



**THE ANALYSIS OF THAI-ENGLISH CODE-
SWITCHING AMONG THAI RADIO DISC JOCKEYS**

BY

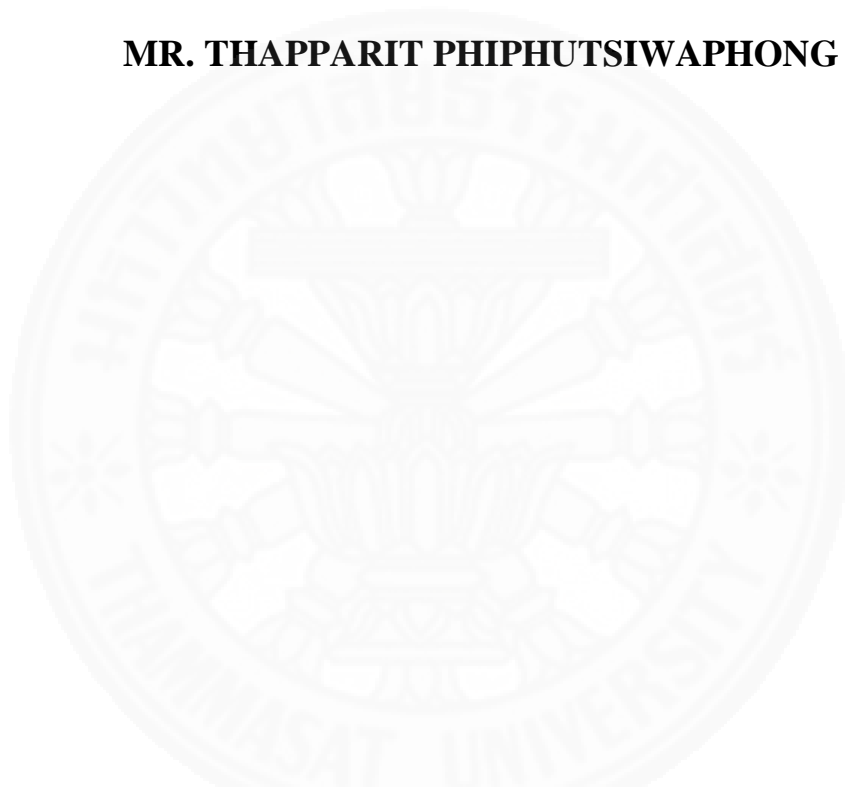
MR. THAPPARIT PHIPHUTSIWAPHONG

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2019
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ENTITLED

THE ANALYSIS OF THAI-ENGLISH CODE-SWITCHING AMONG THAI
RADIO DISC JOCKEYS

was approved as partial fulfillment of the requirements for
the degree of Master of Arts in Career English for International Communication

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ABSTRACT

This study aimed to analyze the types of code switching and also identify the reasons for using code switching among three Thai radio disc jockeys who were frequently switched codes from Thai to English. The analysis was based on the classification frameworks applied of Poplack (1980) and Hoffman (1991). Poplack's classification framework included intrasentential switching, intersentential switching and tag switching. Hoffman's classification framework talking about particular topics, 2) quoting somebody else, 3) being emphatic about something (expressing solidarity), 4) interjection (inserting sentence fillers or sentence connectors), 5) repetition used for clarification, 6) intention of clarifying the speech content for interlocutor, and 7) expressing group identity. The approach of this study was qualitative. The data was obtained from recording the conversations of the DJs in a natural setting and interviews. The results showed that the "Intrasentential switching" was the most frequent type of code switching used by the DJs in this radio station. Furthermore, the data from the interview sessions showed that the participants code switched for each of the reasons as classified by Hoffman except for expressing group identity and the intention of clarifying the speech content for interlocutor. This study found three other reasons the DJs used code switching, which were trying to reach the expat audience, commercial purposes and the lack of appropriate Thai words to use in the context.

Keywords: Thai-English Code switching, Types of Code switching, Reasons for code switching, Thai Radio Disc Jockey, Radio Station in Thailand



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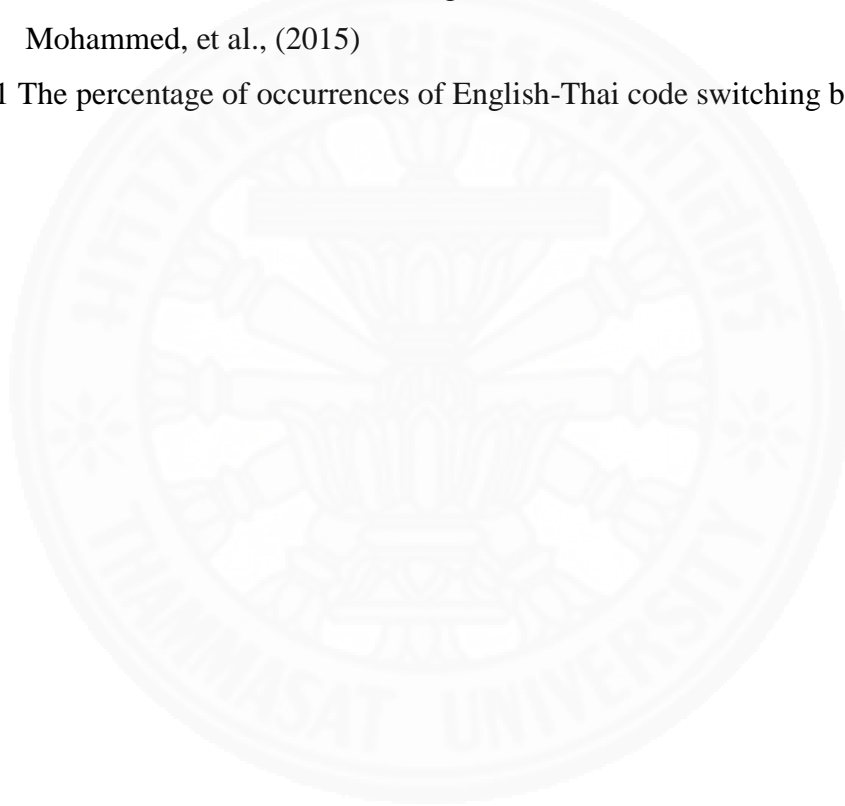
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CHAPTER 1

INTRODUCTION

This chapter describes the background of the study, definition of terms used, research objectives, research questions, the limitations, as well as the significance of the study.

1.1 Background of the study

The English language is considered as the world's most important language as it has become the "lingua franca" for all kinds of professional and personal goals (Crystal, 2012). According to Roni (2008), English plays a crucial part of international communication as a common means of communication for speakers who speak differently from their mother tongue to communicate with each other. Sharifian (2009) indicates that there are a huge number of non-native English speakers who use English as the second language in numerous regions around the world.

Today, English has become the most admired language used by Thai people (Rappa & Wee, 2006). Even though, Thailand was a monolingual community, the growth of English and borrowing words among Thai and English were first perceived as early as 1612 when the king of Thailand recognized the significance of English (Yiamkamnuan, 2010). As seen as a communicative tool, English is now used in fields such as finance, medicine, tourism and hospitality, education and mass communication media.

The demand for using English is increasing resulting in language switching or "code switching (CS)" as found in Thailand and many countries around the world (Kachru, 1986, as cited in Kannaovakun & Gunther, 2003). Individuals may adopt this language strategy in discourse which usually appears in a society of bilingual or multilingual speakers in which one particular language is used and which considered as the most appropriate (Kannaovakun & Gunther, 2003).

Nowadays, Thai citizens use English as the second language to converse with foreigners. The use of English in Thai communication is currently gained more

acceptance. Moreover, English words are used by Thai intentionally or even unconsciously by Thai non-native English speakers. As a result, the number of Thai-English code switching in Thai society is increasing.

There are various aspects involved in the phenomenon of code switching. Likewise, many scholars have endeavored to identify this language phenomenon. Code switching refers to the alternation between two or more languages or dialects that occur within a sentence or utterance. This common characteristic frequently happens when speakers tend to share two or more languages in common. According to Hymes (1974), “Code switching is a common term for the alternative use of two or more language, varieties of a language or even speech styles”. At the same time, Bloom and Gumperz (1972) emphasized that “CS was the alternating use when two more languages or codes were used within the sentence in the same conversation”. Individuals may not know that they have switched, or have the option to report, following a discussion, which code they utilized for a specific subject. (Wardaugh, 1998). In addition, there are some linguistic features or characteristics of the phenomenon and various underlying reasons behind the use of code switching.

There are a few studies from many perspectives about code switching found in both Thai and non-Thai contexts. In terms of an international medical context, Heeti & AI A (2016) aimed to distinguish the types and functions of English language code switching manipulated by Iraqi doctors whose English was acquired as a second language. The result showed that Iraqi doctors frequently used code switching at the intrasentential level. Consequently, the “communicative purpose” was the underlying reason for English code switching. Another example from a local study, Promnath & Tayjasantant (2016) studied the English-Thai code switching of teachers in ESP classes. The findings showed that there were four types of CS in this study: extrasentential switching, intersentential switching, intrasentential switching, and code selection. In addition, the CS functions had pedagogical implications and social functions at the same time.

As mentioned earlier, it is not only in multilingual or bilingual contexts that codeswitching mostly occurs. The extensive use of code switching could be found in Thailand daily communication. Additionally, there are numerous studies in regarding the code switching and code mixing in Thai medias, for instance, code mixing and

code switching in Thai health magazines (Janhom, 2011), in Thai television programs (Kannaovakun, 2001; Kraithipchoosakul, 2010), and Thai entertainment news (Samingkaew, 2002). All these studies have undertaken on the characteristics and types of English code switching employed in a Thai context. However, few studies have done an in-depth investigation of a single person regarding the code switching phenomenon. Therefore, this study seeks to fill that research gap.

1.2 Statement of the problem

One of those professional fields where code switching occurs is disc jockeying often abbreviated as DJ. The researcher observed that Thai-English code switching frequently occurs among Thai DJs who are non-native speakers of English when they interact with audiences. Nevertheless, whether conscious or not, code switching serves as a communicative option to convey the message in a meaningful way rather than using only Thai language.

The reasons behind the use of code switching by Thai DJs are still unclear in some ways. They use of English before they introduce English songs or talk about some interesting topics in which English is more appropriate to use in that context, but sometimes DJs switch to English even if the audience is Thai and there's no need to switch to use English.

According to the aforementioned reasons, this study focusing on the classification of code switching and analyzing the types of code switching DJs frequently employed when they were conversing with audiences, as well as identifying the triggers for Thai-English code switching.

1.3 Research Questions

This study aims to answer the following two research questions:

1.3.1 What types of code switching do Thai DJs use when they are on duty?

1.3.2 What are the reasons that Thai DJs code switch?

1.4 Research Objectives

The objectives of this study are the following:

1.4.1 To analyze the classification of code switching found in Thai DJ's speech when they are on duty.

1.4.2 To examine the reasons why Thai DJs code switch when they are on duty?

1.5 Limitations of the study

This study intends to emphasize the distribution of English words, sentences, and phrases regarded as code-switching occurring when DJs are interacted with audiences such as “วันนี้เราจะมาฟังเพลงอะไรที่มันปลูก *Energy* คุณผู้ฟังกันนะครับ” and “สำหรับคุณผู้ฟังที่อยู่เป็นเพื่อนกันกับผมในตอนนี้นั้น *You're all my true friends*”.

The population of this study will be all of the DJs who are working at an international music radio station in Bangkok, Thailand. Nevertheless, only three participants were chosen as the sample through the purposive sampling process (2 males and 1 female). As observed by the researcher, these three people frequently adopted the usage of code switching both individually and as a communicative implement. The aforementioned individuals have at least one characteristic in common which is of interest of the researcher. This study does not focus on comparing differences in a case study but emphasizes the features that can answer the research questions.

