

The Characteristics and Ideologies of Code-mixing between Thai and English in Magazine Advertisements

ลักษณะและอุดมการณ์ของการปนภาษาไทยกับภาษาอังกฤษจากโฆษณาที่ปรากฏในนิตยสาร

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Abstract

The purposes of this paper are to analyze the characteristics in terms of processes and structures of code-mixing between Thai and English magazine advertisements, and to analyze the ideologies of code-mixing related to Thai cultures. The advertisements including code-mixing were selected from Dichan Magazine. The data were collected from January 2011 to December 2011. The results showed that code-mixing was found in many kinds of advertisements: cosmetics, electrical equipment, and foods. The processes of code-mixing included borrowing, translation, and hybridization. The results showed the structures of English code-mixing in many levels: word level, phrase level, and sentence level. In addition, ideologies were related to beauty, modernity, and credibility. Code-mixing is one of the techniques that the writers use in order to help the consumers have positive attitudes towards the products.

บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อศึกษาลักษณะซึ่งหมายรวมถึงกลวิธีและโครงสร้างของการปนภาษาอังกฤษกับภาษาไทยจากโฆษณาที่ปรากฏในนิตยสารและเพื่อวิเคราะห์อุดมการณ์จากการปนภาษาในโฆษณาซึ่งสัมพันธ์กับวัฒนธรรมไทย ผู้วิจัยเก็บข้อมูลจากนิตยสารดิฉันระหว่างเดือนมกราคมถึงธันวาคม พ.ศ. 2554 จากผลการศึกษา พบว่าการปนภาษาปรากฏในโฆษณาหลากหลายประเภท ได้แก่

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โฆษณาเครื่องสำอาง เครื่องใช้ไฟฟ้า และอาหาร นอกจากนี้ผู้เขียนยังใช้กลวิธีต่าง ๆ ได้แก่ การยืม การแปล และการผสมผสานกลวิธีต่าง ๆ เข้าด้วยกัน อย่างไรก็ตาม อย่างไรก็ดี ยังพบว่ามีการปนภาษาอังกฤษในระดับต่าง ๆ ได้แก่ ระดับคำ วลี และประโยค อย่างไรก็ตาม ผลการศึกษาายังแสดงให้เห็นว่าอุดมการณ์มีความสัมพันธ์กับความงาม ความทันสมัย และความน่าเชื่อถืออีกด้วย การปนของภาษาเป็นหนึ่งในกลวิธีที่ผู้เขียนโฆษณาใช้เพื่อทำให้ผู้บริโภคมีทัศนคติที่ดีกับสินค้า

1. Introduction

Code-mixing means the substitution or mixing of various linguistic units among two or more languages (Berns, 2010, pp. 214-216; Chantarothai, 2011, p. 7, citing Poplack, 1980; Lamas, Mullany, & Stockwell, 2007; Leung, 2010a, p. 49, citing Bhatia and Ritchie, 2004; Mesthrie, 2001, p. 442). Many studies are done on code-mixing among many languages in advertisements such as the mixing between English and Chinese (Chen, 2006, pp. 467-478; Leung, 2010a, pp. 49-61; 2010b, pp. 417-429), the mixing between English and French (Martin, 2002, pp. 8-20), and the mixing between Japanese and English (Takashi, 1990, pp. 327-341).

In addition, there are many studies on code-mixing between Thai and English found in advertisements (Chantarothai, 2011; Huebner, 2006, pp. 31-51) which are focused on the effect of code-mixing (Thai-English) in advertisements on product knowledge, understanding, attitudes, purchase and writers' intention.

Milroy (2001), and Van Dijk (1995a; 1995b; 1995c; 1998; 2001) explain that ideology means a form of social cognition shared by social groups, organizations or institutions. Ideologies thus formed the basis of the social representations and practices of group members. Besides, they might influence social attitudes, beliefs, and knowledge. Many previous studies are done on ideologies found in Thai advertisements (Jaradjarungkiat, 2006; Pongudom, 2006).

In terms of linguistic processes, Kachru (1987, pp. 131-133) cites that the writers use many linguistic processes to nativize language. Watkhaolarm (2005, pp. 145-158) adopted Kachru's framework in her work. Her results show linguistic processes used for retaining Thai

language in English work including transfer, translation, shift, hybridization, lexical borrowing, and reduplication. Both Kachru's and Watkhaolarm's studies are focused on literary work.

