A CRITICAL DISCOURSE ANALYSIS OF A SELECTION OF THAI AND AMERICAN MUSIC RADIO PROGRAMS IN TERMS OF THE INFLUENCE OF THE LANGUAGE OF AMERICAN CULTURE ON THE LANGUAGE OF THAI CULTURE

SUMANAWIKA UNCHIT

A THESIS SUBMITTED FOR THE DEGREE OF MASTER OF ARTS IN PROFESSIONAL ENGLISH MEDIA STUDIES

GRADUATE SCHOOL OF ENGLISH (GSE) ASSUMPTION UNIVERSITY, BANGKOK, THAILAND MARCH 2015
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PLAGIARISM STATEMENT

I am here to declare that this research is done and written by me. Excerpts from published and unpublished sources are clearly stated and acknowledged. I am conscious that the duplication of others' work is considered as plagiarism.

Sumanawika Unchit

Author
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ACKNOWLEDGEMENTS

My sincere and highest appreciation to my beloved parents, thank you to be my number one supporters mentally, academically, and of course financially. Unchit family, my big warm family who is ready to help with whatever I ask for. You all are the best supporters. As well as Klaiber family, thank you for your great patience and understanding from Germany. Toni and Ben, my most important mental supporters, I would not have finished this without you two.

My gratitude to my great advisor, Dr. Stephen Conlon, you are patient and very open-minded. You are always ready to help in every way and I know you work hard to help me as well as work with me through this study.

Lastly, I have to thank all fellows who helped me both directly and indirectly so I can finally finish my thesis.
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.
Chapter One: Introduction

1.1 Background

Radio is one of the traditional mass media. At first, radio was used to communicate among ships with Morse code. In 2000, it was a big change for the radio industry when radio broadcasting went on Internet. Soon, most of the jobs were done by computer. The personal interview with a former DJ, Prasarn Unchit who worked with radio business back in 30 years ago reveals that the work was more complicated than today. This means man power was needed for different type of work. For example, sound technician was needed to fade in and out jingles, to provide the songs which the DJ was going to play, and to provide musical background when DJ was speaking during air time. It is different from today when computers take control of the work mentioned earlier and the DJ today can do it on his or her own.

According to Thai media historian by Assistant Professor Siritip Khansuwan, radio broadcasting in Thailand started later than in Europe and the US. It started in 1927 when Prince Purachatra Jayakara, the Prince of Kamphaengphet, and The Ministry of Telecommunication, initiated experiments on radio but the actual broadcasting date was 25th February 1930. It was Thai Coronation Day. The radio broadcasted King Rama VII’s speech to his subjects all across the country. After that, the radio was controlled and run by the government. Most of the content in the beginning was about education, the economy, and entertainment. The government could not cover the expenses for the station. Thus, they allowed the business sector to
advertise its products on air and by doing so the government generated revenue with the air time. The content on air was strictly controlled. The content of advertisements was only about what the product was, what it was for, and from which company. All advertisements followed the same structure with no additional details, otherwise it would not be allowed to air.

The radio content started to be more about articles and music after the period of World War II. In the same period of time, the government allowed other units to own and operate radio stations but still they controlled the appropriateness of content. When the government saw how healthy radio business grew, they established Thai Television Company which later became MCOT. In order to control the content on air more effectively, the government set up the Board of Radio Broadcasting in 1975.

Today, most of the well-known radio stations are still under the control of the government but business units can make business out of this by renting or buying air time for their advertisements.

The information on MCOT website reveals that Mass Communication Organization of Thailand was changed to MCOT Public Company Limited. It has two main businesses that are operated by the company itself – Modern Nine television and radio broadcasting. In terms of radio broadcasting, the company produces the content, does the marketing, and manages the operation by itself. The Radio stations from MCOT are available both domestically and internationally via broadcasting, Internet, and smart phone application. Social media like Youtube, Facebook and Instagram also facilitate the interaction between audience and DJs. Not only MET
107 is operated by MCOT; there are more radio stations which have their own target audiences. The following stations are under the administration of MCOT:

- **Mahanakorn Family 95 FM** presents Thai local music which is called “Look Toong”.
- **Brainwave 96.5 FM** offers its audience information about the economy, politics, and news 24 hours a day.
- **Seed 97.5 FM** presents modern mainstream music from all record labels with both Thai and English songs (Korean included).
- **Active 99 FM** broadcasts stories about health, sports, recreation and travel.
- **News Network 100 FM** is a news hub for other radio networks.

Despite some changes in radio broadcasting, the traditional media remains the same – mass communication. In order to survive in business, the radio industry has to adjust itself. The main sources of income for radio stations are advertisements. In order to attract more advertisements and to financially support the station, it is necessary to attract a larger audience so the advertisements can be effective. To illustrate: the executive of MET 107 radio station revealed that many sponsors would like to support his station because the station was trendy and it had clear personality (this information was declared when the researcher went there for a personal interview). MET 107 uses more than one way of broadcasting – traditional radio broadcasting, an online radio website, and also online radio on smart phone and tablet application. The station’s targeted audience is defined by its active lifestyle – from teenagers to a younger generation of working people up to the age of around 35 years. The content is not only about mainstream music but also
features trendy lifestyle updates from all over the world. The content and interaction between DJs and the audience happen in association with social media like Facebook and Instagram. This radio station represents itself in a way that it is easy to access and they try to reach a wide range of media users. Therefore this station is an example of how to be attractive to sponsors. This showcases how the management of a radio station adjusts its operation in order to survive economically.