In addition, the criteria to select the participants in this study did not concern age, or educational background but rather individual. Therefore, audio recordings were employed (typically speech) to collect the data qualitatively. The English language data used in the analytical process did not include spot announcements, breaking news, or the word or set of words that constitute the distinctive designation of a person, country, company or even song and artist. Finally, the aforementioned data were analyzed deductively base on the theories and predetermined frameworks employed in this study.

1.6 Significance of the study

The aim of this study is to gain a deep comprehension of the use of code switching by DJs focusing on types and reasons for code switching. As few studies have taken in account with the studying code switching in DJs, this study is deliberately seeks to do an in-depth exploration of the phenomenon in this specific field. The findings of this study will provide a better apprehension of the types and characteristics of code switching and the reasons that triggered DJs to code switch while they are on duty to scholars or people who are interested in studying this linguistic phenomenon.

1.7 Definition of Terms

The following terms are specific key terms used in this study.

Code refers to Thai and English languages used as a mean of communication.

Code switching refers to the features of speech of two or more languages or variety within a sentence or expression by a speaker. The speaker may switch back and forth from one language to another to convey the message. In this study, code-switching refers to switching from Thai to English and English to Thai that occurs in DJs' speech.

DJs refer to a person who moderates a radio station, plays music to a live audience, including commenting on songs, and interacting with live audiences. In this study refer to a particular group of chosen DJs of an international music radio station in Bangkok, Thailand (i.e. two males and one female).

Thai-English code switching refers to some English words used in a Thai context as the dominant language of communication found in DJs' speech.

Live audiences refer to a group of people who listen the broadcast lively.

Mass Media refers to printed press, newspapers and magazines, internet sites, as well as radio and television channels that convey messages and information to audiences. This study denotes one of an international music FM radio station in Bangkok, Thailand which is used as a medium of mass communication in this research context.

CHAPTER 2

LITERATURE REVIEW

This chapter represents the review of the related literatures of code switching. It also focuses on definitions of code switching as defined by scholars, as well as the concepts and theoretical frameworks related to code switching. In the last segment of this chapter, a few studies on English code switching in both local and international contexts are reviewed.

2.1 Concepts and theories of code switching

2.1.1 Definitions of code switching

Code switching can occur within bilingual and multilingual communities in which the individual who recognize more than one language tend to use various languages when conversing with each other (Crystal, 1987).

According to Poplack (2000), the switching can be seen as a combination of two or more languages in single words, morphemes, phrases and sentences, which are regarded as codes in discourse that take place in individual utterances and are frequently adopted by bilingual or multilingual speakers. The codes they switch can likewise include various varieties for a similar language (Gardner-Chloros, 2009; Milroy & Muysken, 1995; Myers Scotton, 1993).

Code switching has been characterized by many researchers. Bell (1976), for instance, defines code switching as a communicative tool for the speaker that “allows its user to be seen as a chooser amongst codes whether the codes are styles, dialects or what are normally thought of as autonomous languages since any or all of these can be involved in the code switching behavior of the language user” (p. 110). The Speakers alternate from one language to the second language within the equivalent utterance.

Trask (1995) asserts the notion that the utilization of code switching is a communicative tool to fill the gap in communication. Switching to another language may serves as a more effective means of communication than using only one

language. Using elements of multiple languages may convey a more effective meaning rather than using only one language that is restricted within their own mother tongue.

To sum up, code switching is a stage wherein a very distinctive languages or varieties in the same language are adopted by speakers who know more than one language. The switching or alternating use of multiple languages is such the manner occurring consistent with the syntactical and phonological level of their preferred languages, which allows the speakers to choose the appropriate code or language suited to the topic or interlocutor (Blom and Gumperz, 1972).

The following are examples of code switching (cited in Holmes, 1997)

e.g.: (1) Engari ‘so’ now we turn to more important matter

(Switching between Maori and English)

e.g.: (2) Confiscated by Customs, dàgài ‘probably’

(Switching between English and Chinese) (Holmes, 1997).

2.1.2 The concepts of code switching and code mixing

Various perspectives have been taken into account in the investigation of code switching and code mixing. The current study characterizes code switching as the use of two or more languages in speech at sentential boundaries, emphasizing movement from one language to another. Meanwhile, another thematically related term, code mixing by general definition refers to the mixing of the small units of words, phrases from two distinct linguistic systems in the same utterance.

McCormick (1995), for example, indicates that code switching involves switching from one language to other languages, mostly in a longer sentence, while code mixing is more disparate. The speaker may use a single word or shorter elements of the second languages or their preferred languages in discourse when they have to switch.

In addition, McLaughlin (1984: 96-97 as cited in González, 1989) draws attention to the dissimilarity among code mixing and code switching as follows: “code mixing refers to switches with sentences and code switching refers to changing languages over phrases or sentences”.

Some scholars view that these two language phenomena have their own characteristics and are easy to distinguish. Code switching, for example, starts with

one language, then switches to another in a longer sentence while code mixing is when the speaker tends to mix two languages (McCormick, 1995). Code switching is sentential switching while code mixing is “the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses, and sentences) primarily from two participating grammatical systems within a sentence” (Ritchie & Bhatia, 2013, p. 376).

Even though there are different notions regarding these two characteristics, according to Gardner-Chloros (2009) and Hamers & Blanc, (2000) observed little dissimilarity between code switching and code mixing. This can confuse some scholars. Muysken (2000) argues that code mixing is often used for “intrasentential code switching”, which refers single words, phrases being adopted within a single sentence, while code switching occurs outside the sentence or at the clause level and is thus defined as “intersentential”.

2.2 Theoretical Framework of the classification and reasons of using code switching

2.2.1 Code switching characteristics

Blom and Gumperz (2000) manipulated a research on the use of indigenous language in a small village of Hemnesberget in Norway. They found that Bokmal or standard Norwegian is the variety to use in a formal setting such as in school, church, mass media or contacting with government. In contrast, “Ranamal” is local language that Norwegians use in daily life mostly in informal settings such as with family, neighbors and friends. The purpose of this variety is to build good rapport and perform a local culture. According to their study, the characteristics can be either metaphorical code switching or situational code switching.

Regarding metaphorical code switching, bilingual or multilingual speakers aim to switch between two languages particularly. Meanwhile, “speakers carry out code switching through the change of tone, emphasis or the role relationship to achieve the desired results” Geman (2016). The language they adopted for particular topics may reflect the set of the social meaning of the interaction or conversation. Bloom and Gumperz also share their notion that the speaker may switch the language

based on the topic they discuss. For instance, in the workplace in Norway “Ranamal” were used by employee to discuss family and with close-knit colleagues, while “Bokmal” was used by employees in a formal context.

In contrast, situational code switching can also occur in a speech community in different social situations. Wardhaugh (1997) emphasizes that “Situational code switching occurs when the languages used change according to the situation in which the conversants find themselves: they speak one language in one situation and another in a different one”. Even more critically, this language switching can be motivated by a change of situation, for example, in formal situations “Bokmal” was employed to communicate with tourists, for sermons in church and lectures in the classroom. In contrast, “Ranamal” was employed in informal situations. Coupland and Jaworski (1997) argued that a speaker may choose a code or language based on the topic and setting of the interaction.

Poplack (1980) introduced a widely known framework that distinguishes three distinctive types of switching (tag switching, intersentential switching, and intrasentential switching) that have been cited by many scholars

“Tag switching” refers to the insertion of tags or short phrases in one language into single sentence, and the switches are often very short. This type of CS occurs the most as the tag which initially contains the syntactic system, which allows speaker to put it in the utterance at any time they require. At the same time, these tags can occur independently and not be related to another single utterance. Tags can be in the form of interjections, fillers and idiomatic expressions. (Poplack, 1980). Following is an example of common English tag switching.

e.g.: (4) “*you know*”, “*I mean*” and “*right*” (Hamers & Blanc, 2000)

e.g.: (5) *Yes, I did it. ส่งไปให้แล้วเมื่อก็้อเกือบเอาตัวไม่รอด ปวดหลังมากๆ เลยค่ะ* (Yes, I did it. I have just sent it. I was nearly dead of it and I have got a backache now.) (Pongsri, 2014).

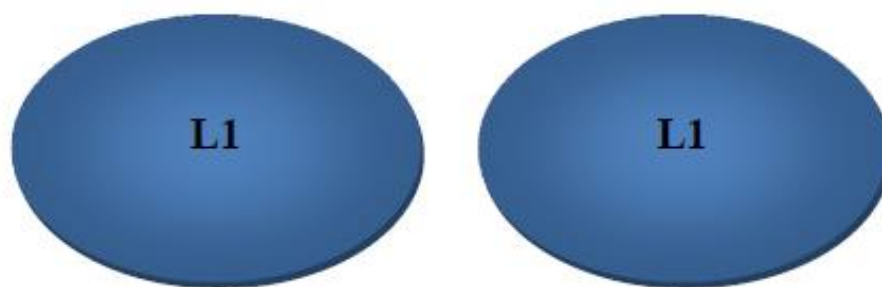


Figure 2.1

Model of tag switching (Van Dulm 220: 64) as cited in Mohammed, et al., (2015)

The second type of switching proposed by Poplack is called “intersentential switching”. This refers to the process that occurs when switching at the sentential boundaries level or between one single utterance where one clause or sentence is in one language and the following clause or sentence is in the other. “A whole sentence (or more than one sentence) is produced entirely in one language before there is a switch to the other languages” (Myers-Scotton 1993: 3). According to Kebeya (2013), intersentential switching is when a speaker switches from one language to another between various sentences implying that when the discourse of an individual is separated into sentences, one sentence will be in one language while the other sentence will be in a very distinctive language. This type of switching may also happens between speaking turns and can be thought of as requiring more noteworthy familiarity with the two languages than tag switching since significant portions of the expressions must comply with the rules of the two languages. This type is seen most frequently in fluent bilingual speakers and it seems like a fruitful way for the bilingual speaker to use code switching to develop and establish their conversation (Baredo, 1995). An example of intersentential CS is provided below:

e.g.: (6) “***Itula. Mama dah agak dah. Adiknidemamni. Pity you. Your voice also different already***” (Al Heetia & Al Abdely, 2016)

e.g.: (7) “***ถึงบ้านซักที finally am home sweet home***”. (Finally, I am arriving at my home sweet home now.) (Pengsri, 2014).

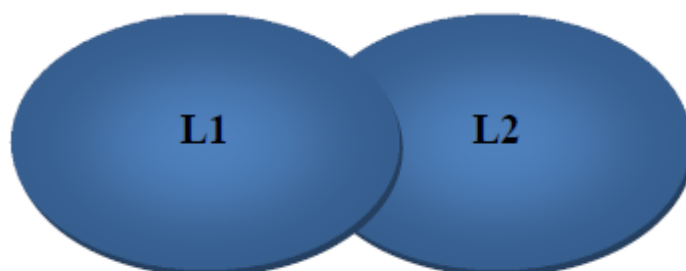


Figure 2.2

Model of Intersentential switching (Van Dulm 220: 64) as cited in Mohammed, et al., (2015)

The last type of code switching is called “intrasentential code switch”. It happens when a speaker switches the languages within the same sentence or utterance. Scholars like Kachru (1992) and Bokamba (1988) prefer to utilize the term code mixing to allude the code switching that happens at the word level. However, other scholars such as Gumperz (1982) and Myers-Scotton (1993b) use the regular term intrasentential switching to refer to switching of codes inside single word or one sentence. Therefore, those sentences will be combined together with the two or more languages inside the same clause.

e.g.: (8) *Abelardo tiene los movie tickets* (Abelarda has the movie tickets.)
(Hammink, 2000: 3)

e.g.: (9) ต้องทำ *presentation* มั้ยคะ (May I have to do a presentation? (Pengsri, 2014).

e.g.: (10) ส่งไปให้แล้วนะ ใน *Email* จร้า (I have just sent it to your e-mail.)
(Pengsri, 2014).