As we have seen, the previous studies are not done on ideologies of code-mixing between English and Thai found in advertisements. In terms of linguistic processes, they are not focused on non-literary work especially Thai advertisements. Unlike the previous studies, this paper aims to analyze processes and structures of code-mixing between Thai and English. In addition, the purpose of this paper is to analyze the ideologies of code-mixing related to Thai cultures. The data are collected from magazine advertisements. The results of this study help the readers know the similarities and the differences between this study and the previous studies in terms of processes, structures of code-mixing, and Thai ideologies.

2. Code-mixing, ideologies, and linguistic processes

The term "code-mixing" is a fluid one that overlaps with "code-switching" and "mixed code". It means the substitution or mixing of various linguistic units among two or more languages (Berns, 2010, pp. 214-216; Chantarothai, 2011, p. 7, citing Poplack, 1980; Lamas, Mullany, & Stockwell, 2007; Leung, 2010a, p. 49, citing Bhatia and Ritchie, 2004; Mesthrie, 2001, p. 442). The structures of English code-mixing included word level such as "Sirtuin EX1", phrase level: "smart thinking" and sentence level such as "You can feel". Takashi (1990, cited by Chantarothai, 2011, pp. 7-8) pointed out five reasons for mixing between English and native language in the society. (1) Mixed English words could fill a lexical gap because of no native equivalent. (2) There were terminologies which were more technical and special terms and could not be replaced by native equivalents. (3) The use of mixed English words was to avoid direct expressions referring to embarrassing things in some topics, such as sex. (4) The mixed English words could convey a modernity and sophistication. (5) There were trade names that were used directly without translation.

Many studies were done on code-mixing among many languages in advertisements such as the forms and the attitudes towards the use of mixing between English and Chinese in magazine advertisements in Taiwan (Chen, 2006, pp. 467-478), the reasons and the attitudes towards the use of code-mixing between English and Chinese in print advertisements in Hong Kong (Leung, 2010a, pp. 49-61; 2010b, pp. 417-429), the cultural images and different varieties of English in French television advertisements (Martin, 2002, pp. 8-20), and the sociolinguistics of English borrowings in Japanese advertising texts (Takashi, 1990, pp. 327-341). The results revealed that the consumers had positive attitudes towards the mixing of English in advertisements.

In terms of Thai print advertisements, there were many studies on code-mixing between Thai and English (Chantarothai, 2011; Huebner, 2006, pp. 31-51). Chantarothai (2011) explained that the majority of Thai females believed that advertisements containing code-mixing between Thai and English could convey message effectively, provide better knowledge and understanding than Thai monolingual advertisements, as well as create a positive attitude towards language in advertising and product image. In addition, There was a correlation between the use of code-mixing and consumers' educational background; code-mixing in advertisements created better knowledge, understanding, attitudes towards language and product image than not using mixed English terms for high educated consumers.

In contrast, Chantarothai (2011) cited that the use of code-mixing had a significant effect only on product image for low educated consumers. The use of mixed English terms created less knowledge, and understanding for low educated customers because they were not familiar with English terms.

However, code-mixing did not cause better attitude towards advertisements as a whole and had no influence on the purchase intentions for two groups of Thai females who were at different educational levels. According to Chantarothai (2011), several influences affecting consumer buying behavior can be classified as internal influences and external influences. The

internal influences are knowledge, attitude, personality, lifestyle and motivation, whereas the external influences consist of group membership and purchase situation. Moreover, the components of print advertisements are not only text parts but also visuals. The visuals are usually more important than copy: they are more effective in attracting readers' attention and can instantly present the product in a motivating way. Moreover, there are also many influential factors affecting a consumer's purchase intention such as product knowledge, design, features, brand and price.

In addition, Troyer (2012, pp. 109-110) studied the use of English in advertisements from Thai online newspapers. The data collected in advertisements from Thai online newspapers revealed that English was used to associate products and services (especially those related to media and technology) with concepts of modernity, globalization, mass communication and media, commerce, and wealth. Huebner (2006) demonstrated that English in the Bangkok linguistic landscape was constructed not only for foreigners but also for Thais in order to convey modernity and brand recognition.