Moreover, they have some DJs who can speak English throughout the whole program or partially speak English during the program. Seed 97.5 FM also has the DJs speak English vocabulary sometimes.

In this research, the content of Thai and Western radio will be studied. The stations called MET 107 FM, SEED 97.5 FM, and PLJ New York 95.5 FM will be used as case studies. MET 107 is an international music radio station which is under the administration of MCOT. It has a clear target audience which consists of the younger generation ranging from teenagers up to 35 year-old people. It broadcasts mostly but not only newly-released songs. Additionally, the content is about modern lifestyle from all across the world. The program is presented in both Thai and English. Besides, they offer news from international leading news agencies: BBC, VOA, Radio Australia, and OANA. This is to attract a greater audience who are interested in English. Besides, the content presented in all programs from this station can create a specific image (international) to itself. It is also related to modern culture.
Seed 97.5 is also under the administration of MCOT yet its music genre and target audience are different. The main genre is Thai music, both mainstream and non-mainstream, whereas international music is played only sometimes.

The American radio station in this study is PLJ New York 95.5 FM. PLJ 95.5 is under control of Cumulus media- the second largest radio operator in the US. The station plays mainly popular music with a wide range of DJs and programs.

Since Western music is broadcasted in Thailand, it is interesting to see if Thai culture is influenced by Western culture. The reason that PLJ is taken into the comparison is because PLJ characteristics are similar to SEED and MET. It is one of the leading radio stations in New York. PLJ is ranked number 10 according to the report by Cision- a global public relation and marketing company. The station is based in a major city, as are SEED and MET in Thailand.

As international music is taken into account in shaping Thai radio discourse, it may impact Thai culture in the ways Thais understand and interpret the presentation of information, the types of information presented and therefore, the content of Thai culture as well as the language and other discourse features. For example, the DJ from MET talks about the song *Champagne Life* by the artist Ne Yo. The song is about a successful lifestyle and champagne in the song signifies success. This can lead listeners to learn that champagne is the symbol of success, while traditional Thai success symbol is the parade. This kind of parade is not like school parade or such. To illustrate, a man who is graduated in his doctoral degree (which is considered to be successful person) will be in a parade. This traditional march will
go around his living area. This incident still can be seen in local areas of Thailand. This change, if it is happening, may be a way of understanding the impact of cultural code-mixing on the ways Thais communicate. Especially, in English at first through the media and other institutions. If this is happening, then it may counteract the officially stated aims of MCOT to present Thai arts and culture, or at least to adapt then to accommodate international English language content in a way that either presence or promote Thai culture.

The study mainly focuses on the language used during conversations on air and reactions of the audience while they are listening to the program. The interaction on social media such as Facebook, Instagram, and Twitter or other channels of communication will not be included. These interactions are excluded because they are written communication while the conversations on air are verbal one. They are different forms of communication and this study focuses only on verbal conversation.

1.2 Rationale

Decades ago, radio was originally used by military and government for political purposes. Today, technology and business units play significant roles to keep the radio business alive since the purpose has changed to be a more commercial one. More players besides the government take roles of growing economic importance. The radio stations are offering whatever songs are popular, fresh lifestyle content or interesting stories which will keep their audience in tune with them. Overall, each station of course would like to be the leading radio station.
In order to understand what is happening with Thai media now, it is necessary to understand how Thai media is impacted by English language media. Which means, that perhaps Thai Media is unconsciously changed by assimilating to other non-Thai media models of presenting its content. We need to see how such influence may affect Thai media and communication in regards of cultural content and the ways of communication about Thai culture. As soon as other cultures in music and fashion are included into dialogue, there will be changes in the other aspects of cultural awareness.

As language is used for communication, there is a power within it. Fairclough claims that he acknowledges the significance of language for its capability of producing, maintaining and changing the social relations of power. (Fairclough, 1989: 6) This study will not focus on the social relations of power and the interrelations of them and language as Fairclough did. However, the importance of language in general accredited by Fairclough’s argumentation gives reason for a multitude of critical linguistic analysis. Furthermore, as the aim of this study is to analyze the cultural impact of English language media on Thai culture, it highlights a small spectrum of language and its power to change social conventions.

1.3 Objectives

To understand cultural influence in radio content, the study will help the readers to see how the influence is happening. If we look back at the history of radio in Thailand, Thai radio in its development seems to be following the path of western countries like the USA or the UK. The first officially broadcasted advertisement
aired in the USA and from then on most of the radio stations at that time survived by selling advertisements. Because advertisements take this key function within the radio industry, the study will identify the linguistic cultural elements used by the DJs to promote their sponsors in the conversations.

Secondly, the study will show how much English language is used on the Thai radio stations by conducting linguistic tables to point out what is said in English and why. English itself is also the influence from western culture. English is now widely used all across the world as a central language. MET 107 claims that they are a trendy radio station and offer the audience only newly-released international songs. This image is linked to their use of English as a medium of communication.

1.4 Research Questions

1. What are the main differences and similarities in conversation between Thai and English radio programs?

2. What is the significance of these similarities and differences in terms of cultural influence?

1.5 Significance of the Study

If the language of Thai popular culture is shifting in the significant domain of musical radio broadcasting, and if such a shift is at least in a part under the influence of American pop culture models, then it is important to document where in the language (English used in Thailand and Thai) shift is occurring. If such a shift is clearly understood, then decisions by Thais about how to use English in the media
will be more informed in terms of the linguistic impact of other cultures on Thai culture.

