง” (p.149: Love, Lust & Other Stuff)

Table 4 shows examples of the truncation of an English word by maintaining the ending syllable and discarding the previous syllables when it is used with other Thai words in a sentence.

Word order shift: a syntactic change or a change in the word order when English is mixed with Thai. For example:

Table 5: Examples of word order shift in code mixing

Thai word order	English word order	Code-Mixing in the Text
Date online	Online dating	“ฉันรู้ว่าเดทออนไลน์นั้นไม่ใช่เรื่องแปลก” (p.40: Fun, Fearless Confessions)
Party barbeque	Barbeque party	“เรามีปาร์ตี้บาร์บีคิวกันบ่อยๆด้วย” (p.48: The Cosmo Interview)

Table 5 shows examples of word order shift in code mixing. In other words, there was a shift in the order of the English words when they are used in Thai sentences.

Conversion: There are three patterns of conversion characteristics.

(1) An English noun is used as a substitute for a Thai verb. For example:

Table 6: Examples of conversion from English noun to Thai verb in code mixing

Word & Its Original Form	Word & Its Conversed Form	Code-Mixing in the Text
Dinner (noun)	Dinner (verb)	“เขาชวนไปดื่มอะไรกันที่บ้านเขาก่อนออกไปดินเนอร์กัน” (p.38: Fun, Fearless Dating)
Party (noun)	Party (verb)	“แต่ผมปาร์ตี้ทุกอาทิตย์” (p.52: Spotlight in the Office (Guy))

Table 6 shows examples of conversion code mixing. The lexical category of an English noun has been changed to a verb when it is applied in a Thai context.

(2) An English noun is used as a substitute for a Thai adjective. For example:

Table 7: Examples of conversion from English noun to Thai adjective in code mixing

<b>Word &amp; Its Original Form</b>	<b>Word &amp; Its Conversed Form</b>	<b>Code-Mixing in the Text</b>
Man (noun)	Man (adjective)	“เขาเป็นนักฟุตบอลทำให้เขาดูเท่และดูแมนดี” (p.54: Fun Fearless Female)
Backpack (noun)	Backpack (adjective)	“เป็นคนชอบเที่ยวโดยเฉพาะเที่ยวแบบแบ็คแพ็คคนเดียว” (p.54: Fun Fearless Female)

Table 7 illustrates examples of conversion code mixing. The lexical category of an English noun has been changed to an adjective when it is applied in a Thai context.

(3) An English adjective is used as a substitute for, and placed in the position of a Thai verb. For example:

Table 8: Examples of conversion from English adjective to Thai verb in code mixing

<b>Word &amp; Its Original Form</b>	<b>Word &amp; Its Conversed Form</b>	<b>Code-Mixing in the Text</b>
Romantic (Adjective)	Romantic (Verb)	“คนรักโรแมนติคขึ้น” (p.202: Cosmo Astrologer)

Table 8 presents examples of conversion code mixing. The lexical category of an English adjective has been changed to a verb when it is applied in a Thai context.

Reduplication: the use of an English word repeatedly in a Thai sentence, while the meaning of the reduplicated word is not repeated. Some examples are illustrated below.

Table 9: Examples of reduplication in code mixing

Reduplication	English words	Code-Mixing in the Text
Man man	Man	“ฉันโตมาแบบแมน ๆ เหมือนจะทอมบอยนิดหน่อย” (p.46: The Cosmo Interview)
Shock shock	Shock	“แล้วต่างคนก็ต่างมองหน้ากันแบบช็อคๆ” (p.52: Spotlight in the Office(Guy))

Table 9 shows the examples of reduplication in English code mixing. It means an English word is used repeatedly within a single Thai sentence.

Semantic shift: a change in the meaning of an English word when it is blended with the Thai language. For example:

Table 10: Examples of semantic shift in code mixing

Semantic shift	English words	Code-Mixing in the Text
Make love	Featuring	“พีเจครึ่งแบบไหนที่ผู้ชายต้องการ” (p.161: Love, Lust & Other Stuff)
Gossip	Mouth	“และมีเรื่องเด็ดๆ มาเฝ้าท์ให้เพื่อนฟังอยู่เรื่อยๆ” (p.214: Cosmo Quiz)

As shown in Table 10, a semantic shift in code mixing means a change in the meaning of an English word when it is applied in a Thai context.