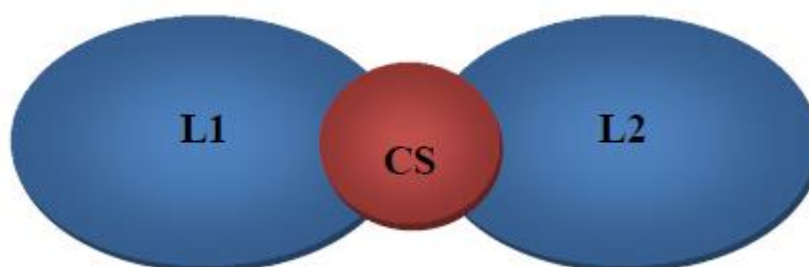


Figure 2.3

Model of Intrasentential switching (Van Dulm 220: 64) as cited in Mohammed, et al., (2015)

2.2.2 Reasons for using code switching

The underlying reasons for code switching have been investigated extensively by a few scholars. One of the first categorizations of reasons of code switching was introduced by Hoffman (1991), and the CS reasons can be divided into seven kinds as the follows:

First, the need to discuss about a particular topic: the individuals sometimes prefer to talk about a specific topic in one language as opposed to in another. Sometimes, a speaker feels comfortable and progressively agreeable to express their feelings in a language that is not their native language.

Second, the need of quoting another person: A speaker switches code to quote another person speech, a famous articulation, proverb, or saying notable figure. The switch includes only the words that the speaker is asserting the cited individual stated, similar to a set of quotation marks.

Third, being emphatic about something (expressing solidarity): When speakers that are using a language that is not their native language suddenly want to be emphatic about something, they will either deliberately or inadvertently change from their second language to their first language. Conversely, they will switch from the second language to their first language because they feel more comfortable of being emphatic their second language rather than their first language.

Fourth, the use of interjections (inserting sentence fillers or sentence connectors): An interjection alludes to words or articulations that are embedded into a sentence to convey surprise and strong emotion or to gain attention. Individuals can sometimes mark an interjection or sentence connector, for example, Darn!, Hey!, Well!, Look!.

Fifth, the need to use repetition for clarification: When an individual desires to clarify their speech with the goal that will be seen preferable by the audience, they may sometimes utilize both of the languages (codes) to convey the same message. Frequently, a message in one code is repeated in the other codes. Repetition serves to explain what is said as well as to enhance or accentuate a message.

Sixth, when there is necessity or intention to clarify the speech content for the individual they talk to: when an individual converses with another bilingual/multilingual, there will be great deal of code switching to make their speech

smooth and apprehensible by the audience. A message in one code is repeated in the other code in to some degree altered structure.

Seventh, code switching can be the need to express group identity: the method of correspondence of scholastics in their disciplinary groupings is clearly unique in relation to different gatherings. The method of correspondence of individuals in one community is not the same as individuals who are not the part of community.

2.3 Mass Media

This study focusing on the mass media which is the primary means of the communication used in this study.

2.3.1 Definition of Mass Media

Basically, mass media and mass communication are generally considered synonymous. It is the primary source of information that reaches the vast majority of the large segments of population and organizations. Mass communication takes place on a mass scale through news, advertising, and other printed material, television, radio and Internet. Additionally, it can sometimes include fiction and music in which the information will be provided to the unknown audiences (O'Sullivan, Hartley, Saunders, & Fiske, 1983, p. 130). According to McLuhan (2001), mass media is just the tool for transforming materials in a large scale, and the transmitted message itself is regarded as the intermediary to pass unintended audiences the message. This is consistent with Luhmann (2000), who emphasizes that mass media is whatever “generates large quantities of products whose target groups are yet undetermined.”

These days, with the utilization of high technology, it is simpler for individuals to reach a mass audience. In any case, there are a few types of mass media today that should be recognized based on specific characterizations. Burn (2009) groups the order of mass media into close units comprised of print media (magazine, books, brochures, and newspapers), electronic media (radio and television) and new age media (the Internet and mobile phones).

2.3.2 Mass media in Thailand

The mass media in Thailand assumed to be a significant role as the primary source of the public information, news and entertainment. Many radio and television stations were constrained by the government until the 1990s, and there are many radios and television became able to broadcast without restrictions from the government. After the Asian economic crisis in 1997-98, some newspapers began report more freely on controversial issues, for example, criticizing the government's performance and exposing individual corruption.

Nowadays, the mass media in Thailand is regulated by the Public Relations Department in the Office of the Prime Minister. Much of the daily news is issued by government agencies, for example, the Thai News Agency, established in 1976 under the Office of the Prime Minister. This department focuses on foreign affairs and the news is then interpreted and analyzed before being broadcast to the public.

Popular radio programs in Thailand consist of entertainment, news, documentaries, opinion, and advertisements (National Statistics Office, Ministry of Information and Communication Technology). Radio frequencies in Thailand fall under three categories, FM, AM, and shortwave. Radio broadcasting stations in Thailand are public radio stations owned and run by the government sector, which co-operates with private operators.

The National Services of Thailand (NBT) was the official government broadcasting station, which transmitted some local and international news. News was also broadcast daily in foreign languages over Radio Thailand's World Service. The radio station was run by government offices as the mass communication association of Thailand: units of the military, naval force and the aviation based armed forces; the police; and the ministries of communications and education. In 1985, there are more than seven million radio stations.

2.3.3 Previous related studies on characteristics and underlying reasons for code switching

This research aimed to investigate Thai-English code switching used by Thai radio disc jockeys. There are only few studies on the characteristics and reasons for Thai-English code switching by DJs or people who related to mass media.

However, there are some related studies focusing on the characteristic and reasons for code switching both in Thai and non-Thai contexts.

Tajudin (2013) studied code switching in Blackberry Personal Messenger (BBM), focusing on the types of CS and their reasons to use CS in the messages. The participants in this study were 25 university students in Bandung. The theoretical framework proposed by Poplack (1980) was used to identify the types of CS and also the reasons for using CS proposed by Hoffman (1991). The results showed that the students tended to use Indonesian-English code switching 80% of the time and intrasentential code switching was the most dominant form of CS (at 40.63%). The results from the questionnaire showed that the students switched because they lacked the appropriate words when they chatted through BBM.

Hann & Mahyuni (2019) examined code switching used by English teachers to find out the most frequent types and the factors for using code switch based on Poplack's theory. At the same time, Hoffman's theory was employed to identify the factors for using code switching. The study used recordings and interviews in collecting the data. The results of their study showed that there were two types of code switching used by English teachers, which were intersentential switching and intrasentential switching, but tag switching was not found. Likewise, Indonesian-English code switching was used in educational settings by the English teacher for four reasons: talking about a particular topic, interjections (inserting sentence fillers or sentence connectors), repetition for clarification, and being emphatic about something.

Girsang (2015) examined the most dominant English-Indonesian code switching and code mixing types found in the television advertisements. The study was qualitative research. Data was collected from 100 advertisements from ANTV Television. The data were analyzed based on Hoffman's theory, consisting of intersentential code switching, intrasentential code switching, and emblematic switching. The study found that the most dominant type of code switching in ANTV television advertisements was intersentential switching. Likewise, there were seven reasons for using code switching and code mixing: talking about a particular topic, quoting somebody, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for the interlocutor, and

expressing group identity. This study didn't discover the reason of quoting somebody else in Indonesia television advertisements.

Al Heeti & Al Abdely (2016) considered code switching in English language used by Iraqi doctors in formal settings. Data was collected through tape recordings and direct observations through a self-reporting questionnaire. The aim of their study was to describe code switching phenomenon in the conversations focusing on 1) the types and forms of code switching based on Poplack's (1980) theory, and 2) the doctor's reasons or the functions of code switching based on the theoretical framework developed by Appel and Muysken CS (2006) and functions of CS based on Hoffman (1991). At the same time, the study evaluated the doctors' perception of their English degree and their present semantic circumstance required improvement. The results showed that the Iraqi doctors used intrasentential switching most often while intersentential switching was used less often. In terms of the functions of code switching, the doctors stated that they found English more expressive and informative than Arabic.

Pengsri (2014) investigated code switching on Facebook among Thai Facebook users. The classification of code switching framed by Poplack (1980) which was tag switching, intra sentential switching, and intersentential switching, was employed in this study. The findings revealed that Thai Facebook users mostly did intrasentential switching. Moreover, the study also examined the underlying functions of code switching based on Appel & Muysken's six functions of code switching, which consist of expressive function, directive function, referential function, metalinguistic function, poetic function, and phatic function. The findings showed the referential function had the highest occurrences of code switching at (86.43%), followed by expressive and directive function respectively. Nonetheless, the metalinguistic and poetic functions did not appear.

2.4 Summary

Although the numbers of local studies examining the code switching phenomenon were fewer less than international ones, they both informed the researcher's perspective on code switching in a Thai context. The concepts and

theoretical frameworks as well as the related previous studies that the researcher have reviewed here have provided a primary understanding to be used in conducting this study. At the same time, the information from previous studies has helped to prepare the research methodology and the data collection procedure, which will be described specifically in the following chapter.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter gives information about the research methodology that was used to answer the research questions. This chapter begins by declaring the research context and design. The following parts describe the population and sample as well as the research instrument employed in this study. The following parts are the data collection procedures, which include audio recordings and semi-structured interviews. The data analysis and statistical procedures will be elaborated in the last part of this chapter.

3.1 Research context

The context of this research is one of a well-known radio stations that play international music in Bangkok, Thailand. This radio station was established in October 2006. Apart from playing various kinds of international music, this radio station also features entertainment issues, news, the trendy lifestyle updates. This radio station typically broadcast 24 hours a day, seven days a week so the audience can enjoy listening to international music, have the opportunity to talk with their favorite DJs and get a chance to receive free giveaways. The average broadcasting time is approximately 3-4 hours for each DJ, both dayshift and nightshift, and this includes the coverage of current stateside news and the announcement of sponsorships during the time they moderate.

3.2 Research design

The methodology used in this study was a qualitative research approach, which is widely used in conducting research in the fields of education, psychology, and social science (Nassaji, 2015). Denzin and Lincoln (2000) indicate that “qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them” (p. 3). The

quantitative approach is mainly used to explain a phenomenon using a statistical tool to analyze the data utilizing the statistical-based method and then represented in the form of a number (Creswell, 1994). The aim of the quantitative method is to generalize the research results gained from a large sample but this method fails to provide the respondents' response in terms of their actual feelings and experiences (Yilmaz, 2013). In contrast, the qualitative approach 'draws on philosophical ideas in phenomenology, symbolic interactionism, hermeneutics, and other traditions to support the attention on "quality" rather than "quantity" (Brewer, 2003, p. 239). The researcher employed the qualitative approach because it can help gain insight into the participants in terms of their feelings, behaviors, and opinions (Elliott & Timulak, 2005). This research applied the qualitative data collection procedures and instruments, namely semi-structured interviews and audio records to collect the data. The results from the aforementioned research instruments are especially appropriate for acquiring a particular sort of information by capturing the phenomenon with the hope that the data gained from the qualitative approach is accurate without bias and embellishments.