1.6 Key Terms

- Conversation

  In this study, conversation means dialogue or monologue as following:

  - Dialogue of the two DJs from SEED radio.
  - Monologue of the DJ from MET radio and one participating listener.
  - Dialogue of the DJ and traffic reporter from PLJ radio.

- Radio station

  There are three radio stations for this study: SEED 97.5 FM, MET 107 FM, and NewYork PLJ 95.5 FM. SEED and MET are Thai radio stations base in Bangkok and PLJ is an American one based in New York.

- Radio program

  Three radio programs are taken into consideration in this study

  - A program which is derived from SEED radio does not have specific name.
  - A program from MET radio is called MET Music and Lyrics. The main content of the program is about translating lyrics and guide listeners with vocabulary and idioms from the lyrics.
  - A program from PLJ radio is named after the DJ- John Fox. However, at a time of recording for this study, there is a substitute DJ whose name is Mike Allen. He is on duty for John Fox that day.
Besides, there is a traffic reporter in this program whose name is Jacquelyn Karl.

- **Sample data**
  There are three sets of sample data from three radio stations as mentioned earlier: SEED radio, MET radio, and PLJ Radio. Each sample is a one-hour long record. The samples are recorded on the same date and time. It is Friday 29th December 2014, 5-6 pm.

- **Code switching**
  There are three types of code switching according to Foley’s work: Insertation, alternation, and congruent lexicalization (Foley, 2013: 96-97). Insertation is when speakers insert words or phrases from different language to the base language while alternation is when the speakers switch from language to another. Congruent lexicalization is when the vocabulary from the two languages can grammatically substitute one another.

- **Fused lect**
  Fused lect is when speakers have no choice to choose between languages. They have to speak a particular language for example, proper names.

- **Sphere of communication**
  According to Bakhtin’s work, sphere of communication is everything excludes content, linguistic style, and compositional structure that affects the speech genres. It can be a particular discourse like Thai or American discourse while interlocutors exchange their ideas.
Chapter Two: Literature Review

2.1 Radio and Thai Society

In *The Bias of Communication* (Innis, 1951), economic historian Harold Innis notes that serious challenges to central elite power come from the margin of society. Such is the case of radio Victoria, a station located in an impoverished area of Northern El Salvador that struggles against problems resulting from globalization. (Cuéllar, 2012: 40)

When it comes to social change, there are many factors that contribute to the way media influence society. Also it can probably be assumed that people in the area (Northern El Salvador) fight against globalization and how globalization expands through the radio. Not only changes in a particular group, but radio can also influence on a broader scale - a continental one. The quote from Cuéllar above might be a distant example from the study, yet it is worth to consider. Such a case can happen in Thai society as well. For instance, MET 107 possibly influences the way Thais listen to music and the way they use language to talk about Thai music as well as international music since the station offers only non-Thai music and the DJs have a mixed language, switching between Thai and English language. When the DJs talk about the songs and music videos, the audience will be exposed to the specific way of expressing concepts and ideas about pop music and pop culture. As a result, the audience consumes it and likely will eventually adapt such ways of expressing culture. That means the MET audience learns more about English by
listening to the conversations of the DJs as well as the songs on the radio station. The content that the DJ discusses e.g. the meaning of the lyrics, can have an impact on listeners (see Appendix 2, page 100). As appendix 2 shows, the DJ talks about the song *Masterpiece* and he translates the song into Thai. This can influence the way a Thai audience enjoys music in a way that they not only enjoy the melody but also can learn more about the meaning of the song. This, it can be claimed, is another effect of globalization.

The same situation is occurring to the country like New Zealand when New Zealand radio is trying to reconstruct its identity through commercial radio. “FM radio in New Zealand was in its infancy, and the combination of a fierce competitive environment and the influence of American radio consultants led music programmers to opt for proven international hits. The result was the lowest representation of New Zealand music on the airwaves in the history.” (Dubber, 2007: 23) Culture can be shaped and changed by the people who work behind the scenes- American consultants. This indicates that American influence is spread through musical taste around the world. Cultures can flow from one community to another. Similarly to the flow of pop culture, Thais can adapt American culture through music programs like New Zealand did. SEED radio puts on American music in their program (see Appendix 1, page 96). This can be a sign of culture adaptation in Thai radio because this radio station normally offers Thai music.

However, radio can also maintain the community as well as change and break it down. Cuéllar’s study shows that radio stations can hold the communities together. “Traditional radio broadcasts (commercial and non-commercial) account for a
sizable number of listeners within the US and is accessed by large sectors of people in metropolitan areas. This is especially true in centers with growing numbers of working-class and immigrants Latinos in addition to communities surrounding university and college campuses that rely on radio’s local, cultural, and emergency services.” (Cuéllar, 2012: 38) Generally, each radio station has its own personality or branched way of communicating so that it can target a particular group of audience to achieve its aims. It is the way to build up the community through the radio. It is the same for the three radio stations in the study that SEED, MET, and PLJ radio can hold the communities together and these stations are accessed by people in metropolitan areas. They can hold the communities in the way that people of the same interests listen to the same radio stations: SEED radio for Thai pop music, MET radio for international music with Thai DJs speaking (partially), and PLJ radio for international music in New York area.