Intrasentential code mixing: this type of English code mixing occurs at the level of word and phrase in the middle of a Thai sentence. Also, the feature or the semantics of the English words or phrases do not change when applied to a Thai context. The examples are illustrated as follows:

Table 11: Examples of intrasentential code mixing

English codes	Code-Switching in the Text
Taxi	“เพราะทั้งฝนตกทั้งหาแท็กซี่ไม่ได้” (p.38: Fun, Fearless Dating)
Hot	“แต่ให้อภัยเพราะเขาก็สุดใช้ได้” (p.38: Fun, Fearless Dating)
Air cushion	“ <b>Air Cushion</b> กันกระแทกอย่างเพียงพอ” (p.174: Hot & Healthy
Sold out	Fitness Buzz) “อย่าพึ่งหมดหวังกับคำว่า <b>SOLD OUT</b> ” (p.186: You, You, You)

Table 11 illustrates examples of intrasentential code mixing. There is a shift from Thai to English at the word and phrase level in the middle of the Thai sentences without any change in the semantic and grammatical structures. The magazine writers use English terms in their sentences without modifying the original English features (Kannaovakun & Gunther, 2003).

### Classification of Thai-English Code Switching

The collected data related to Thai-English code switching in “Cosmo” magazine is arranged according to the classification framework of Shogren (2011). There is only one pattern of code switching: intersentential switching, while tag switching is not found in the data.

**Intersentential Switching:** this refers to a repeated back and forth style of switching from Thai to English which occurs at the clause or sentence level without any change of topic. Examples are illustrated below.

Table 12: Examples of intersentential code switching

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**English clause and Code-Switching in the Text sentences**


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Hello! I'm a **“Hello! I’m a shopaholic** เราเป็นคนหนึ่งที่ติดการช้อปปิ้งออนไลน์” (p.22: shopaholic From the Editor)

**“He Was Brave Enough to Show His Face** ผมออกเดทกับสาวคนหนึ่งที่สามารถกอล์ฟแล้วอยากโชว์ความเก่งให้เธอเห็น” (p.42: Fun, Fearless Confessions)  
He was brave enough to show his face

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Table 12 illustrates examples of intersentential code switching; that is, English and Thai clauses and sentences are switched back and forth.

## DISCUSSIONS

### **The patterns of Thai-English code mixing and code switching**

The findings of the study reveal that the use of hybridization where English acts as a modifier and Thai acts as a headword is extremely high compared with the remaining nativized code mixing features. The truncation feature where English words are abbreviated by its first syllable being retained and word order shifted is found to be the second most frequently used feature in the magazine. Also, conversion came third, followed by the use of reduplication. Finally, use of semantic shift was found to be at the lowest level.

The findings show that the majority of intrasentential code mixing usage which is the mixing of English codes at the level of word and phrase in the middle of a Thai sentence appears to be the highest when compared with the rest of the nativized code mixing and intersentential code switching features. Also, intersentential code switching, in which a change of language from Thai to English occurs at a clause or sentence boundary, came in second. However, there was no use of tag switching in the magazine because this usually occurs only in spoken language.

### **Motivations for the use of Thai-English code mixing and code switching**

When bilinguals switch or mix two languages, there might be several motivations for doing this. According to the findings, it is plausible to adapt the conclusions of Cakrawarti

(2011) and Li (2000) to posit the following reasons why the writers of the magazine applied English words or sentences to a Thai context.

#### Motivations of Hybridization Code Mixing

- *To fulfill real lexical needs*

This language phenomenon happens mostly when writers mix English words with Thai words to fulfill a real lexical need (Cakrawarti, 2011). In other words, there is no exact word in Thai to define the specific concept which the foreign word describes. In this case, Thai speakers may borrow the English lexical which can act as a headword or modifier to describe the particular concept more clearly. Also, Thai speakers blend Thai words with English words to modify the characteristic, qualities or functions of these particular concepts. The magazine writers sometimes apply English words within a Thai context because the English words tend to be more familiar to the people than the Thai, even when there is an equivalent word in Thai (Cakrawarti, 2007).