Milroy (2001), and Van Dijk (1995a; 1995b; 1995c; 1998; 2001) defined ideology as a form of social cognition shared by social groups, organizations or institutions. Ideologies thus formed the basis of the social representations and practices of group members. In addition, they might influence the ways social attitudes, beliefs, and knowledge expressed in all levels of discourse structures such as intonation, sentence syntax, lexical selection, topicalization or implicitness. Ideologies were adopted in many studies such as a contextual analysis' of fragments of a parliamentary debate in the UK on immigration (Van Dijk, 2001), and a study on semantic structures of discourse including topic, focus, propositional structure, local coherence, level of description, implications and macrostructures expressed in opinion articles in the New York Times and the Washington Post (Van Dijk, 1995b).

Many previous studies were done on ideologies found in Thai women's magazines (Jaradjarungkiat, 2006; Pongudom, 2006). According to Jaradjarungkiat (2006), her results from

Thai advertisements showed that ideologies of Thai women were related to intelligence, beauty, richness, and smartness. The writers used many techniques in order to persuade the consumers to buy the products. They gave good information about presenters' background knowledge. For example, these presenters came from good families. They were good-looking, and famous. They had good jobs. In addition, the writers informed the consumers about the presenters' satisfaction of the products.

Like Jaradjarungkiat (2006), Pongudom (2006) explained about beauty found in Thai cosmetic advertisements. The writers used language as a tool for reflecting, expressing and creating Thai values of beauty and for persuading the consumers to buy the products. In addition, her results showed that the writers used many techniques for persuading the consumers such as head adjective + modifier, metaphor, simile, and hyperbole. In addition, they used scientific terms, facts, and beliefs.

In this work, the concept of ideology was used to analyze Thai women's attitudes expressed in the code-mixing in magazine advertisements. Advertisements were used to create consumers' satisfaction (Chantarothai, 2011, p. 9). Thus, the ideologies in advertisements might be similar to Thai women in order to persuade them to buy the products.

In terms of linguistic processes, Kachru (1987, pp. 131-133) cited that the writers used many linguistic processes to nativize language which can be divided into three main groups. Firstly, nativization of context included historical and cultural presupposition, narrative technique, and collocational relationships. Secondly, nativization of cohesiveness contained collocation extension, the use and frequency of grammatical forms, lexical shift, hybridization, and loan translation. Thirdly, nativization of rhetorical strategies consisted of the use of native similes and metaphors, the transfer of rhetorical devices for "personalizing" speech interaction, the translation ("transcreation") of proverbs, idioms, the use of culturally dependent speech styles, and the use of syntactic devices.

Watkhaolarm (2005, pp. 145-158) adopted Kachru's framework in her work. She divided linguistic processes used for retaining Thai language in English work into six main types.

1. Transfer

The process of transfer means the transfer of contextual units that are not elements of the target language (Watkhaolarm, 2005, p. 147). This process includes transfer of cultural elements, social elements, and religious elements as shown in the following examples.

1.1 Transfer of cultural elements contained the use of kinship terms together with name such as "Cousin Chinn", "Granduncle Pin", and "great-grandmother Chandra" (Watkhaolarm, 2005, p. 148).

1.2 Transfer of social elements means how to address people by titles, birth rank, and social status such as "Prince Loburi, the Viceroy", "Phya Bhibul", "Grand Abbot", "Kroo Nil" (Watkhaolarm, 2005, p. 148).

1.3 Transfer of religious elements consisted of karma belief (Watkhaolarm, 2005, pp. 151-152). According to Jaradjarungkiat (2006).

2. Translation

According to Watkhaolarm (2005, p. 147), "word for word translation (or a transcreated style) refers to rank-bound and rank-changed translation. Rank-bound translation means the formal items of the first language are translated at the same "rank" into the target language. For example, a compound noun remained a compound noun. Rank-changed translation means the formal items of the first language are translated at different ranks into the target language, which can be higher and lower ranks (e.g., Thai sentences being reduced to a noun or a noun phrase)." The results of her study showed that Thai cliché, cursing, the transcreated style, characters' Thai names, and Thai cultures were translated into English such as "Before you may pass this golden gate to your precious wife, to live together on a pile of silver and gold", "white elephant from the jungle", "Away from your mother's breast into your husband's arms", "You, a

swift lightning. You, a bad wave in the sea. You, a farer of the road. You, a golden flower.”, “it was she who gave me the name Kumut, meaning ‘the White Lotus’”, “auspicious omen”, and “long-tail boats” (Watkhaolarm, 2005, pp. 148-149, p. 153).