In terms of the data analysis procedure within this qualitative approach, the researcher employed descriptive statistics including the percentage to quantify the frequency of CS. The results were classified into percentage to compare the characteristics and underlying reasons for code switching. The results are represented in the form of graphs and pie charts.

3.3 Population and sample

This study examined the use of code switching by Thai Radio DJs. The population in this study was every DJ of an international music radio channel, consisting of 10 males and 7 females and all of them were Thai native speakers. As observed by the researcher, all of the DJs in this channel usually adopt the use of Thai-English CS. But only three DJs were selected for this study (2 males and 1 female) because they frequently switched the language from Thai to English and the researcher was under time constraints. Purposive non-probability sampling was thus

used in this study. The purposive sampling techniques have been well defined by Patton (2002) as follows:

“The logic and power of purposeful sampling lie in selecting information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the inquiry, thus the term purposeful sampling. Studying information-rich cases yields insight and in-depth understanding rather than empirical generalizations” Patton (2002) as cited in Benoot et al (2016).

Under the above circumstances, three participants were selected as the sample. As mentioned earlier, the goals of this study were to discover the code switching phenomenon in a case study.

3.4 Research instruments

Semi-structured interviews were used in this study to find out the reasons that DJs code switch when they are on duty. The researcher used semi-structured interviews because this is useful and flexible technique for a small scale study (Drever, 1995) and an effective way to “encourage the interviewee to talk freely” (Clough & Nutbrown, 2007, as cited in Newton, 2010).

The semi-structured interview does not strictly follow a formalized list of questions. Participants were asked only open-ended questions, taking into consideration to converse with the interviewees rather than the fix format questions that may force them to answer. Technically, the interview questions developed for the research consisted of four main parts as follows:

Part I: General Information

The initial questions began with warm-up demographic questions such as their age, experience working as a DJ, and educational background.

Part II: Guided Questions

The questions consisted of three guided questions with a focus on the phenomena, i.e., their code-switching habits and their perspective toward the use of code switching, and so on.

Part III: Open-ended questions (reason for using code switching)

The part contained seven open-ended questions to respond to research (question 2) what are the reasons that Thai DJs code switch when they are on duty? The interviewees were asked about the underlying reasons that triggered them to switch code.

Part III: Additional open-ended questions (reasons for code switching)

In the final part of the interview session, the interviewer asked additional open-ended questions concerning their reasons rather than those presented in the first three parts of the questions. Another question asked for their opinion about other reasons for using code switching.

During the interview sessions, the researcher asked each of the interview questions and allowed the participants give more explanation. While conducting the interviews, a voice recorder was used. The interviews lasted 10 minutes per person. Before conducting the interviews, the researcher prepared a consent form asking them to decide whether to use field notes or a recording device or both. The questions employed were checked by an expert for content validity and correctness before utilizing with the participants.

3.5 Data Collection Procedures

The key approaches that the researcher used to record DJs conversations though live stream broadcasting in April 2019 were audio recordings with the timing arranged by the researcher. The audio recordings allowed the researcher to hear their pitch and passion, and prevented risk of losing data (Crichton & Childs, 2005). The objective of using auditory recordings as an instrument is outlined by Rapley (2007):

“The actual process of making detailed transcripts enables you to become familiar with what you are observing. You have to listen/watch the recording again and again. Through this process, you begin to notice the interesting and often subtle ways that people interact with. These are the taken-for-granted features of people's talk and interaction that without recordings you would routinely fail to notice, fail to remember, or be unable to record in sufficient detail by taking hand-written notes as it happened.” (p.50) [5]

The data contained the DJs' conversations when they conversed with the audience and talked to their colleagues focusing on the use of English code switching. The data used in the analytical process did not include the spot announcements, breaking news or words pertaining to distinctive designations of a person, country, company, or even songs and artists. Lastly, the audio recording was transcribed and analyzed. Below is the predetermined recording schedule the researcher used to conduct the data collection procedures.

DJ No.	Program Name	Broadcasting Time	Recording Duration
A	MASC Show	Monday-Friday 1PM-4PM	Monday/Tuesday 1 PM-3 PM
B	MWAC Show	Saturday 3 PM-7 PM	Saturday/3 PM-5 PM
C	MTDC Show	Monday-Friday 8 PM-10 PM	Wednesday/Thursday 8 PM-10 PM

Table 3.1

The data collection procedures schedule

The collection of the data ran from April, 2019 until the end of the month. The researcher began to collect the data using audio recordings to record each DJs' on-duty speech. As observed by the researcher, this radio station broadcasts every day from Monday to Sunday, with the average broadcasting time of three hours, both dayshift and nightshift. The audio files were transferred to the computer, then transcribed into dialogue, and followed by the data analysis process.

3.6 Data Analysis

Two theoretical frameworks were adopted in this study to examine the characteristics of code switching in DJs' speech and the reason behind the use of code switching.

1) Poplack (1980) identifies three different types of switching into three types: tag switching, intrasentential switching, and intersentential switching.

2) Based on Hoffman (1991), seven reasons for code switching consist of the following:

- (1) to discuss a particular topic;
- (2) quoting somebody else;
- (3) being emphatic about something;
- (4) interjections;

- (5) repetition used for clarification;
- (6) intention of clarifying speech content and
- (7) to express group identity.

The data were manually counted for the number of English-Thai code switching and were tabulated to introduce the number of English components and the recurrence of utilization. The explanations and examples were given to represent the utilization of English codes used by Thai DJs. Hence, the deductive data analysis approach was employed in this study. Following steps were taken once the data collection procedures were finished.

1. The audio-recording were transcribed verbatim into dialogues or transcriptions of the conversation.

2. The researcher read all the transcriptions to check the correctness of the data or to ensure there was no missing data that must be included.

3. The researcher did note taking, annotating and carefully checked the texts in the transcriptions.

4. A dictionary was used to examine the meanings and classification of code switching words and sentences: LEXiTRON Thai English Electronic Dictionary version 2.6 (free program) by the National Electronics and Computer Technology Center (English to Thai and Thai to English dictionary);

5. The researcher summarized the transcriptions and then coded them into themes based on the theories or predetermined framework. If the transcribed data were quite similar, they were grouped in the same category.

6. The data collected throughout the audio recording and the interview sessions were analyzed statistically and presented in the form of table and the excerpt of each participant's utterance.

7. The frequency of the usage of CS was classified into percentage count using statistical procedures in order to compare the characteristics and underlying reasons for code switching.

3.7 Research Ethics

All the information obtained from the participants will be treated confidentially. The participants will remain anonymous, with the names changed to DJ A, B, and C.



CHAPTER 4

RESEARCH RESULTS

In order to explore the characteristics and the reasons behind the use of code switching in this study, the theoretical frameworks of Poplack (1980) and Hoffman (1991) were applied. The results will be described as related to the following research questions.

4.1 What types of code switching do Thai DJs use when they are on duty?

The findings revealed that there were three types of code switching found in DJ's conversations based on a classification framework used by Poplack (1980) as follows:

1) Intrasentential switching: This occurs when the speaker switches from one language to another within the same sentence or utterance. Likewise, the speaker may switch part of clause, lexical item or even morphemes.

2) Tag switching refers to the insertion of tags or short phrases in one language into a single sentence, and the switches are often very short. This type of CS occurs the most due to the tag initially contained the syntactic system, which allows the speaker to put it in the utterance at any time they require. Tags can be in the form of interjections, fillers, and idiomatic expressions.

3) Intersentential switching refers to a process that occurs when switching at sentential boundaries level or between a single utterance where one clause or sentence is in one language and the following clause or sentence is in the other.

No.	Types of Code-switching	Frequency	Percentage
1	Intrasentential Switching	282	80.57%
2	Intersentential Switching	45	12.86%
3	Tag Switching	23	6.57%
	Total	350	100%

Table 4.1

Table of the occurrences of English-Thai code switching by DJs

Table 4.1 it shows that intrasentential switching was the most frequent code switching type used by DJ at 80.57% followed by intersentential switching and tag switching at 12.86% and 6.57% respectively.

The study discovered that the use of English-Thai code switching at the intrasentential switching was used the most by DJ (A) who frequently adopted the English code into the speech within the sentence or at the word level (43.3%) followed by DJ (B) at 29.8% and DJ (C) at 26.9% respectively.

Meanwhile, the second most frequent type of code switching was intersentential code switching. DJ (B) frequently switched the language from Thai to English at the sentence boundary in which the speaker tends to use one language in one sentence before latterly moving to another language in the next clause or sentence. Intersentential switching was used the most by DJ (B) at (46.7%) followed by the DJ (A) at 42.2% while DJ (C) least switched the least language at 11.1%.

Tag switching was least utilized by the DJs of this station. This type of switching happened the most with DJ (A) at 47.8% who will, in general, utilized English codes in only a word or short expressions in a single articulation. In the meantime, this kind of switching was utilized by the DJ (B) at 30.4% and DJ (C) at 21.8%.

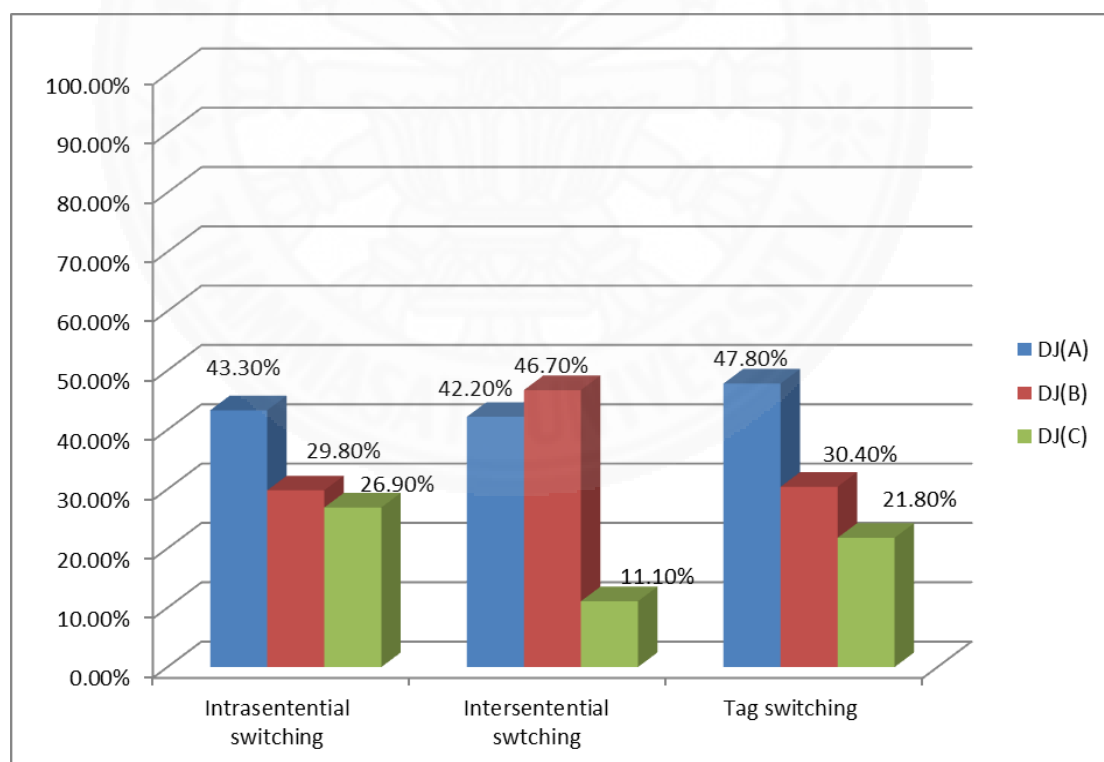


Figure 4.1

The percentage of occurrences of English-Thai code switching by each DJ

Furthermore, to elaborate the above research findings, after the audio recordings were transcribed, the researcher then coded and categorized them into three linguistic patterns based on Poplack's (1980) classification framework i.e. intrasentential switching, intersentential switching, and tag switching. Examples of each linguistic pattern are provided as follows:

Excerpt 1. “ถือว่าเป็น *Opportunity* ที่ดีสำหรับเหล่า *Metster* ที่ต้องการโทรเข้ามาฝากร้านนะคะ”

(BT: This is a good opportunity for Metster who want to call for drop shop)

Excerpt 2. “การพับนกก็เป็นการส่ง *message* ที่ดีให้ใครคนนึงได้นะครับ”

(BT: Folding a paper bird is good to send a message to someone.)