Technologies also have an impact on how radio can tie audiences together. Even though radio is a traditional media, it is adapted to fit with today’s technologies and probably reach more audiences. A new technology affects how the radio audience is exposed to it. “In the United States today, the majority of exposure to radio comes from online services, such as Pandora, last.fm, or Spotify, satellite radio or downloadable podcast.” (Cuéllar, 2012: 38)

A similar situation occurs in Thai society. Radio stations like SEED and MET also offer online radio to their listeners. The effect of new technologies occurs in the way that listeners can give feedback to the station- unlike listeners in the past. Radio audiences in the past were mostly passive audiences that could not give feedback
right away. For instance, SEED and MET radio now provide websites and Facebook pages which listeners can give feedback by or initiate the communication with the DJs. This probably leads to content adaptation according to the feedback from audiences. And this is the way radio content is shaped by today’s technologies. For example, MET radio station provides a Facebook page. There, the DJs normally post music videos or news update via Youtube or the websites which are the sources. The audience can comment on such contents or request specific songs. And here is how radio is impacted by audience through new technologies. Technologies bring radio the ease to access, at the same time, radio brings modernity to society. “Public radio broadcasting was also recognized as a potential tool of modernity.” (Elliott, 2007: 38) Eventually radio is used for commercial aims which bring modernity to society. Such commercial radio is a major influence from American culture. For instance, there is a product placement in sample data from PLJ radio that the traffic report is sponsored by Walgreens. Then the traffic reporter goes on with detail about Walgreens “They are on the cross Bronx and this report is brought to you by Walgreens. However you decide to get back to healthy, Walgreens helps support your routine with the vitamins and supplements you need to stay on track at the corner of happy and healthy.” (see Appendix 3, page 104). It is the same for sample data from MET that the DJ talks about the sponsor about what the sponsor provides, “And thanks to our sponsor Bridgestone for MET Hit Hunter. Deliver you happiness for New Year. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31 December.” (See Appendix 2, page 100) Radio brings modernity to society in a way that new products are introduced to the public.
Even though there are alternatives to advertise products, radio is still one of them. Excerpts from MET sample data show that modernity is introduced to Thai society because Bridgestone is an imported brand.

In spite of transferring modernity via radio, Thai radio is like radio in other countries. It is influenced by powerful institutions – in the Thai context there are the nation, religion, and king. It can be seen from both SEED and MET sample data (See appendix 1 and 2, page 97 and 101) that there is national anthem at 6 pm every day then radio commercials and news. It is different from the sample data from PLJ that there is no national anthem but only news and radio commercials right after the program ends. It can be seen that it is the influence of the nation. For the other two institutions – religion and king, it is also can be seen occasionally. The Royal Barge Procession is an example of how religion and king impact radio. The event is the ceremony that the king and his family travel by barge for Kathin Ceremony in a Buddhist ceremony. When such events occur, it will be broadcasted on radio. Normal programs on radio will be replaced by this live event. This is how Thai radio is impacted by religion and king. Government and the army are still playing a significant role despite of the change of division in Thai radio (from government to state enterprises). The other evidence about how Thai radio is still under the influence of the government is Elliott’s study as she states below.

In Thailand, the broadcast frequency spectrum - a natural resource created by the planet’s electromagnetic fields – is by law the property of the state, with access to frequencies controlled under the Post and Telegraph Act (1940). In 1995, the Radio and Television
Act clarified that actual ownership of radio and television stations was an exclusive privilege of the Public Relation Department (PRD) and the Ministry of Defense, which in turn assigned ownership to various divisions of the Royal Thai Army (Ubonrat 1994, 105). Later, the Mass Communication Organization of Thailand (MCOT), an agency under the prime minister’s Office, was added to the list (Lucksana 2004, 81). This remains the basic framework of today’s system, under which 524 AM and FM radio stations enjoyed legal sanction in 2006 (United States Department of State 2006, 13). Effectively, the system operates as a dual monopoly with the army and the government stations at times battling one another at times working in concert, depending on the politics of the day. Ultimately, the state regulates and owns all of Thailand’s legal radio station (Elliott, 2007: 35-36).

Radio has been a crucial tool for communication in Thailand for decades. It is modernized by technologies and the transferred cultures. Yet it is manipulated by the significant units like government. However, institutions, law and regulations are not the only factors that drive radio in specific ways. Content in radio is a substance that is delivered to listeners for specific purposes. For this, language and culture take part in the impact rather than law and regulations.
2.2 Radio, Language and Culture

The structure of radio and government seem to shape the radio broadcast in a particular direction and the society will be affected in a specific way. More importantly, radio content is what really matters to manipulate society. For the radio language and its conscious application is an effective tool. Each language is used differently since languages are influenced by cultures and at the same time, cultures are shaped by their languages. For example, one song from MET sample data is called Champagne Life (see Appendix 2, page 100). The meaning of the song is about successful life and champagne is used to be a symbol of success. This is how language reflects culture and at the same time culture is expressed through language. These two elements are related to each other closely as Foley states.

In Deixis, Grammar and Culture, Perkins (1992) set out to test this question by conducting a statistical survey of fifty languages. ... His analysis showed that there was a significant correlation between the level of complexity of a society and the number of distinctions that are expressed inside the word. ... A possible explanation for these correlations may be that if words tend to be more elaborate in simple societies, the reasons must be sought in the natural paths of change that languages take over time. The tendency to save effort leads the speakers to take shortcuts in pronunciation, and with the time the accumulated effects make the structure of the words much simpler. On the other hand, constant repetitions can make two words that
often appear together to be into a single word as in ‘I’m’ ‘he’s’
‘don’t’ (Foley, 2013: 24-25).

Language in radio seems to be casual as can be seen in the conversation from PLJ sample data, “Here is Maroon 5 and Animals on New York 95.5 PLJ.” (see Appendix 3, page 104) The chosen sentence is the transcript from PLJ. The DJ actually says “Here’s” and he also omits the word “point” when he says “95.5”. Instead, he says “Ninety five five”. This is because the constant repetition of the radio frequency that the DJ always has to say during air time. It is how language is used in radio according to what Foley says. Even though the DJ tends to shorten words and he seems to talk casually, there are constraints which affect him about what and how to talk like the reasons Foley gives below.