3. Shift

The shift means the change from Thai proverbs, old sayings and metaphors into English. Watkhaolarm (2005, p. 147) explained that the shift of fixed collocations or idioms did not establish formal equivalence as in translation. Her results illustrated many examples: “If you are brought up among white swans, you’ll behave like a swan. If you are brought up among black crows, you will behave like a crow, regardless of what you are.”, “A flexible tree does not break in a storm.”, “After all, when sugar is near the ant, the temptation is too great.”, “Just as a bamboo is killed by its own skin, so is a wicked person destroyed by hatred, greed, and delusion born of his own wicked mind.”, (Watkhaolarm, 2005, p. 150, 152).

Baker (2005) called shift as cultural substitution. This strategy involves “replacing a culture-specific item or expression with a new language item which does not have the same meaning but is likely to have a similar impact on the reader in new language. The main advantage of using this strategy is that it gives the reader a concept with which she/he can identify something familiar and appealing”.

4. Hybridization

Watkhaolarm (2005, p. 147) cited that “hybridization entailed the combination of lexical items from two or more languages for a compound formation (in this case, lexical items of English and Thai)”. Her results showed many hybridizations containing Thai proper nouns and English words such as “pong grass”, “yang tree”, “bo tree”, “bo leaves”, “bamboo krang”, “koy tree”, “jampa flowers”, “sarika birds”, “black kawao (bird)”, “takraw ball (sport)”, “pla tapoh fish”, “the bamboo krohs”, “silk panung (wrap around skirt)”, and “Nora dance”, (Watkhaolarm, 2005, p. 150).

5. Lexical borrowing

According to Watkhaolarm (2005, p. 147), lexical borrowing is used when the target language lacks a lexical item with the same semantic interpretation such as currency, the minorities in Burma , clothes, and sports. Her results contained many example: “Satang”, “longyi”, “pasin”, and “Muay Thai” (Watkhaolarm, 2005, p. 150, p. 154).

Baker (2005), Barnwell (1980), & Larson (1984) called lexical borrowing as loan word. They defined loan word as “a word which has been borrowed from another language and adopted into the new language.” In addition, Baker (2005) explained that this strategy is particularly common in dealing with culture-specific items.

6. Reduplication

Reduplication is the process of syntactic repetition involving repeating a constituent of the sentence, i.e. exact reduplication or the use of appositive elements (the repeated items are the translation of the appositive elements) (Watkhaolarm, 2006, p. 147). For example, Farang which means the westerner or Caucasian is used as noun and adjective (Watkhaolarm, 2005, p. 154).

Kachru’s and Watkhaolarm’s studies were adopted to analyzed linguistic processes of code-mixing in this study.

3. Research Methodology

In this study, the advertisements including code-mixing were selected from *Dichan* Magazine. Code-mixing here refers to the mixing between Thai and English. The data were collected from January 2011 to December 2011. This magazine is fortnight containing twenty-four numbers per a year. It is selected because it is popular female magazine. It has been published for thirty-five years. Almost columns are not translations but they are original Thai versions. The target group is Thai readers so they might reflect Thai female’s values, beliefs, or

cultures. For example the title of this magazine, Dichan, is Thai which means Thai female first person pronoun like “I” in English.

After sample selection, the code-mixing in advertisements were analyzed in terms of the characteristics including the structures and linguistic processes, and ideologies.

The next section is focused on the characteristics and ideologies of code-mixing. The results showed that the processes of code-mixing included borrowing, translation, and hybridization. It was found structures of English code-mixing in many levels: word level, phrase level, and sentence level. In addition, ideologies were related to beauty, modernity, and credibility.

4. The characteristics of code-mixing in magazine advertisements

The results showed that code-mixing was found in many advertisements such as cosmetics, electrical equipment, foods, etc. In terms of the frequency of code-mixing, the results revealed that there were 370 samples of advertisements divided into four main types: 240 samples of cosmetics, 54 samples of electrical equipment, 12 samples of foods, and 64 samples of other advertisements. (See the following table.)