Excerpt 3. “วันนี้เราจะมา *Introduce* เพลงของเค้ากันก่อนละกันนะ”

(BT: Today, we will introduce their songs before.)

Excerpt 4. “เกมส์ *ROV* เนี่ยะค่อนข้าง *common* มากสำหรับผู้หญิงและผู้ชาย”

(BT: Rov game is so common for both man and woman)

Excerpt 5. “เราว่าสิ่งที่เสนอมานั้น *creative* มากสำหรับทำตอนกักตัวอยู่ที่บ้าน”

(BT: I think what you offered is so creative for doing self- isolated at home)

Table 4.2

Examples of intrasentential switching

As appeared in the above examples, the participant started switching from Thai and afterward changed from Thai to English and the discussion finished in the Thai language. The English codes they picked appear to be good for the Thai setting. Simultaneously, the switching was extremely short and happened at the word level inside the sentence. Rather than utilizing the complicated English words, the participant generally utilized only the basic word. As demonstrated in (Excerpt 1), (Excerpt 2) and (Excerpt 3) the participant embedded “*Opportunity*”, “*message*” and “*introduce*” rather than “โอกาส”, “ข้อความ” and “แนะนำ” in the discussion.

It has similar pattern with (Excerpt 4), the participant started the discussion in Thai and afterward especially changed to English by putting the English code “*common*” rather than Thai word “ธรรมดา” to portray the ROV game that both men and women can play. The English-Thai code switching that happened in Excerpt 5 was the point at which the participant chatted with the audience about the activities

while doing home isolation. The participant hitherto starts a discussion utilizing the Thai language and afterward embedded the English code in the center of the utterance, and finally switched back to Thai language. English code can be embedded toward the start of an expression just as placing the English code in the middle of the utterance. The examples are provided as follows:

Excerpt 6. “*Actually* จริงๆ คนดีๆ ควรจะตายแบบมีความสุขนะ ไม่ใช่ตายจากไวรัส”

(BT: Actually, a good guy should die happily not from a virus.)

Excerpt 7. “*Happy* มากๆ เลยเพราะว่าตอนนี้มีผู้ช่วยแล้ว”

(BT: I am so happy because now I have an assistant)

Excerpt 8. “*This year* อาจไม่ทันละ ต้องเตรียมตัวก่อน”

(BT: It is too late for this year, we need to prepare.)

Excerpt 9. “ถ้าคุณกลัวผีก็เอากิจกรรมนี้ไป *scare* ผี”

(BT: If you afraid of ghost, so take this activity to scare the ghosts)

Excerpt 10. “อันนี้ฉันคิดเองเลยแบบว่า *impromptu* มากๆ”

(BT: That's my idea, well it's so impromptu)

Table 4.3

Examples of intrasentential switching (Continued)

These examples were intrasentential switching by embedding the English code toward the start of the expression. As represented in excerpt 6, it was the situation when participant reacted to the report about the pandemic. The participant started the discussion by putting the English code “*Actually*” followed by a sentence in Thai. Rather than utilizing the Thai code “*อันที่จริง*”, this participant purposefully utilized the English code “*Actually*” in the expression. Another English code “*happy*” in (Excerpt 7) and “*This year*” in (Excerpt 8) are cases of intrasentential switching by using the English codes toward the start of the articulation. Rather than utilizing the Thai words “*มีความสุข*” and “*ปีนี้*” in the Thai setting, the participant used intrasentential code switching.

On the other hand, intrasentential switching by putting the English code at the end of the utterance was frequently employed by the participant when they interacted with their colleagues and listeners. This type of this switching happened when the

participant started an expression in Thai and afterward put the English code toward the end of the articulation. As represented in excerpt 9, the switching procedure started when the participant chose to change from Thai code to English code. The switching appears to be so short, and it happens inside the expression and toward the end of the articulation. The participant chose to switch to the English code “*scare*” rather than Thai code “ทำให้อีกกลัว”. Therefore, this articulation joined the two codes inside an equivalent clause. The English code “*impromptu*” likewise occurred inside the expression. As indicated by the excerpt 10, the switching started when the participant spoke regarding how to astound your date on Valentine’s Day. The audience hitherto acknowledges those thoughts by giving a compliment. As a result, the participant praised and complemented herself with the utterance “อันนี้ฉันคิดเองเลยแบบว่า *impromptu* มากๆ.” The English code “*impromptu*” was embedded inside the articulation near the end of the utterance. The participant picked the English word “*impromptu*” in the sentence instead of utilizing the Thai word “ฉับพลัน”.

In addition, the finding likewise uncovered intrasentential code switching in a progressively particular and refined pattern. Since the intrasentential switching happens when the speaker started with one language and moved to the next inside an utterance, and it happened at the word level. As an outcome, the switching articulation joined at least two languages inside the equivalent utterance. Once in a while, it was an exceptionally short expression, yet in some cases, the participant embedded the English code in their Thai base language toward the start, at the middle, or toward the end of the utterance. The following are further instances of intrasentential switching in which the English code was utilized by the participant.

Excerpt 11. “ใครที่ชื่นชอบพวก *space, alien* ก็ประมาณพวก *outer space things* น่าจะตะลึง”

(BT: Anyone who likes the space, aliens, such the outer space things, would be stunned.)

Excerpt 12. “แล้ว *you* จะ *surprise* แบบที่ *you* คาดไม่ถึง *never thought about it.*”

(BT: And you will be surprised like you never thought about it.)

Excerpt 13. “*Situation right now* คือมันจำเป็นต้องหัวเราะหรือว่า *enjoy yourself a little bit* มากกว่า *serious.*”

(BT: Situation right now, it is necessary to laugh or enjoy yourself a little bit more than serious)

Table 4.4

Examples of intrasentential switching (Continued)

The switching happened in this participant's expression was also intrasentential code switching. These examples showed the addition where the English codes were spoken in many positions yet it happened inside the articulation. As outlined in excerpt 11, the participant started the articulation in their Thai base language and afterward changed to English codes. After that, the participant abruptly switched back to Thai again at the center of the utterance. In this circumstance, the participant may switch back and end the expression with the English code. Nevertheless, the participant switches back to the Thai language again and its meaning was not out of the context.

Also, the intrasentential switching in excerpt 12 was the equivalent of excerpt 11 yet in a more sophisticated pattern. The switching happened when the participant tried to persuade the audience to do yoga by talking about the advantages of doing this kind of indoor activity. The participant began the expression in Thai and afterward changed to English with the usage of a proper noun. The switching seems more complicated with the short insertion of both Thai and English codes. The proper noun “*you*” was used twice instead of the Thai word “คุณ”. The utterance appeared to end with switching back to Thai, but the participant instantly switched back to English again with the use of sentence fragments.

The last case of intrasentential switching was in excerpt 13. The example represented the utilization of English code toward the start of the utterance at the word

level. The participant purposively adopted the English code “*Situation right now*” which signifies “สถานการณ์ตอนนี้” in Thai and afterward changed to Thai. English codes were utilized again before the short addition of the word “มากกว่า” and the English code “*serious*” that was the final particle of the English code the participant adopted.

The second most frequent code switching type adopted by the participant was intersentential switching. The following are example of the intersentential switching, with a full description provided for each example.

Excerpt 14. “*On Halloween, you can dress up like a cassy* แต่งแบบแม่มดน่ารักๆ”

(BT: On Halloween, you can dress up like a cassy, such a cute witch.

Excerpt 15. “*So the first festival is the orange throwing* ก็คือเทศกาลปาส้มนั่นเอง”

(BT: So first festival is the orange throwing, that is the Orange Throwing Festival.

Excerpt 16. “สิ่งที่คุณให้เคยมีอะไรเจ๋งสุดไหมแบบ *the most memorable one.*”

(BT: Have you ever given something cool like the most memorable one.

Excerpt 17. “ก่อนมาเป็นดีเจก็เคยเป็นผู้ฟังมาก่อน *so I think everyone before being a DJ you were a listener before.*”

(BT: Before becoming a DJ, I used to be a listener before so I think everyone before being a DJ you were a listener before.)

Table 4.5

Examples of intersentential switching

The above examples are the intersentential switching that happened when the participant spoke to their colleagues and audiences. The intersentential switching happened when the participant changed or switched their articulation which was begun with one language and then moved to another at sentential boundaries level. The findings showed that the intersentential switching happened at a sentence boundary. As shown in excerpt 14, the participant started the expression with the utilization of the English code “*On Halloween, you can dress up like a cassy*” and changed to their native language “แต่งแบบแม่มดน่ารักๆ”. This clearly showed the intersentential switching occurred in one long sentence rather than a single word.

Just as indicated in excerpt 15, the participant started the statement in English “*So the first festival is the orange throwing*” followed by Thai “ก็คือเทศกาลปาส้มนั่นเอง” (BT:

So the first festival is the orange throwing, that is the Orange Throwing Festival.) In the intersentential switching in this case, the participant needed to depict the celebration that is held in Italy. The participant doesn't have the foggiest idea about the precise name of this celebration so they decide to change to Thai “ก็คือเทศกาลปาส้ม
นั้นเอง” to give the details of this celebration to the audience who aren't acquainted with this celebration.

There was also intersentential switching with the start of the expression in Thai language and a short time later switching to English. As delineated in excerpt 16, the participant started the utterance with a Thai statement “สิ่งที่คุณให้เคยมีอะไรเจ๋งสุดไหมแบบ..” (BT: Have you ever given something cool like..) followed by intersentential switching at the clause level or sentence boundary. The English statement “*the most memorable one*” came after. The English code that the participant adopted appears to be shorter than the Thai statement; however, each statement was a blend and yet conveyed the meaning in the same context.

Additionally, the pattern of the intersentential switching in excerpt 17 was equivalent to excerpt 16, in which the switching happened when the participant needed to converse with the audience, saying that before he became a DJ, he was a listener. The participant started the utterance in Thai “ก่อนมาเป็นดีเจก็เคยเป็นผู้ฟังมาก่อน” (BT: Before turning into a DJ, I used to be an audience before) and the English statement came after.

The type of code switching that found at least in this study was tag switching, which happens when the speaker switched at the word level. Tags can be in the form of interjections, fillers, and idiomatic expressions. Examples tag switching are provided followed by full descriptions.