“Speakers are not completely free because they are constrained by social conventions or norms that govern the communities they are interacting with. These conventions or norms exist apart from the speakers and each speaker has, in any local interaction, to decide whether he/she wants to abide by these norms or creatively exploit them in order to achieve particular effects. Awareness of these conventions within a speech community is what makes language use part of the culture.” (Foley, 2013: 16) What Foley states is a clear explanation that culture also influences the use of language. In radio conversation, the sample data from MET shows that there is not much space for the DJ to speak only Thai or only English (see Appendix 2, page 100). This is evidence that the DJ is constrained by social conventions. That means, the DJ has to speak English because the program is about translating English lyrics (MET Music and Lyrics) whereas Thai language is also a
compulsory for him. He has to speak Thai because the lyrics is supposed to be translated to Thai. However, different cultures affect differently in particular languages. "What became known as the Sapir-Whorf Hypothesis proposed that the structure of the language you habitually use influences the manner in which you think and behave. That is so to say, profound differences between languages must have consequences that go far beyond mere grammatical organization and must be related to profound divergences in modes of thought." (Foley, 2013: 30)

Not only the influence which culture has on language, language itself also indicates the characteristics of culture as Foley mentions, "To begin with, words people utter refer to common experience. They express facts, ideas, or events that are communicable because they refer to a stock of knowledge about the world that other people share. Words also reflect their authors' attitudes and beliefs, their point of view that are also those of others. In both cases, language expresses cultural reality (emphasis in the original) (Kramsch, 1998:3)" (Foley, 2013: 17) As language and culture are this close, the way DJs talk on the radio can reflect which direction the society is going. SEED DJs are joking about the law of Karma (see Appendix 1, page 96). There are different ways to understand law of Karma, it is depending on the religion or attitude of a person. However, the two DJs mentioned this idea in a Buddhist way of belief and it may be understood differently by non-Buddhism listeners. Buddhism is believed to be a widely worshipped religion in Thailand, referring to the record of the National Statistical Office Thailand. The conversation of the two DJs reflects the latest development of the cultural identity in Thailand. As well as sample data from PLJ, the traffic reporter talks about roads and areas in
New York. It is necessary for listeners to have stock of knowledge about what she is talking about. “Hey Mike, it is southbound on the New England on the throughway. You are going to see some delay.” (see Appendix 3, page 104) Listeners who have never been to New York or never lived there would not understand which area is meant. This is also how language reflects cultural reality. Thus, it is needed to understand culture as well as the language. Foley also mentions ideas about understanding across languages and cultures.

“Understanding across languages does not depend on structural equivalences but on common conceptual systems, born from the larger context of culture.” (Foley, 2013: 31) The communication across languages and cultures cannot be completed if one of the elements is missing. A person who knows English but never learned about American culture may not get what the DJs on American radio really talk about, or in the worst case, he or she may misunderstand the conversation.

Once it is obvious how language and culture affect one another, the language being used on radio reaches a critical point of importance and it should be considered critically to ensure it fits with the targeted community. Thus, personalities and presentations of each radio station can be different or similar depending on the context. According to the radio commercial study of Villariño, there are some similarities about linguistic features which are used all across the world. They are used for specific purposes and some linguistic features which are observed in radio advertisements Villariño stated in the study as follows. “The linguistic traits that recur most often in the radio commercials examined are the following: high pitch tone, emphatic stress, lengthening of vowels, independent clauses, ellipsis, and the
use of everyday vocabulary, usually lacking highly specific semantic content.”
(Villariño, 1997: 198)

For Thai radio, some specific linguistic features are found as well but they are
different aspects from what Villariño mentions in his study. It is mainly code
switching as seen in radio sample data from SEED and MET. For example, one DJ
from SEED says, “A new single from Tattoo Colour is waiting for you.” “Single”
is English vocabulary but the whole program is Thai speaking. The DJ from MET
also makes use of code switching, “It is the concept for next year for MET 107.”
(see appendix 1 and 2, page 97 and 101). The reasons to switch the code are various
as Foley states, “Code switching is a form of linguistic communication where the
speaker makes use of elements from two or more different codes.” (Foley, 2013:
84) Code switching has many purposes as Foley describes

First, people may use code-switching to hide fluency or memory
problems in the second language. Second, code-switching is used to
mark switching from informal situations (using native languages) to
formal situations (using second language). Third, code-switching is
used to exert control, especially between parents and children.
Fourth, code-switching is used to align speakers with others in
specific situations (e.g. defining oneself as a member of an ethnic
group). Code-switching also functions to announce specific
identities, create certain meanings, and facilitate interpersonal
relationships (Foley, 2013: 84).
It is possible that the code switching like “single” and “concept” are to announce specific identities. For MET DJ, he uses code switching to announce that he is a part of English-environment discourse while the DJ from SEED switches the code to facilitate interpersonal relationships because the word “single” is now widely used instead of the original Thai word for “single”. This probably is because “single” is a shorter word compared to Thai vocabulary.

There are three types of code-switching: insertion, alternation, and congruent lexicalization. Insertion is when speakers insert words or phrases from different language to the base language while alternation is when the speakers switch from one language to another. Congruent lexicalization is when the vocabulary from the two languages can grammatically substitute one another. (Foley, 2013: 96-97) In Thai radio, they seem to make use of insertion during the DJs’ conversations.