Table 1: The frequency of code-mixing in magazine advertisements

Types of advertisements	Number of code-mixing	Percentage
Cosmetics	240	64.86
Electrical equipment	54	14.59
Foods	12	3.24
Others	64	17.30
Total	370	100.00

In addition, the process of code-mixing included borrowing, translation, and hybridization as illustrated in the following table.

Table 2: The frequency of code-mixing process in Magazine advertisements

Process of Code-mixing	Types of advertisements	Number	Percentage
Borrowing (341 samples)	Cosmetics	223	60.27
	Electrical equipment	51	13.78
	Foods	9	2.43
	Others	58	15.68
Translation (22 samples)	Cosmetics	14	3.78
	Foods	3	0.81
	Others	5	1.35
Hybridization (7 samples)	Cosmetics	3	0.81
	Electrical equipment	3	0.81
	Others	1	0.27
Total		370	100.00

In this table, it was found that the process of code-mixing contained 341 samples of borrowing including 223 samples of cosmetics, 51 samples of electrical equipment, 9 samples of foods, and 58 samples of other advertisements; 22 samples of translation containing 14 samples of cosmetics, 3 samples of foods, and 5 samples of other advertisements; and 7 samples of hybridization including 3 samples of cosmetics, 3 samples of electrical equipment and 1 sample of other advertisement.

1. Borrowing

Borrowing was categorized into three levels: word, phrase, and sentence levels as mentioned below.

1.1 Word level

Lexical borrowing was found in many advertisements such as cosmetics, foods, electrical equipment, and other advertisements as shown in the following examples.

1.1.1 Cosmetics

Example 1

“POLA

WHITE

SHOT

QL

ผิวสวยพิศุทธิ์ใส... ประหนึ่งย่อนเวลาสู่วัยเยาว์”

POLA was the trademark of cosmetic. The writer used English code-mixing in order to convey brand recognition. In addition, it helped the consumers have positive attitude towards the product image.

Example 2

“ได้เวลาของคุณแล้ว ใช้ควบคู่กับ *Time Zone Day Creme*”

As we have seen, Time Zone Day Creme was the type of cosmetics. The writer used English code-mixing in order to help the consumers have positive attitude towards the product image.

Example 3

“บำรุงให้ผิวดูอ่อนเยาว์-ในชั่วข้ามคืน ด้วยเทคโนโลยีสูตรเฉพาะ *Sirtuin EX1* จากสถาบันวิจัย เอสเต ลอดเดอร์ ช่วยชะลอความร่วงโรย ลดเลือนเส้นริ้ว และริ้วรอยลงอย่างน่าอัศจรรย์ใจ”

Sirtuin EX1 was the name of the formula found in the cosmetic. The writer used this English code-mixing in order to give more information and convey credibility. It helped the consumers have positive attitude towards the product image.

1.1.2 Foods

Example 4

“ไขไก่สด S ★ *Pure* จาก *Betagro*

“ไม่มีแบคทีเรีย *Salmonella* และยาปฏิชีวนะ”

This example was the trademark of egg advertisement. S ★ Pure was the trade name and Betagro was the name of company. The writer used English names in order to convey brand recognition. In addition, it helped the consumers have positive attitude towards the product image.

Example 5

“ไข่ไก่สด S ★ Pure จาก Betagro
ไม่มีแบคทีเรีย *Salmonella* และยาปฏิชีวนะ”

The results showed that *Salmonella*, scientific name, was found in this example. The writer used this English name in order to give more information and convey credibility. It helped the consumers have positive attitude towards the product image.

1.1.3 Electrical equipment

Example 6

“Electrolux
The perfect Gift for your home
ให้ อีเลคโทรลักซ์
.... แทนสิ่งที่ดีที่สุด เพื่อคุณ”

As illustrated in this example, Electrolux was the trademark of washing machine. The writer used English names in order to convey brand recognition. It helped the consumers have positive attitude towards the product image.

1.1.4 Others

Example 7

“จึงไม่แปลกใจเลยที่วันนี้ *Rockport* จะเข้ามาครองใจพวกเราทั้งครอบครัว เพราะเข้าได้กับทุกไลฟ์สไตล์ที่
ต้องการ “

In this example, Rockport was the trademark of the shoes. The writer used English names in order to convey brand recognition. In addition, it helped the consumers have positive attitude towards the product image.

