ABSTRACT

This study researches what the main discourse language differences and similarities between Thai and international radio programs are. The significance of these differences and similarities is also addressed in the study in terms of the impact of popular elements from American culture on the language used in Thai popular culture.

In order to find the differences and similarities, three radio stations are chosen to collect sample data. They are SEED radio, MET radio, and PLJ radio. The first two radio stations are Thai radio while PLJ is an American one. On the same date and time, Friday 29th December 2014 at 5 pm (local time for each station), the three radio programs were recorded for one-hour. Then, the three records of sample data from SEED, MET, and PLJ were transcribed. The sample data from SEED and MET were transcribed into English.

All English words in the Thai sample data (SEED and MET) were put in bold font to see how many code switchings as well as fused lects were used in Thai sample data. The comparison was pursued in the following aspects: code switching, fused lect, language appraisal, ecology of language, and the problem of speech genres. Tables and diagrams were conducted in reference to the aspects mentioned above so differences and similarities can be seen. The two Thai samples were compared to see any differences between Thai music shows and a western music show using the U.S. music show as a triangulated data set.
The significance of differences and similarities were found by conducting the different-similarity summary table. The findings show that the main differences between Thai and American radio shows are main languages in sample data, the non-music content, speaker positioning, and linguistic style. In contrast, there are similarities still. They are pop music content and music sphere of communication.

The findings indicate that dominant U.S. culture still plays an important role in shaping radio content in Thailand. The power of media is also the send-in similarities in the way that subcultures in American culture are brought to Thai culture.