Finally, radio broadcasting is mostly controlled by external factors such as politics or regulations depending on the region of broadcast. However, the regional cultures have a bigger impact on the languages being used on air. Interestingly, many different cultures and languages influence the use of language in radio today. For example, Thai radio and code-switching during the conversations between DJs.

2.3 Ecology of Language

The other idea to see how language and culture correlate one another is ecology of language as Conlon states. “One way out is to suggest that language is an ecosystem as such. Whether that ecosystem turns out to be related to other
ecosystems or within another ecosystem remain to be seen.” (Conlon, 2012: 63) In this study, it is possible that there are two ecosystems—radio ecosystem and language ecosystem. This idea possibly helps to see if language and culture are changed because they are being viewed separately—language ecosystem and radio ecosystem.

To illustrate, the way radio is broadcasted and content which is being mentioned, can slightly change the way Thais talk about their surroundings. For example, MET 107 DJ mentioned the song “Outside”. The song is sung by Ellie Goudling (see Appendix 2, page 100) but instead, it is claimed to belong to Calvin Harris—the producer of the song. It is possible that in the future the audience will pay attention to the producers of the song rather than the singer. This is to say that sample data from MET is in Thai ecosystem, yet it is still in international music ecosystem. Thus, the way to talk about music and how to talk about it is influenced by international music ecosystem.

The same point of view about ecosystem can be used to take a look at sample data from PLJ as well. The language used in sample data from PLJ is English, it is one language ecosystem. And American radio ecosystem also affects what and how the DJ talks about current events. The DJ speaks English in American discourse. For instance, he talks about his favorite actor—Tom Hanks who is an American. Hanks might be well known worldwide but he is mentioned in American discourse. For instance, the DJ says in the sample data, “One of my favorite shows leading up to the New Year’s The Kennedy Center honors. And one of my favorite actors, Tom Hanks, he is being honored this year and he said, it is kind of funny
sitting there watching everybody almost.” (see Appendix 3, page 104) This talking about Tom Hank may not be universally understood. It is how the study of Conlon can help to see the relationship between language and culture as well as how they affect each other. The next section will deal with language appraisal. This is another way to observe how language is used as a way of positioning the speaker.

2.4 Language Appraisal

Language appraisal - or the evaluation of the purpose of language - can help to interpret and further predict the style of language in radio. There are three functions that appraisal seems to perform. Firstly, attitudinal positioning is used to indicate positive or negative thoughts of speakers or writers and their thoughts.

“1. There is argument, thought, is there, the banks have been a bit greedy. I mean, the profits are high and good on them, they’re entitled to have high profits, but at the same time the fees are bordering on reasonable now.” (Martin, 2013: 2) This excerpt is an example of attitudinal positioning from a radio interview with the Australian Prime Minister, John Howard, in 1999. The interview was about the high fees the banks charged their customers with. The underlined words are attitudinal elements. This function can accelerate to see if DJs are strong in their opinion or not. It also helps to see if the DJs are confident to communicate or persuade their audience based on their personal point of views or if the DJs mainly repurpose others’ opinions and need to claim the source of information they derive it from. So it is possible to predict if each culture or society is relatively relying on personal judgment, word of mouth or reliable sources. For instance, sample data from PLJ
shows some attitudinal positioning from the DJ, "Excuse me ah it is just amazing. I am getting choked up just thinking about it." (see Appendix 3, page 104) He talks about music and it is totally his personal judgement.

The second one is dialogistic positioning. It can be noticeable in radio conversation since DJs present themselves as if there is an audience with them.

Here is a very obvious and overt example of what we might term ‘dialogic anticipation’ by the 2nd Century Greek historian Polybius (or at least by his translator).

Some of my readers, I know, will be wondering why I have postponed until the moment my study of the Roman constitution and thus interrupted the flow of the narrative. (cited in Crismore 1989: 9)

This, of course, is 'dialogic' in the sense that the writer presents himself as imagining how his reader will be reacting to this very part of the text and presents himself as responding to what he believes would be their voiced objections or questions had they been there, in the room with him, engaged in a face-to-face conversation (Martin, 2013: 3).

Similarly, radio conversation can make use of dialogistic positioning. To illustrate, DJ Mike for New York PLJ 95.5 FM speaks as if he is talking face-to-face with his audience. "Now I dare you, not to love this." This sentence is taken from New
York PLJ 95.5 FM, when The DJ was on air on Monday 29 December 2014 around 5 pm, local time (see Appendix 3, page 104).

MET 107 and SEED also have dialogistic positioning but it can be interesting to see if English radio and Thai radio put their audience differently—passive audience or active audience. It can be claimed that if the DJs conversation encourages audience to participate, the society communication seems to be open for people’s ideas and nourish the expression of personal opinions. The other way would be to enforce a one-way style of communication with one active talker and a passive audience. In fact, if each sample data is viewed as one utterance, it is a dialogistic positioning. All the DJs from the three stations (SEED, MET, and PLJ) talk as if there were audience there with them.

Intertextual positioning is the third kind of appraisal. It is when the speakers or writers refer to other’s thoughts.

Under disendorsement, writers/speakers distance themselves from the utterance, indicating that they take no responsibility for its reliability. This is commonly done by the use of quoting verb such as ‘to claim’ and ‘allege’, ... 

Even in jail there are many rumours circulating about Tyson. One is that he has converted to Islam and will be known as Malik Abdul Aziz. Another rumour is that he is engaged to a childhood sweetheart and he is regularly allowed to have sex with the girl about to become Mrs Tyson—or Mrs Aziz. He reportedly said, We’re keeping the date
of the wedding secret. I don’t want people to know her name

(UKMags) (Martin, 2013: 6).