Example 8

“BMW 7 Series

www.bmw.co.th”

This example illustrated that BMW was the trademark of the car. The writer used English names in order to convey brand recognition. It helped the consumers have positive attitude towards the product image.

1.2 Phrase level

Phrasal borrowing was found in cosmetics, and electrical equipment as shown in the following example.

1.2.1 Cosmetics

Example 9

“LA MER

The whitening essence intense”

This example showed that the whitening essence intense was phrasal borrowing. In addition, it was related to Thai ideology of beauty. The writer used language as a tool for reflecting, expressing and creating Thai values of beauty. Whitening was found in this example. Thus, Thai females may believe that beautiful person is white.

1.2.2 Electrical equipment

Example 10

“smart thinking, simple living

Ecostorm

TECHNOLOGY

“ชักสะอาดยิ่งกว่า ประหยัดน้ำยิ่งขึ้น”

Smart thinking, simple living was phrasal borrowing in this advertisement. The writer used this phrase in order to persuade the consumers to buy this product.

1.3 Sentence level

Sentential borrowing was found in many products such as cosmetics, and foods as mentioned below.

1.3.1 Cosmetics

Example 11

“Apex

Profound Beauty

The result you can feel.”

The result you can feel was sentential borrowing in this example. The writer used this English sentence in order to persuade the consumers to buy this product.

Example 12

“SHISEIDO

WHITE LUCENT

Intensive

Spot targeting Serum

Concentré Intensive

Anti-Tache

Stubborn spots diminished in just two weeks.”

In this example, “Stubborn spots diminished in just two weeks.” Was sentential borrowing. The writer used this sentence in order to give information. It helped the customers to have positive attitude towards this product.

1.3.2 foods

Example 13

“YOU ARE WHAT YOU EAT”

ควรกินอาหารหลากหลายครบ 5 หมู่ ในสัดส่วนที่เหมาะสมเป็นประจำ

You are what you eat was sentential borrowing.

2. Translation

Translation was found in many advertisements such as cosmetics, foods, and other advertisements as mentioned below.

2.1 Cosmetics

Example 14

“Preventive

ปกป้องผิวให้ลดโอกาสระคายเคืองด้วย Nickel Block”

In this example the word “preventive” was translated as “ปกป้อง. It helped the consumers who were not familiar with English understood the meaning of this word.

2.2 Foods

Example 15

“CONSTANT SOFTNESS

รับประกันนุ่มคงที่”

The phrase “CONSTANT SOFTNESS” was translated as “นุ่มคงที่”. This translated version Helped the consumers understand the quality of this product and helped the customers have positive attitude towards the product image.

2.3 Others

Example 16

“Health Check-Up

บริการตรวจสุขภาพประจำปี ณ โรงพยาบาลชั้นนำ”

As shown in this example, “health check-up” was translated as “ตรวจสุขภาพ”. It helped the consumers who were not familiar with English understood the meaning of this English code-mixing.

3. Hybridization

Hybridization was found in many advertisements such as cosmetics, electrical equipment, and other advertisements as discussed below.

3.1 Cosmetics

Example 17

“ผิวสวยพิศุทธิไส.. ประหนึ่งย่อนเวลาสู่วัยเยาว์
ด้วยการควบคุมความสมดุลของค่า *pH* ที่ป้องกันการเกิดสิวไม่สม่ำเสมอ
เพื่อให้แน่ใจว่าจะไม่มีตำหนิใดแห่งผิวย้อนกลับ”

This example showed that the word “ค่า PH” was hybridization between Thai and English. The writer used this code-mixing to give more information and convey credibility. It helped the consumers have positive attitude towards the product image.

3.2 Electrical equipment

Example 18

“โครงสร้างถูกออกแบบให้ลดเสียงและการสั่น ในขณะที่เครื่องทำงาน
*เปรียบเทียบระหว่างรุ่น *NA-FS90X1* และ *NA-F90H1*”

In this example, the word “รุ่น *NA-FS90X1*” was hybridization between Thai and English. The writer used this code-mixing in order to convey product recognition.

3.3 Cars

Example 19

“ที่สุดแห่งยนตรกรรมเหนือระดับเพื่อผู้นำเช่นคุณ

BMW EfficientDynamics

Less consumption. More driving pleasure.

*รางวัลจากสถาบัน *iSuppli* ปี 2009”

As illustrated in this example the institution name “สถาบัน iSuppli” was hybridization between Thai and English. The writer used this code-mixing to convey credibility because this product got award from this institution.