For example, the word “Creamกันแดด” (*sunblock* cream), the magazine writer uses the English word cream as a headword, and then blends it with the Thai word กันแดด (*sunblock*) which is a modifier. Since there is no such word in Thai which can describe a thick liquid cosmetic that is applied to the skin so the real English lexical is needed. Also, the magazine writers blended the Thai word กันแดด (*sunblock*) along with the English word cream to tell the readers that this cream can protect their skin from the sunlight. Moreover, the English word cream may be familiar to both the magazine writers and the readers since the word is widely used and recognized amongst Thais.

#### Motivations for Truncation Code Mixing

- *As a convenience to pronounce and to remember*

This language phenomenon happens when the English words are used in Thai sentences and the speakers decide to drop some of the English syllables, so the words would not become redundant. Thus, reducing the syllable: either the beginning or ending of the word, makes it easier and more convenient for Thai speakers to pronounce and remember. As a result, this new form of an English word is accepted by Thai people and is widely used among Thais, although they may not always know the complete and proper word which the shortened English words represent. Nevertheless, this word form is considered meaningless in English.

For example, the words *spec* and *hi-so* are shortened from the English words “specification” and “high-society” by retaining only the beginning syllable of the English words for convenience in writing, pronouncing, and remembering them. The magazine writers probably used these two words in the text because these words are widely used among Thais, although they may not know the full English words.

#### Motivations for Order Shift Code Mixing

- *To maintain the features of the Thai language*

Order shift code mixing happens when magazine writers most likely apply Thai grammatical rules to an English word or phrase within the context to maintain the Thai language features which the readers will understand. According to the Thai grammatical rule, nouns always come before adjectives, but this rule is not always true in English. In Thai, nouns always comes first to define what the thing is, such as a person, an animal, an object, or a place followed by adjectives to explain its particular characteristics. Moreover, the magazine writer applies this Thai grammatical rule to English compound nouns which means the positions of the two nouns are switched. The noun that is used to define what the thing is comes first, and the other noun that is used to describe the characteristics of the previous noun comes afterwards.

Demonstrating this finding, the magazine writers use the phrase *brand Thai* instead of “Thai brand”. This language phenomenon occurs because the magazine writers probably apply the Thai grammatical rule to the English phrase within the context by putting the head-noun, which is brand, before the modifier, which is Thai. Since the Thai language usually emphasizes what a thing is before adding its characteristics or the quality of the noun, this magazine technique would make the Thai context retain its Thai grammatical feature and provide understanding to the readers.

#### Motivations for Conversion Code Mixing

- *To help readers visualize what they read*

This language phenomenon occurs when the magazine writers may want to associate the English words with some activity so the readers can visualize the activity while reading about it. Second, according to Li (2000), the writers may prefer to use English words rather than Thai words because they may feel that the English words are spoken more easily and because the words in the longer Thai equivalent expression feel redundant. For example, “เขาชวนไปดื่ม

อะไรกันที่บ้านเขาก่อนออกไปdinnerกัน” (*He asked me to go find something to drink at his house before going out for dinner*). The magazine writer uses the English noun “dinner” as a verb in the context to visualize the event, so that while reading the text the readers can imagine the picture of two or more people eating dinner. The word dinner is easier to say. It has two syllables, while the equivalent Thai word has four syllables; ไปทานข้าวเย็น (*go out to have dinner*).

#### Motivations for Reduplication Code Mixing

- *To emphasize the key message*

When Thai people want to emphasize something they would repeat the word. Therefore, the writers may repeat the English word to emphasize the word. For example, “ฉันโตมาแบบ Man Man เหมือนจะTomboyนิดหน่อย” (*I was raised like a man, a bit more like a tomboy*). The repeated word *man* emphasizes how this woman was raised.