The underlined words show the reference to other sources. It can probably be seen in radio conversation when the DJs report about artists’ gossip and they want to create some distance between what they say, its credibility and the radio program or themselves. It is obvious in MET and PLJ sample data that both of them have intersexual positioning. PLJ traffic reporter says, “This report is brought to you by Walgreens.” This is to show the source of information as well as to promote the sponsor. (see Appendix 3, page 104) MET DJ also refers to his source of information, “In the end, your life is going to be a masterpiece like Jessie J said.” Before he comes to this sentence, he talks about how life is struggling before it comes to a successful life. He confirms this is the way life is by mentioning about Jessie J in order to remind his listeners about lyrics he translates. (see Appendix 2, page 100)

As mentioned earlier, this way of observing language can help to see how one society tends to be, either the society relies much on personal judgment or reliable sources. It is worth to evaluate radio conversations through this idea.

2.5 The Problem of Speech Genres

When it comes to speech genres, Bakhtin’s work gives interesting ideas to differentiate each utterance from one another in reasonable ways. According to Bakhtin, there are four components that make speech different from one another: content, linguistic style, compositional structure and sphere of communication.
(Bakhtin, 1986: 60) Bakhtin claims that no utterance is similar to one another because of the factors mentioned. To depict, all three sample data from SEED, MET and PLJ radio have different components that make them different. Only linguistic style can help to see how different they are. There are lexical, grammatical and phraseological resources of language which are components of linguistic style. Different DJs have different ways to put phrases together. They make different choices of vocabulary and they speak different languages. Consequently, every utterance they make is unalike.

The four components of speech genres are socially shaped. In other words, they are shaped by the relevant sphere of communication. Different cultures and languages result in different speech genres. To illustrate, SEED radio offers mainly Thai music for Thai audience (only for this study), therefore Thai language is used to communicate. Even though there are some English words (which are considered to be code switching), it is under Thai discourse (Thai music and Thai artists). The content that SEED DJs talk about is limited in Thai society e.g. the two DJs make joke about LTF and RMF, "(laugh) It is not a fund (funny sound effect). Not like LTF/RMF." (see Appendix 1, page 96)

LTF and RMF are financial terms which are heavily advertised on television commercials in Thailand. Listeners who are not exposed to Thai society by that time may not find it funny. This is how social or sphere of communication shapes the speech.
The other example from MET sample data is how the DJ talks about music. “This is one of my favorite songs, Ne Yo – Champagne Life. It is the story about successful life and he feels that all efforts worth the success.” The DJ repeats the meaning of the song again after the song ends. (see Appendix 2, page 100) This is because the song is sung in English but the listeners are Thai. Thus, the way he talks about music is that he repeats the song content again. This does not happen to sample data from PLJ and SEED.

The speech is changeable according to the speakers as well (phraseological sources of language). The examples below show how one particular subject is mentioned differently.

“DJ Champ: Let’s move on with music. Taylor Swift and this is Blank Space.” (see Appendix 2, page 100)

“DJ Mike; Taylor Swift is all about her fans and she is all about people remaking her music. We are going to play some audio of the song that she endorsed about 5.23 at PLJ 95.5.” (see Appendix 3, page 104)

Both DJs from two radio stations (MET and PLJ) are going to play the same song, but the ways they introduce the song are different. One from MET shortly introduces that he will go on with music and then saying artist’s name and song title. While the other DJ from PLJ talks about the artist more but he does not mention about the song he is going to play. This is an obvious example of how phraseological resources of the individual affect the speech as well as makes the personal speech unique.
2.6 Radio and Sociolinguistics

Sociolinguistics is the study that can help to show and highlight how language and society shape and influence one another.

Although the pragmatic conditions of communicative tasks are theoretically taken to be universal, the realization of these tasks as social practices are culturally variable. This variation can be analyzed from several different perspectives, all of which of course co-occur in the actual practices.

1. Different cultural assumptions about situation and about appropriate behavior and intentions within it.

2. Different way of structuring information or an argument in a conversation.

3. Different ways of speaking: the use of a different set of unconscious linguistic conventions and to indicate the significance of what is being said in terms of overall meaning and attitudes. (Gumperz, 1982: 12)

According to Gumperz, the study about communication has pragmatic conditions which are culturally variable. Therefore it can be claimed that culture plays a significant role in speech communication. This can be seen in PLJ sample data when the DJ talks about Christmas time. “We knew it’s sort of a sombre Christmas Eve for the Giudice family as Theresa is supposed to check in to her sentence in prison on January 5th but we get reports in right now that she will head in just a bit early.”
(see Appendix 3, page 104) None of the DJs from SEED and MET talk about Christmas although the sample data were recorded on the same date and time. This is because Christmas is originated in western countries. In contrast, English idioms are mentioned in Thai radio for both of SEED and MET. In SEED sample data, one of the DJs asks, “Do you get the word friend with benefit?” (see Appendix 1, page 96) Besides, Met DJ talks about other idioms like “got a way to go” or “worth the wait”. (see Appendix 2, page 100)

Thailand has its own official language- Thai language. Yet English is used and referred to in both Thai radio sample data. This proves that what Gumperz says is true. Speech communication is varied because of cultural conditions. Christmas is mentioned in American radio whereas nobody talks about it in Thai radio. English idioms are referred to in Thai radio for different reasons. SEED DJs talk about the idiom “friend with benefit” because it is the song title and they discuss about the meaning of this idiom. MET DJ talks about the two idioms and he also discusses about their meaning. This is because in this sample data, he is supposed to translate the lyrics and give audience idioms and vocabulary from the chosen song.