In terms of ideologies of code-mixing, the writers used code-mixing between English and Thai as a tool for reflecting, expressing and creating Thai values. The results of this study showed Thai ideologies related to beauty, modernity, and credibility as mentioned below.

Dichan Magazine contained a lot of cosmetic advertisements. They included many samples describing beauty such as “white” (Example 1, 12), “สวดยพิสุทธิไส” (Example 1), “อ่อนเยาว์” (Example 3), “whitening essence intense” (Example 9), “spots diminished in just two weeks” (Example 12), and “ผิวสวดยพิสุทธิไส.. ประหนึ่งย้อนเวลาสู่วัยเยาว์” (Example 17). According to data interpretation, Thai women believe that beautiful person is young, and white. The skin is firm, fresh, soft, and smooth.

In terms of modernity, Many facebook addresses such as “www.facebook.com/yachitr”, e-mail addresses including “Yachitr@gmail.com”, “booking@dusit.com”, and web addresses such as “www.bmw.co.th”, and “www.clinique.co.th” were found in these magazine advertisements. In addition, “กด like” which referred to “press like”, the expression used in facebook or online community, was found in this study. Thus, modernity means high technology. Thai modern women can use high technology such as computer and Internet to search the information.

In addition, the results revealed credibility. The magazine advertisements contained many scientific names such as “Sirtuin EX1” (Example 3). In addition, the products were guaranteed by many institutions and many awards such as “สถาบัน *iSuppli*” (Example 19). In terms of credibility of the products, scientific names, guarantees, were some factors making Thai women decide to buy the products.

6. Conclusion and Discussion

The purposes of this paper are to analyze the characteristics in terms of processes and structures of code-mixing between Thai and English magazine advertisements, and to analyze the ideologies of code-mixing related to Thai cultures. The advertisements including code-mixing were selected from Dichan Magazine. The data were collected from January 2011 to December 2011.

The results showed that code-mixing was found in many kinds of advertisements: cosmetics, electrical equipment, and foods. The processes of code-mixing included borrowing, translation, and hybridization. Borrowing was found in cosmetics, electrical equipment, foods, and other advertisements. Translation was in cosmetics, foods, and other advertisements. Hybridization was found in cosmetics, electrical equipment and other advertisements. The results showed the structures of English code-mixing in many levels: word level, phrase level, and sentence level. In addition, ideologies were related to beauty, modernity, and credibility.

The results confirm the previous studies. Like Takashi (1990, cited by Chantarothai, 2011, pp. 7-8), code-mixing in magazine advertisements, including technical terms especially scientific names and trade names are found in this study. Besides, Like Huebner's (2006) work, the writers use code-mixing in order to convey brand recognition. In addition, the results of this study are similar to Watkhaolarm's (2005) work in terms of the process including borrowing, translation, and hybridization.

Like Jaradjarungkiat's (2006) work, the results of this study show that ideologies of Thai women are related to beauty. The words “ขาว” and “white” are found in both her work and this study. In addition, this study supports Pongudom's (2006) idea that the writers use language as a tool for reflecting, expressing and creating Thai values.

According to Milroy (2001), and Van Dijk (1995a; 1995b; 1995c; 1998; 2001), ideologies influence social attitudes, beliefs, and knowledge. The results of this study show that Thai women's attitudes towards beauty, the modern lifestyles, and the beliefs of credibility of products are expressed in code-mixing. For example, the writers use code-mixing as a tool for express the ideologies of beauty. Thai females believe that beautiful person is white. For this reason, they may buy products which help them white.

Chantarothai (2011) cited that code-mixing in advertisements creates less understanding for low educated than high educated consumers. In some cases, both English versions and Thai translated texts are found in this study. For example, “constant softness” is translated as “นุ่มคงที่”. The translated version may create understanding for low educated consumers.

One magazine was selected in this study. In the future, various magazines should be randomly selected in order to generalize the results of the study. Besides, many advertisements containing code-mixing should be selected from various resources such as online advertisements and advertisements from television in order to compare the similarities and differences of characteristics and ideologies between two resources. In addition, the further study should be done on the reasons for using code-mixing in advertisements by interviewing the advertisers. Kachru's framework should be adopted for analyzing code-mixing in other resources.

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