#### Motivations for Semantic Shift Code Mixing

Semantic shift refers to a change in the original meaning of the English word when it is applied to a Thai context. According to the findings, there are two types of shifting in meaning. First, the development of meaning and the extension of meaning. The development of meaning refers to the real meaning of an English word which has been changed or distorted to something different when it is used within a Thai context. Second, the extension of meaning could be defined as there is no change in the meaning of an English word, but a new meaning is gained when it is applied in a Thai context.

- *To develop a meaning*

First example, “และมีเรื่องเด็ดๆ มา *mouth* ให้เพื่อนฟังอยู่เรื่อยๆ” (*I always have a good story to gossip with my friends*). The English word “mouth” has undergone a meaning change from the part of the human face surrounded by the lips into gossiping. Also, “featuring แบบไหนที่ผู้ชายต้องการ” (*What kind of sex does a man want*), the word “featuring” which means two or more singers singing together is changed to making love. This language phenomenon may occur because Thai people feel that the equivalent Thai words *นินทา* (*gossip*) and *ร่วมรัก* (*make love*) are impolite and too aggressive. Therefore, Thai people use the English words instead of the Thai by developing new meanings for the English words when they are applied to the Thai context to make their conversation softer and less aggressive.

- *To extend a meaning*

Another example is the extension of meaning of the English word. There is no change in the meaning of the English word, but a new meaning is added when the word is applied in a Thai context. The English word “fan” means someone who admires and is very enthusiastic about a sport, a film star, or a singer. However, the meaning of the word is extended to mean a boyfriend or girlfriend when this word is used in the context of the magazine. Finally, there is no equivalent word in Thai, so the English word fan is adapted to the context. The word is also easy to pronounce and it is widely used and recognized among Thais.

#### Motivations for Intrasentential Code Mixing

- *To repeat for clarification*

The magazine writers sometimes use both Thai and English words with the intention to clarify the key meaning of the messages to ensure that the readers understand them correctly (Sert, 2004, as cited in Cakrawarti, 2007). For example, “Key Product ผลิตภัณฑ์ขึ้นคำคัญที่ช่วยให้ผิวหน้าของคุณดูเรียบเนียนได้ทันทีนั่นก็คือ ครีมนรองพื้น” (The key product which can help your facial skin to look smooth is foundation). Also, this motivation can be applied to code switching, for example, “Hello! I’m a shopaholic เราเป็นคนหนึ่งที่ติดการช้อปปิ้งออนไลน์” (Hello, I am a shopaholic. I am addicted to online shopping). Thus, this way can help readers to understand the written English message correctly.

- *To fulfill a real lexical need*

According to Cakrawarti (2007), the magazine writers are found to apply some English words since there is no appropriate word in Thai to convey the exact meaning of the English words, especially in the scientific field. For example, “จากส่วนผสมของ Collagen และ Vitamin C ด้วยนะค้า” (The drink contains collagen and vitamin C). In addition, the magazine writers may use these words which are more readily available in English but **are** lacking in Thai (Skiba, 1997, as cited in Cakrawarti, 2007). For example, “แล้วฝันว่ามีคนบุกมา apartment ของเรา” (I dreamed that someone broke into our apartment).

- *To use euphemisms*

According to Li (2000), in some cases magazine writers are found to apply English words to a particular context even when there are equivalent words in Thai. This may be because the English words sound better than the Thai words, since the use of the Thai words may be impolite, aggressive, and/or too direct. So the magazine writers choose an English word to

minimize the directness sense, and to convey a sense of humor, or to play a joke which can help to create a relaxing atmosphere (Yiamkhamnuan, 2011). For example, “อยากลองมีsexตอนพักกลางวันในออฟฟิศ” (*I want to have sex in the office during the lunch break*).

- *To apply principles of economy*

Magazine writers may prefer to substitute English words for Thai because they may find that some of the Thai words used in an expression sometimes feel redundant, with longer syllables, while the equivalent English word contains fewer syllables so it is easier to say. Therefore, the writers apply those English words to a Thai context even though there are equivalent words in Thai. For example, “หอยเชลล์ตัวอบsize XLที่บินตรงมาจากญี่ปุ่น” (*These extra large size scallops come from Japan*). The English phrase “size XL” has only three syllables, but the equivalent Thai word has five syllables; ขนาดใหญ่ที่สุด.