<p>Excerpt 18. “<i>Why?</i> อยากถามว่าทำไมต้องห้าสิบสอง?”</p> <p>(BT: Why? I want to ask why fifty-two?)</p> <p>Excerpt 19. “<i>Hello dear!</i> เป็นยังไงกันบ้างวันนี้”</p> <p>(BT: Hello dear! How are you today?)</p> <p>Excerpt 20. “เสียงเบงค์ <i>you’re so mean</i>”</p> <p>(BT: DJ Bank, you’re so mean)</p> <p>Excerpt 21. “<i>Are you kidding?</i> แกบอกว่าจะเพิ่งโดนหมาหน้าปากซอยกัดหรือ?”</p> <p>(BT: Are you kidding?, Did you say that you just got bitten by an alley dog?)</p> <p>Excerpt 22. “คนที่มันป่วยเค้าไม่ค่อยอยากทำอะไรหรอก <i>you know</i> แบบว่าจิตตก”</p> <p>(BT: The person who is sick, doesn't want to do anything. You know! like the mind falls.)</p> <p>Excerpt 23. “ธุรกิจที่วันนี้เป็นที่ธุรกิจที่สุจริตโปร่งใส <i>right?</i>”</p> <p>(BT: The business that you mentioned is an honest, transparent business, right?)</p>
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Table 4.6

Examples of tag-switching

The above examples uncover the utilization of diverse tag switching. As indicated in excerpt 18, the participant utilized the English code “*Why?*” as a tag embedded toward the start of the expression. The switching happened because the participant needed to inquire as to why his colleague said that when an individual reach 52, they will find genuine happiness. After that, this participant responded to her colleague's statement with the English code “*why*” toward the start of the utterance to outline that she doesn't concur with her colleague's thought.

Another case of tag switching by embedding a short expression into a sentence appeared in excerpt 19 when the participant welcomed the audience. The participant put the English code “*Hello dear!*” toward the beginning of the articulation, followed by the Thai explanation “เป็นยังไงกันบ้างวันนี้”.

Idiomatic expressions are one sort of tag switching that seldom employed by the participants in this study. As shown in excerpt 20, the participant started the expression in Thai to call her to colleague's name and afterward expressed her disagreement with her colleague's habits by utilizing the English tag “*You're so*

mean” after the Thai statement. The switching happened when the participant asked her colleague to donate some money to her dog for hair trimming at a dog resort because she lacked the money, which was met with refusal. The participant seemed disappointed and she reacted by calling her colleague’s name, followed by the English code “*you’re so mean*” (BT: ใจร้าย).

Another example of tag switching by putting a short phrase into an utterance in informal language that the participant used to show or express their notion to a colleague is shown in excerpt 21. It happened when the participant was told by her colleague that he was bitten by stray dog near his house. After that, the participant started the utterance with the short English phrase “*Are you kidding*” (BT: คุณล้อเล่นใช่ไหม) and then switched to the Thai statement “*แถมบอกว่าแกเพิ่งโดนหมาหน้าปากซอยกัดหรือ?*” to ask her colleague about the incident.

Furthermore, the findings likewise uncovered the case of tag switching by placing a short English code into an utterance as a filler. As delineated in excerpt 22, the participant started the utterance in Thai “*คนที่มันป่วยเค้าไม่ค่อยอยากทำอะไรหรอก*” (BT: The person who is sick, wouldn't like to do anything.) The participant then switched to English by inserting the informal English tag “*you know*” (BT: คุณรู้ไหม?) into the utterance. Lastly, he switched back to Thai again until the finish of the utterance.

The example of the English code utilized by the participant in excerpt 23 was the same. The utilization of tag switching happened when his/her colleague talks about business for individuals to do in the digital era, that is online selling. From that point forward, the participant requested the details of that business. The participant utilized the Thai statement “*ธุรกิจที่ว่านี่เป็นที่ธุรกิจที่สุจริตโปร่งใส*” (BT: The business that you mentioned is an honest, transparent business) and then inserted the English tag “*right*” (BT: ใช่ไหม) after the Thai statement.

4.2 What are the reasons that Thai DJs code switch when they are on duty?

Investigating and examining the types of code switching, the researcher distinguished the underlying reasons why DJs utilized the English-Thai code

switching. Three chosen participants who are DJs that frequently adopted the use of English code switching were interviewed. The interview questions focused on the reasons and opinions of the participants about the underlying reasons that cause them to code switch. The semi-structured interviews included open-ended questions that allowed the participants to express their notions freely about the reasons and their using code switching. The interview sessions began with demographic warm-up questions followed by some guided questions that enabled them to know more about the English code switching phenomenon. The interview session ended up with the additional open-ended questions to probe the DJs opinions about any other reasons for using code switching. All the participants were asked the same questions. The researcher analyzed the reasons behind the use of code switching based on Hoffman's theory (1991). The table below shows the results from the initial demographic questions concerning sex, age, educational background, and their length of working experience as a DJ.

DJ No.	Gender	Ages	Educational Background	Length of working experience as a DJ.
A	Female	29	Bachelor's Degree	More than 1 years
B	Male	29	Master's Degree	Less than 1 years
C	Male	39	Master's Degree	More than 1 years

Table 4.7

The demographic data of research participants

The results from the initial interview session revealed that all the chosen participants knew the definition of code switching. Most of them unconsciously knew that they frequently adopted the use of code switching. In contrast, most of them also claimed that even though the switching occurred unconsciously, when they were aware of using it, they prefer to switch to English in their working time rather than in non-working time. Likewise, they claimed that they have to switch to English because sometimes they cannot find any appropriate Thai word to use in the context. In terms of the audience expectations for the use of code switching, all of them mentioned that the use of English code switching was not expected as the audience is quite diverse. Most of them considered the English words or sentences they adopted as easy to understand by all listeners, not only younger persons.

Hoffman (1991's) theoretical framework includes seven reasons behind the use of code switching. The categories of the reasons people do code switching were applied

to three chosen participants. These three participants of this study were purposively chosen due to their code switching habits and the frequent use of code switching between Thai and English. The detailed descriptions of the overall data excerpted from the interview sessions can be found in the following table:

DJ No.	Reasons of using Code-switching
A	Talking particular topic
	Emphatic about something
	Interjection
B	Talking particular topic
	Quoting somebody else
	Interjection
	Repetition for clarification
C	Talking particular topic
	Quoting somebody else
	Emphatic about something
	Interjection
	Repetition for clarification

Table 4.8

Reasons for using code switching

The analysis of the collected data depending on the participant's reaction to the interview questions illustrated in table 4.8 revealed that all the participants used code switching in their discussions when they were on duty. As indicated in the above table, all the participants adopted the use of Thai-English code switching. They switched back and forth between Thai and English because they needed to talk about a particular topic, quote somebody else, make an interjection (inserting sentence fillers or sentence connectors), be emphatic about something, use repetition for clarification or express group identity. However, the researcher did not discover the reason of intention to clarify speech content reasons for the DJs in this radio station. Besides the above reasons, there are also several other reasons for code switching from one language according to Hoffman (1991):

4.2.1 Talking about a particular topic

As far as taking about *particular topics*, this happened when the speaker preferred to discuss a specific subject in one language rather than in another. Some of the time, the speaker felt free to communicate their emotions in a language that was not their everyday language. It was discovered that the subject or the specific issues

could cause them to switch code. This case was found in DJ (A) indicating that switching to English gave the topic of the talk more flavor. DJ (B) mentioned that the topic of the talk sometimes consisted of some technical terms that had to be described in English. Finally, DJ (C) claimed that he/she switched to English when he/she was familiar with the topic.

Excerpt 24: “Actually, for me, there is a topic that switching to English would make the conversation more flavor, such as gossip, ironic comment about a Hollywood star. It makes me feel more joyful talking about these topic such as “*Katy Perry* จูบปากกับ *Orlando Bloom* แบบ *tongue kiss* เลยอะ” (BT: Katy Perry made a tongue kissed with Orlando Bloom). On the other hand, with the use of the English word” Tongue kiss” was chosen instead of the Thai word “จูบแบบแลกลิ้น” that seems so rude”. DJ (A)

Excerpt 25: “For me, there is a moment that I have to present about Healthy tips that I cited from the international sources which consist of some technical key terms about body training such as tell them it is a high-intensity intervals training rather than saying that in Thai” การออกกำลังกายอย่างหนักในช่วงเวลาสั้นๆ สลับกับการออกกำลังกายเบาๆ” (BT: A hard training in a short period, alternating with the light one). DJ (B)

Excerpt 26: “Sometimes the familiarity of the topic that I would like to talk affecting with the switching to English. For example, I talked about cactus and then I switch to English to describe its name, native land, and how to apply water and fertilizer in an appropriate way. At the same time, I switched back to Thai again I said: “*Cactus is a plant that does not require a lot of watering* พืชที่มีหนามส่วนใหญ่ก็ไม่ต้องการน้ำเยอะ.” (BT: Cactus is a plant that does not require a lot of watering and other spiny plants as well.). In this case, I don’t know how to utter “พืชที่มีหนาม” (BT: Spiny plants) in English so I suddenly switched back to Thai. On the other hand, I can utter in English in a long utterance when criticizing the movies and song that was my area.” DJ (C)

Table 4.9

DJ’s opinions in terms of the “Talking about a particular topic” reason for code switching.

4.2.2 Quoting Somebody Else

Regarding *quoting somebody else*, it showed that most of the participants agreed that they may switch to English to quote famous expressions or relaying some kinds of proverbs. The switch included only the words or short phrases adopted into the utterance. As indicated in the above table, DJ (B) and DJ (C) agreed that sometimes quoting some kinds of English proverbs was emotional for them. DJ (A) did not agree with the use of English proverbs and claimed that it could confuse some listeners. The following showed DJ's notions about the usage of code switching.

Excerpt 27: “Sometimes I said “*Fine features make fine birds*” or in Thai “ไก่งามเพราะขน คนงามเพราะแต่ง” into the utterance. I uttered it because I know it and I thought my listener know it, so I decided to use it within that context. On the other hand, some sophisticated English proverbs such as “*A bad workman always blames his tool*” was so hard for Thai people to understand so I decided to use the Thai proverb “รำไม่ดี โทษที่โทษกลอง” instead of intending to describe an individual who has accomplished something severely will try to lay the fault on their equipment rather than admit their own absence of expertise. But I will be aware of using this genre of English, it definitely makes the audience confused not especially for the Thai person but for expat who is listening to my broadcasting as well”. DJ (A)

Excerpt 28: “I said “*Health is better than wealth*” after I represented about health and safe living and of course a concerning trend today is how to prevent yourself from a Corona Viruses. I told them that they have to wear a face mask in public to prevent infection, eat hot foods, maintain social distancing and avoid high-risk areas, and so on. The Thai proverb “ความไม่มีโรคเป็นลาภอันประเสริฐ” which one of my favorite Thai proverb that I knew it since I was a kid, but in this place, I prefer to use it in the English version to imply the nefariousness of Corona Viruses that linked to a greater risk of life-threatening infection in people of all age and it ongoing has spread around the world. So, my Thai and the ex-pat listener have to take care of your health. It was about my personal concerning in this terrible situation right now”. DJ (B)

Excerpt 29: “Most of the Thai people also me frequently used this English phrase “*It's raining cats and dogs*” or in the Thai context we used “ฝนตกไม่ลืมหูลืมตา” to describe the torrential rain. In my opinion, it was the top-tier English proverb that

Thai people know and widely used even though they don't know the ins and outs of this English proverb. In my opinion, adding the English proverbs into the utterance did not make me sound fluent in English but it was just a good phrasing which expresses truths based on my common sense.” DJ (C)

Table 4.10

DJ's opinion in terms of the “Quoting Somebody Else” reason for code switching.

4.2.3 Being emphatic about something (expressing solidarity)

Hoffman (1991) reported that when individuals who talked or used a language that was not their everyday language abruptly wanted to be *emphatic about something*, they either deliberately or inadvertently changed from their second language to their first language. In other words, they may switch from their first language to the second language because they felt more comfortable being emphatic in their second language rather than in their first language. The findings from the interview sessions based on this reason for switching revealed that the use of English assisted in expressing the feelings of DJ (A) and (C). Conversely, DJ (B) indicated that there is no emphatic feeling concerning the use of English code switching, but that it happened unconsciously. The following excerpts are the DJs' notions that showed DJ's notions about the usage of code switching.