- *To attract the reader’s attention to specific information*

The writers of “Cosmo” magazine write mostly in Thai as the target groups are Thai readers. However, some outstanding English phrases are inserted into a certain segment of the Thai utterances possibly to draw the attention of the readers (Cakrawarti, 2007). For example, “ผู้หญิงแบบไหนที่ทำให้ผู้ชายอย่างเจมส์ มาร์ turn on!” (*What kind of girl can turn you on?*) Moreover, this strategy is adapted to Thai-English code switching. For example, “Wash Your Hands First! ก่อนล้างหน้าทุกครั้ง...อย่าลืมล้างมือให้สะอาดนะค่า” (*Don’t forget to wash your hand first before washing your face*).

#### Motivations for Intersentential Code Mixing

- *To provide the title for the article*

It is possible to assume that the writers of the magazine use Thai-English code switching in the title of the articles because some of the articles may be derived from Western people’s ideas. For example, “5 ways to make a small room look larger.” This English sentence is used as the topic of an article. Therefore, the readers can guess that the article may relate to how to make a small bedroom look larger. Also the editors of the magazine may use this strategy to attract the attention of the readers. However, it would only be effective with readers with some knowledge of English because they might read the heading first to gain some idea about the article before reading it.

- *To express a Western invented concept*

Magazine writers sometimes switch to English sentences because of cultural consistency. In other words, if the writers translate the English sentences into Thai, it may sound strange or unnatural due to different cultural background and ways of thinking. Therefore, the magazine writers may switch from Thai into English to express a Western cultural concept not found in Thai. For example, “Shoes are girls’ best friend”, in this sentence the magazine editors switch from Thai to English as they want to describe the Western concept that shoes are very important to women. Shoes could be woman’s best friend because they can take women everywhere.

- *To quote somebody else*

According to Cakrawarti (2011), the magazine editors switched from Thai to English to quote some proverb or expression. For example, “Inspirations are everywhere” and “Fashion is art, art is fashion”. It could be assumed that these English sentences are used in the magazine without a Thai translation, although they do not sound strange because they are well-known quotations. Also, the word *fashion* and *art* are well known and widely used among Thai people, and the writers may think that English could express modernity better than Thai.

### **Thai-English code mixing and code switching as an alternative tool to teaching English to Thai students.**

All types of nativized code mixing features are inappropriate for teaching English to Thai students because the linguistic features of the English words are distorted when they are connected with Thai words. That is, the linguistic features of English are changed when they are applied to a Thai context, such as a shorter lexical form, a shift in semantics, a change in the lexical category, and a shift in the word order. Thus, the new English form fails to provide international mutual understanding for other native or non-native speakers. Second, the use of Thai-English code mixing is not considered Standard English because it contradicts English grammatical rules. Thus, if Thai students learn English from code mixing it can lead to a deficit in either Thai or English, or an otherwise lack of mastery in both languages due to laziness or sloppy language habits. However, code mixing could be used as a teaching tool to highlight incorrect examples of using the English language when compared with correct ones.

Code mixing at an intrasentential level and intersentential code switching are suitable tools to use with Thai students to learn English as English words, phrases, clauses, and sentences have not undergone any modifications. Therefore, the lexical or grammatical features of the English language remain the same (Kannaovakun & Gunther, 2003). Hence, Thai students could learn how to use the words correctly and be able to apply the English words to their conversation when talking with foreigners. Second, learning English from the correct full word form or at the level of meaningful clauses and sentences may help Thai students to improve their communication efficiency and, at the same time, be able to promote international and mutual understanding. Third, code mixing at an intrasentential level and intersentential code switching can help students to remember English vocabulary and phrases with which they are unfamiliar. Finally, code mixing at an intrasentential level and intersentential code switching can help students to avoid a break in communication when they cannot remember a word in Thai. This can be viewed as providing continuity in the speech flow rather than presenting interference in language.

## CONCLUSIONS

A study of Thai-English code mixing and code switching in “Cosmo” magazine was conducted in order to identify the phenomenon of the mixing and the switching of English in a Thai context magazine. The purposes of the study were: (1) to investigate the different patterns of Thai-English code mixing and code switching in “Cosmo” magazine; (2) to discover the motivations for using Thai-English code mixing and code switching in the magazine; and (3) to discover if Thai-English code mixing and code switching in the magazine can be an alternative way for Thai students to learn English. The data were gained from a foreign magazine for women which is published and distributed in Thailand, referred to as “Cosmo.” In this study, the September 2013 edition was used.

Initially, all the English codes from the cover page through to the back page were listed. Then, the nativized feature classification frameworks of Kannaovakun and Gunther (2003) and Preechaamornkul (2005) were employed to classify the different patterns of Thai-English code mixing used in the magazine. The six types of code mixing, namely: truncation, hybridization, conversion, semantic shift, reduplication, and word order shift were engaged. The findings of the study reveal that the highest frequency use of the nativized features was for hybridization. Truncation and word order shift were found to be the second most

frequently used in the magazine, followed by conversion, reduplication, and semantic, respectively.

The researcher also adapted the theoretical frameworks of Shogren (2011) to describe the pattern of Thai-English code mixing at an intrasentential level that appeared in the magazine, and two types of code switching, namely: intersentential code switching and tag-switching. The results of the study show that the majority of intrasentential code mixing use appears to be at its highest when compared with the remainder of the nativized features code mixing and intersentential code switching. Also, intersentential code switching was found to be the second most frequently used. However, there was no tag switching used in the magazine.

Following these findings, the researcher adapted the theoretical frameworks of Cakrawarti (2011) and Li (2000) to describe the motivations discerned in the use of code mixing and code switching in the magazine. The results of the study show numerous possible reasons for the writers of the magazine applying English words or sentences to a Thai context, namely: to quote somebody, to repeat for clarification, to fulfill a real lexical need, to use euphemisms, to apply a principle of economy, for pronunciation convenience and memorization, to maintain the features of the Thai language, to draw the reader's attentions to the graphics, to emphasize a key message, to develop meaning, to extend meaning, to attract the reader's attention, to provide a title for the article, and to express a Western invented concept.

The study also discovered that Thai-English nativized features code mixing are not appropriate for teaching English to Thai students because the linguistic features of the English words were distorted when they came into contact with the Thai language. When this contact occurred, international mutual understanding amongst other native or non-native speakers failed to occur. If Thai students were to try to learn English from the magazine's Thai-English code mixing, they would be viewed as being subject to the problem of language interference, or showing an inadequate ability to learn a second language. This could lead to a deficiency in either Thai or English, or an otherwise lack of mastery in either language due to laziness or sloppy language habits. However, code mixing may be applied in certain teaching contexts; for instance, as examples of incorrect use of the English language and then compared with examples of correct usage.

Code mixing at an intrasentential level and intersentential code switching are suitable for Thai students to learn English because English words, phrases, clauses, and sentences have not undergone any modifications. Hence, the lexical or grammatical features of the English language remain the same (Kannaovakun & Gunther, 2003). Therefore in this context, Thai

students could learn how to use the English words correctly. Second, learning English with experience from a correct word context or at the level of meaningful clauses and sentences may help Thai students to improve their communication efficiency and be able to promote international, mutual understanding, at the same time. Furthermore, code mixing at an intrasentential level and intersentential code switching can help students to remember English vocabulary and phrases with which they are unfamiliar to avoid a break in communication when they cannot remember a Thai word.

### **Recommendations for Further Studies**

Despite the limitation that the data of Thai-English code mixing and switching used for this research was from a foreign fashion magazine for women, the researcher has observed that Thai-English code mixing and code switching occurs in almost all types of magazines, newspapers, advertisements, radio programs, television programs, academic contexts, daily life conversations, speeches, music, and so on. Hence, it would be interesting and valuable to study further how Thai-English code mixing and switching are used in these kinds of communication and to investigate factors influencing the use of English code mixing and switching.

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