Excerpt 30: “When I say greeting by saying “*Hello dear* สวัสดีคุณผู้ฟังที่รัก”. It was some time I want to express my feeling through the use of English expression of greeting. “*Hello dear*” even though it has the same meaning as the Thai word “สวัสดีคุณผู้ฟังที่รัก” that came after. I don't know why I used this kind of English expression, it may because I wanted to call for the attention of the audience. At the same time, the English word “*dear*” (BT: ที่รัก) means that I want to hold them very close to my heart as the big fans of this radio station.” DJ (A)

Excerpt 31: “I don't have any idea toward the use of English code switching because of being emphatic or emphasize something. I switched to the English unconsciously rather than considering the functions of the English words before uttering it to the listener. In contrast, if I want to emphasize something during introducing the speech, surely I will utter everything in Thai.” DJ (B)

Excerpt 32: “I complain to my co-worker why he comes late, and then he gives me apologizes and I suddenly said back to him” เพื่อนที่ดีเค้าไม่ปล่อยให้เพื่อนจัดรายการอยู่คนเดียวนานหรอกนะ *but it’s alright babe!*” (BT: good friends don’t let friend host the program alone, but it’s alright babe!). Actually, I am so ticked off that moment but if I used the Thai word “ไม่เป็นไร อั้นโอเค” it sounds so soft. Therefore, I decided to use the English word “*It’s alright babe!*” into the utterance. In fact, I want to convey to him that I am being sarcastic with his apologies.” DJ (C)

Table 4.11

DJs’ opinion in terms of the “Being emphatic about something (expressing solidarity)” reason for code switching.

4.2.4 Interjections (inserting sentence fillers or sentence connectors)

Inserting sentence fillers or sentence connectors when switching to English occurs when the speaker want to deliver a strong feeling or attract attention to the person whom they are talking to. Judging from individual reasons for code switching in this radio station, it was clear that all the chosen participants did code switching between Thai and English quite often. DJ (A) and (C) did agree that the use of the short English exclamations and sentence filler were used to convey strong emotion. DJ (B) indicated that he/she usually used the English word “*Kinds of*” when switching to English. The reasons for code switching excerpted from the participants are described below.

Excerpt 33. “When I felt super-nice I uttered, “*Bravo*” as well as the word “*Gosh*” frequently used when I felt surprised or when I saw or heard something that terrified or impact my feelings.” DJ (A)

Excerpt 34: “In addition to the word “*Um*” and “*well*” that often used, another English interjection such as the word “*Kinds of*” is also used when I am not sure of what I am going to talk, it allows me the time to think it over.” DJ (B)

Excerpt 35. “ฉันทำกระเป๋าเดินทางหายที่สนามบิน *Holy shit!*” (BT: I lost my wallet at the Airport, Holy shit) is the example of the use of the English exclamation mark. Definitely, the English word “*Holy shit*” was used to show that I felt surprised and shocking with my sloppiness”. DJ (C)

Table 4.12

DJ’s opinion in terms of the “Interjections (inserting sentence fillers or sentence connectors)” reason for code switching.

4.2.5 Repetition for clarification

The situation in which the individual needs to clarify their speech with the aims that will be more advantageously apprehended by the audience, the individual can utilize both languages (code) to state a similar message. Reiteration does not just serve to explain what they said, but also to amplify or stress a message. According to the interview session, DJ (B) and (C) used repetition in English as repeating the utterance in English helped them to reiterate what they already said in Thai. In contrast, DJ (A) did not use English repetition, instead clarifying things in Thai.

Excerpt 36. “I did not aim to use the English word or sentence to repeat my utterance that initially occurred in Thai to explain what I said. The switching between Thai and English may occur intentionally or even unintentionally, but I aim to clarify or explain things a hundred percentage in Thai or English if it possible so this reason doesn’t make sense.” DJ (A)

Excerpt 37: “I said, ‘ห้างเซ็นทรัลอยู่ใกล้บ้านหรือ สะดวกมากเลยนะ *It’s so convenience* อะ’”. The use of the English word “*It’s so convenience*” I am about to say that you are really very convenient not like me that my house was located on the outskirts of Bangkok and so far away from the big mall so the English sentence “*It’s so convenience*” was employed to repeat the Thai sentence “สะดวกมากเลยนะ” which was my point.” DJ (B)

Excerpt 38: “Actually, most of Thai people try to speak alternately between Thai and English, until it becomes the speaker’s second nature without considering the meanings of both English and Thai words, they used to be quite the same. Like me, sometimes I uttered “ให้คุณถูก *you’re right*” and “ฉันสบายดี *I am fine*” to my co-worker. Indeed, it was a repeat of what I have already said that I really fine.” DJ (C)

Table 4.13

DJ’s opinions in terms of the “Repetition for Clarification” reason for code switching.

4.2.6 The intention of Clarifying the Speech Content for the interlocutor

According to Hoffman (1991), code switching can make the content of discourse more comprehensible. In this investigation, none of the participants switched codes to clarify Thai utterances.

4.2.7 Expressing Group Identity

As indicated by Hoffman (1991), people communicate within their group in a different way than they do with outsiders. The results from the interview sessions showed that the participants did not switch code to express their identity as a DJ.

In the last part of the interview session, the researcher asked additional open-ended questions to obtain more information about other reasons than those introduced in the first three parts of questions. Most of them agreed that many reasons triggered them to switch code. DJ (B) and (C) indicated that the radio station encouraged them to use English since it was broadcasted nationally and internationally. Although most of the listeners were Thai, it also aimed to serve expat listeners in Thailand as well as foreign listeners. Meanwhile, DJ (A) indicated that as this was an international radio station, express everything in Thai was not appropriate. Sometimes English was used to present international songs, various global artists, or even international trends. Moreover, the sponsors also encouraged the DJs to talk about products in English.

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

This chapter sums up the study and discusses the findings and their implications, before providing a conclusion and recommendations for future studies.

5.1 Summary of the study

This section sums up the objectives of the study, the participants, the research instruments, and data collection procedures.

5.1.1 Objectives of the study

A study of English-Thai code switching among Thai Radio DJs was conducted to investigate the phenomenon of English code switching in a Thai mass media context. The purposes of the study were to analyze the classification of code switching found in the DJs' speech when they were on duty and examine the reasons for using English-Thai code switching. The data were investigated depending on the classification framework used by Poplack (1980) and Hoffman (1991).

5.1.2 Participants, research instruments and procedure

The data were obtained from three participants who were the Thai DJs at an international radio station in Thailand. They were purposively selected based on their frequent use of English. Initially, the researcher recorded participants for an average of 20 hours per person in April 2019. After that, the audio files were transcribed into the dialogue and then classified into three linguistic patterns based on Poplack's (1980) classification framework. The data for each linguistic pattern were individually analyzed and interpreted and then reported in the form of frequency and percentages.

The researcher sought to discover the DJs' reasons for code switching using semi-structured interviews based on Hoffman's (1991) seven categorizations of the reasons for code switching. The results from the interview sessions were coded into themes and then reported individually in the form of excerpts.

5.2 Summary of the findings

5.2.1 What types of code switching do Thai DJs use when they are on duty?

The key finding showed that based on Poplack (1980), the participants used English code switching most frequently at the intrasentential level at 80.57% followed by the intersentential switching at 12.86%, while the tag switching was the least common type of switching adopted at 6.57%. The highest frequency use of English code switching at the intrasentential level occurred in DJ (A) at 43.30% followed by DJ (B) at 29.80%, while this kind of switching was used least by the DJ (C) at 26.90%. Intersentential switching occurred the most with DJ (B) at 46.70% followed by DJ (A) at 42.20% while it occurred least with DJ (C) at 11.10% respectively. At the same time, for tag switching, the highest occurrence occurred with DJ (A) at 47.80% followed by DJ (B) at 30.40%, while it occurred at least with DJ (C) only at 21.80%.

5.2.2 What are the reasons that DJs code switch when they are on duty?

The findings from the interview session revealed that there are seven reasons for using code switching based on Hoffman (1991) theory, 1) talking about particular topics, 2) quoting somebody else, 3) being emphatic about something (expressing solidarity), 4) interjection (inserting sentence fillers or sentence connectors), 5) repetition used for clarification, 6) intention of clarifying the speech content for interlocutor, and 7) expressing group identity. But in this research, the participant did not use CS for the Intention of Clarifying the Speech Content for the Interlocutor or Expressing Group Identity.

In addition, the results from the additional open-ended questions revealed that most of them agreed that they switched to reach the expat audience, commercial reason, and the lack of appropriate Thai words to use in the context. These findings are discussed in further detail below.

5.3 Discussion

After analyzing and the data, the researcher interpreted the findings in the form of a discussion. The study was conducted based on the research questions 1) What types

of code switching do Thai DJs use when they are on duty? and 2) What are the reasons that DJs code switch when they are on duty?

5.3.1 The types of code switching found in Thai DJs

The results showed the highest use of English code switching of the Thai DJ in the international radio station was “intrasentential switching”, similar to the findings of Pengsri, (2014), who investigated code switching on Facebook among Thai Facebook users, and Al Heeti and Al Abdely (2016), who looked at code switching in the English language used by Iraqi doctors in formal settings. Both studies revealed that intrasentential was the code switching type that participant adopted most frequently. It can be assumed that the non-native English speaker in countries such as Thailand and Iraq who regard the English as a second language prefer to switch to English within a sentence. The speaker tends to switch or pick only some English words and smoothly blend them into the Thai context.

Moreover, in regard to the findings, DJ (A) frequently adopted the use of English switching at the intrasentential switching in which the switching occurred at the word and sentence level. The occurrence of the intrasentential switching by DJ (A) was short with a combination of a single word and short elements of the second language, in line with the view of Ritchie & Bhati (2013) regarding the “the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses, and sentences) is primarily from two participating grammatical systems within a sentence.” DJ (A) frequently adopted this kind of switching when he/she on duty. He/She said “*เดี๋ยวลงจาก **break** นี้เราจะมาคุยกันแบบ **advance level** กันเลยดีกว่า*” (BT: we will talk in advance level after this break). The insertion of a single English word “***break***” (BT: การหยุดพัก) *and* “***advance level***” (BT: ระดับสูง). This was similar to the findings Al Heeti and Al Abdely (2016) that the insertion of short English words can happen at the beginning, the middle, and the end of an utterance. Some of the results of the present study differ from those of previous studies. Hanna & Mahyuni (2019) found that intrasentential switching was used only when an English teacher asked the questions to the students related to the material. The English teacher wanted to check the student's understanding of the material that had been learned before. Conversely, this study

found that the participants who were Thai DJs, sometimes adopted the usage of the English code switching unintentionally.

The second most frequently used code switching was intersentential switching, similar to the findings of Al Heeti and Al Abdely (2016), in which the speaker may prefer to switch code or language from one to another mostly at the sentence boundary or between a sentence. The switching occurred independently where one clause in one language and the following clause were in the other. For example, participant (B)'s utterance “*Don't forget to wear facemask ละก็เจลล้างมือนะ*” (BT: Don't forget to wear a facemask and Hand gel.) and “จริงๆ แล้วการไปทานข้าวเย็นข้างนอกก็ดีนะแบบว่า *It allows you get together with your lover*” (BT: Actually, it's nice to go out for dinner, as though it allows you to get together with your lover). The findings revealed that intersentential switching was used the most by DJ (B), who frequently switched back and forth between Thai and English in a very long utterance. The results were similar to the finding of Pengsri (2014) regarding the pattern of intersentential switching of Facebook users that the English codes they switched occurred between the sentence boundary level; however, the English codes that Thai Facebook users used were more likely have the same meanings. The number of the occurrences of intersentential switching in this study was very low compared to the occurrence of intra sentential switching. It is possible that intersentential switching is more difficult than intra sentential switching as it requires syntactic and textual knowledge in the two difference languages. Therefore, it is plausible that DJ (B) is better at producing full English sentences than DJ (A).

The type of switching that was found the least was tag switching. This finding contrasts with the findings of the previous studies of Girsang (2015) and Tajudin (2013) that speakers inserted many English interjections and sentence fillers into utterances. The results of the present study are in line with Al Heeti and Al Abdely (2016), who found that Iraqi doctors used tag switching the least. It is probable that participants regarded tag switching as informal code switching type, so they did not intend to use it in the formal setting of hosting a radio program.

5.3.2 Reasons for code-switching by Thai DJs

Based on Hoffman (1981) there are seven reasons for using code switching: 1) talking about particular topics, 2) quoting somebody else, 3) being emphatic about something (expressing solidarity), 4) interjection (inserting sentence fillers or sentence connectors), 5) repetition used for clarification, 6) intention of clarifying the speech content for interlocutor, and 7) expressing group identity. The results from the interviews showed that the participants used English code switching for all the above-mentioned reasons except for clarifying the speech content for the Interlocutor and expressing group identity.

Considering the first reason, the need to “*talk about a particular topic*”, it occurred when the speaker preferred to discuss a particular topic, they are familiar with. This finding relates to the notion regarding the use of code switching asserted by Coupland & Jaworski (1997). They mentioned that because the topic was changed, the switching may occur. The finding of this study is also similar to the results of Girsang (2015), which found that talking about a particular topic was one reason of code switching that Indonesian-English code switching occurred. The Indonesian speaker used the English “*sale*” to talk about business matters because the topic was about “*Lazada*” as a place to sell products. Meanwhile, the results of this study revealed that the Thai DJs switch to English when gossiping about Hollywood stars and when they considered a topic as impolite using the Thai word, for example “*Tongue kiss*”. In contrast, the speaker switches back to Thai again when it was hard to explain the topic in English. It is plausible that the Thai DJs considered the importance of English before they adopted it into a Thai utterance.

The second reason for using code switching is “*Quoting somebody else*”. Most of the participants prefer to switch code with the use of some English proverbs, idiomatic expressions, or quoting well-known figures. This implies that most of the DJs in this study thought that it would be clearer to use English codes for English proverbs and idiomatic expressions than using Thai.

The third reason for using code switch based on Hoffman (1991) was “*Being Emphatic about something*”. The speakers may switch code because they want to express solidarity or emphasize their feelings through the use of a second language. The results of this study support Hoffman’s theory. In terms of being

emphatic about something, DJ (A) and (C) agreed that switching to English enabled them to express their notion better than using only Thai. Meanwhile, the underlying reason for using Thai-English code switching like “*Hello dear!* สวัสดีคุณผู้ฟังที่รัก” which was an excerpt from DJ (A) may be because he/she would like to express solidarity with the audience. The finding of this study also supports the work of Girsang (2015), which revealed that the Indonesian speakers use the English codes “*I like*” and “*I love it*” because they felt more comfortable to utter them in English rather than Indonesian. The results of this study are in agreement with of Pengsri (2014), who found that the reason for the “**Expressive function**” was quite similar to “**being Emphatic about something**”. Pengsri found that the Thai Facebook users switch to English because they want to stress their feeling to others in the conversations. They used the word “*I’m so sad*” and “*Monday fu**ing*” to describe their feelings.

The insertion of the sentence fillers or sentence connectors was the fourth underlying reason for using code switching. This is used to convey strong emotion or gain attention from the interlocutor. The findings support Hoffman’s theory. It was confirmed that all the DJs agreed that they prefer to switch to English with the short insertions of English exclamations, fillers, and sentence to convey strong emotion and attract attention from the audience rather than using Thai. For example, participant uses the word “*Bravo!*”, “*Gosh!*” and “*Holy shit!*” to show they were very surprised. This is similar to the findings of Hanna, & Mahyuni (2019) and Girsang (2015) on the usage of English interjections and exclamations. According to Hanna & Mahyuni (2019), English teachers used the word “*Well*” to gain attention and the English exclamation “*Oh god!*” to convey surprise. Another explanation for use of some English sentence filler words by Thai DJs such as “*Um, Kind of*” was to allow them time to think of what they are going to say.

The fifth underlying reason for using the code switching of the DJs in this study was “*Repetition for Clarification*”. The results from the interview session revealed that most of the participants of this study sometimes switched to English when they needed to clarify what they already said in Thai. For example, “*ข้างขึ้นทร้ออยู่ ใกล้เคียงทร้อ สะดวกมากเลยนะ It’s so convenient ะ*”. Repetition in English was used to emphasize the message rather than using only the Thai code in their utterance. The

findings of this study were in accordance with Girsang (2015) in terms of repetition in English being used when a speaker wanted to repeat or decode the same meaning or the similar word into English. But the findings are dissimilar to Tajudin's study, which did not find "*Repetition for Clarification*" as a reason for code switching. It is plausible that this is because code switching is more common in spoken language than written language.

Last but not least, the remaining two reasons for using code switching which are "*Intention of Clarifying the Speech Content for interlocutor*" and "*Expressing Group Identity*" were not found in this study. In terms of "*Intention of Clarifying the Speech Content for interlocutor*", none of the participants of this study aimed to switch to English because they wanted to clarify the content of the speech. This is similar to the findings of Hanna & Mahyuni (2019), which revealed that Indonesian English teachers did not intend to clarify the content of speech when performing code switching. In contrast, the results of this study is dissimilar to the findings of Tajudin (2013) on code switching in Blackberry Personal Messenger (BBM) and Girsang (2015) on code switching in television advertisements which showed "*Intention of Clarifying the Speech Content for interlocutor*", as one of the reasons of code switching. It can assume that this reason for code switching rarely happens in formal settings such as the workplace and academic setting like in the school rather than in the informal one.

Regarding the "*Expressing Group Identity*" reason, none of the participants used code switching for this reason. This is in line with the finding of Hanna & Mahyuni. (2019). Indonesian English teachers and Thai DJs at this radio station may feel that as they belong to the group of the interlocutors, they did not aim to switch to English in order to express a different identity.

5.4 Conclusion

This study examines the types of code switching and the reasons for using code switching among Thai DJs. Three types of code switching (intrasentential, intersentential switching, and tag switching) framed by Poplack (1980) were used to identify the types of code switching. Meanwhile, the semi-structured interview

questions based on Hoffman (1991) were also used to evaluate the DJ's notions toward the use of English when they conversed with the audience.

The results showed that intrasentential was the code switching type that participants adopted most frequently. This switching type occurred when the DJs switched the words or phrase of English language within Thai utterances. The second most frequently used switching type was intersentential switching in which the DJ switched codes or languages at the clause or sentence level or between a single expression where one clause or sentence is in one language and the following clause or sentence is in the other. Thirdly, tag switching occurred when the DJs inserted English words into Thai utterances in the form of interjections, fillers, and idiomatic expressions. It can be concluded that Thai DJs occasionally switched their language from Thai to English in the beginning, middle, and end of the utterances when they perform code switching. Likewise, the most frequent type of code switching was intrasentential switching in which the English code occurred at the level of words and short phrases within the utterance. In the same way, this type of code switching frequently occurred with DJ (A) who tends to switch or pick only a part of an English word and smoothly blend it into the Thai context instead of using the whole word.

The second most frequently used type was intersentential switching in which the DJ switch codes or language at the sentence boundary or between a sentence. This type found the most in DJ (B) who started utterances in Thai and then switched to English in very long utterances. Therefore, it can be concluded that the DJ (B) has a better level of English proficiency than the others.

The least used type of code switching by the DJs of was tag switching. Although they can easily insert simple elements of the English language i.e. interjections, fillers, and idiomatic expressions, into Thai utterances, the frequency of the occurrence of this type of switching was the lowest. It can be concluded that the Thai Djs did not tend to use tag switching when they are in the formal setting, particularly in their workplace. On the other hand, the DJ (A) showed the greatest use of both intrasentential switching and tag switching, likely due to his/her vast knowledge of English vocabulary.

There are seven reasons for using code switch based on Hoffman's theory. It has been shown that most of the participants of this study switched languages for the same

reasons, two of which were the most common reasons the participants switched codes. First, all the participants prefer to talk or discuss in a second language when they are familiar with the topic. Second, they frequently adopted the usage of some pause fillers, idiomatic expressions, and exclamations to convey their emotion and gain attention. The remaining three reasons were because they wanted to deliver a message vividly by quoting some famous expression or relaying some proverb, idiomatic expression. Other reasons for switches from Thai to English were because they felt more comfortable to be emphatic or emphasize their feelings in English i.e. the intention to express solidarity by using English expressions of greeting. The English codes were also used to let the interlocutor know that they felt being sarcastic. Additionally, a message in Thai was repeated in English to explain or clarify.

It was uncovered that the DJs did not use code switching for the remaining two reasons based on Hoffman's (1991) theory, i.e. the intention of clarifying the speech content for the interlocutor and expressing group identity.

Interestingly, this study found three other reasons the DJs used code switching, which were trying to reach the expat audience, commercial purposes and the lack of appropriate Thai words to use in the context.

5.5 Recommendations for Further Studies

English code switching appears frequently in Thai mass media contexts, including TV and radio programs, social media, newspapers, advertisements, and magazines and Thai pop songs. At the same time, a large number of code switching research studies have been conducted by many scholars in both national and international contexts to study the phenomenon in individuals such as lecturers, doctors, nurses, and so on. The code switching phenomenon in the DJs reflects the relative importance of the switched language in Thai society. On the other hand, the sample size in this study of Thai DJs was small. Hence, future studies should use a larger sample to increase the validity of the data. Future researchers may also extend the study of code switching from DJs to other kinds of mass media using some different frameworks, for example, some psychological factors that trigger the speaker to code switch. At the same time, basing future studies on some theories that can

measure the attitudes toward the use code switching can broaden the implications of the findings on this linguistic phenomenon.



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APPENDIX A

SEMI-STRUCTURED INTERVIEW

Semi-structured interview

DJ Number: _____

Date of the Interview: _____

Part I: Initial Demographic Questions: 1-3

1. How old are you?
2. What is the highest degree you have received?
3. How long have you been working here as a DJ?

Part II: Interview Guide Questions: 4-6

4. Have you ever heard about code switching?
5. Do you use CS in your daily life or only when you are on duty?
6. Why do you code switch when you are on duty?

Part III: Reasons for code switching: 7-13 (Hoffman, 1991)

7. Please explain why you use code switching? Do you use code switching because you need to discuss a particular topic? If so, what topics?
8. When you adopt English code switching, you may switch to English to quote a famous expressions or relaying some kind of proverb? If yes, please provide an example?
9. When using English code switching, do you want to emphatic or emphasize something? If yes, why?
10. Do you see any advantages to using English code switching when you are on duty? If yes, could you give the reasons in terms of the usage of a short exclamation such as “Wow, I really love you! Fantastic, let's go!” and what else?
11. When using code switch, do you tend to use more word repetition to clarify what you want to emphasize? if yes, please provide examples.
12. If your audience has difficulty understanding what you are talking about, do you use code switching because it helps you to clarify or make the speech content more comprehensible? If yes, why?

13. Do you think the way you communicate within your group in a different way than you converse with outsiders? Explain please.

Part III: Additional Open-ended Questions: 14

14. Do you have other reasons for using code switching in your conversations? If yes, what are these reasons?



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