Native English speakers may not discuss about the meaning of idioms. They rather actually use them and let their partners work out the meaning of the idioms themselves. Thus, idiom discussion in Thai radio is the example of how social practices are culturally variable.

Besides, Gumperz’s perspective about different cultural assumption is also true that people from different cultural background interpret the same content differently.
This is how social factors impact the understanding of language. For instance, SEED DJ says, “Our audiences say it is like their Karma to meet us this year and beginning of next year.” (see Appendix 1, page 96) If the listeners are Buddhists, they probably think about the law of Karma in relation with past life and understand in a way that audiences must do something in their past lives with these two DJs and that Karma affect the audiences in these lives. On the other hand, non-Buddhist listeners may not think about the idea of past life.

According to Gumperz’s “way of speaking”, he claims that it is related to discourse and the discourse affects strongly how language is used. (Gumperz, 1982:13) To illustrate, Thai-English discourse in MET sample data results in a lot of code-switching in the conversation. This code switching can be seen in the sample data. Other works also show that social and cultural factors do have an effect on conversation. The following excerpts are taken from Hudson

What this discussion of speech-acts has shown is that they are very varied. This variation is socially very important – it is vital to know whether the speaker is joking or serious, telling us a fact or asking for information and so on- so it is not surprising to find a rich set of categories that can be described in words. (Hudson, 2004: 111)

Hudson talks about the difference in terminology between Tzeltal Indians lexical (a branch of Maya of Mexico) and English lexical. The result is that, to translate one Tzeltal term will result in a whole phrase in English. It is the same for Thai and English. In the original sound record of sample data from SEED and MET, the DJs
constantly say “krap”. (see Appendix 4, page 109) This word adds politeness and also signals the distance between speakers and listeners. Such a word and meaning may not be found in English radio sample data because of the cultural difference.

Hudson also adds, “We can now go further by showing that our speech is controlled by rules that we learn as part of our culture, just like the grammar and vocabulary that make up our language.” (Hudson, 2004: 112) However, cultures are actively flowing and cultures are changeable as well as interchangeable. This can help to explain how American or western cultures are flowing and influencing Thai culture. This can be seen in both sample data from SEED and MET in a way of code switching.

Even though, SEED is claimed to be Thai radio which uses Thai language to communicate and mostly offers Thai music for Thai audiences, American music is found in SEED sample data. (see Appendix 1, page 96) Similar incident happens with MET sample data. According to personal talk with the head of MET radio station, MET is Thai radio which targets Thai audiences. Yet the station offers only international music and most of the music on air is American. Besides, English language is partially used to communicate. These two radio stations are examples of how cultures can change and interchange.

Coupland also has a work about sociolinguistics. His study helps to see how a multicultural society like the United States affects the communication between children.
American society is filled with children of diverse ethnic background. Many ethnic groups share the cultural patterns... these cultural patterns are maintained inside individual households within United States. The child is socialized inside the household, according to traditional norms and child rearing practices. But once the child reaches the age of five or six, his days are spent outside the household, informal classroom setting, where typically someone from outside his culture is the socializing agent. These children find themselves face-to-face with educators who do not share the same expectations as to how children and adults communicate with one another. These children may experience considerable distress in classroom settings or other settings which they are expected to engage in a direct dialogue with an adult authority figure. (Ochs, 1997: 435)

Even though Thai society may not be as diverse as the American, diversity still exists in society and it affects how people communicate. For example, MET audiences who have a different cultural background probably listen and translate messages from the DJ differently. A Thai listener who is not competent in English may find a program (like MET sample data) useful to listen to music and learn English language at the same time. On the other hand, a multicultural listener e.g. Thai-American or Thai-Australian listener possibly does not pay attention to the part about English knowledge that DJ talks about. It is because English is already the first or second language that is used in a family. It is how social, language, and
media affect one another. Language is affected by social culture, and language is used in media. It is like a cycle that these three elements actively impact one another.
Chapter Three: Methodology and Analysis

3.1 Research Question 1

1. What are the main differences and similarities in conversation between Thai and international radio programs?

Participants

For this research question, the participants are the researcher as an observant, four DJs from three radio stations and one traffic reporter as the people who are observed. The following names are the DJs and the traffic reporter for each program and station:

- Gunyootapong Nopakun (DJ Barge) and Sarut Nawapraditkul (DJ Mil) for SEED 97.5
- Supawat Peeranon (DJ Champ) and Ding (participating listener) for MET 107
- Mike Allen (DJ Mike) and Jacquelyn Karl (Traffic Reporter) for New York PLJ 95.5

Data Collection

The sample data that was recorded from MET 107 FM, SEED 97.5 FM, and New York PLJ 95.5 FM. They were recorded as MP3 files and stored on CD for easy access. MET 107 FM and SEED 97.5 FM are considered to be Thai radio programs for this study since they aim to target Thai audience and the broadcasters are Thai.
The chosen program from MET 107 FM is called “MET Music and Lyrics”. In the program, the DJ speaks English as well as Thai. During the show, he chooses one English song to translate the lyrics into Thai and to explain the meaning. Furthermore, he also picks some vocabulary or idioms for detailed explanation.

SEED 97.5 FM does not have a specific name for the program. There are two DJs on duty and they play mostly Thai music and they only speak Thai.

New York PLJ 95.5 FM is an American radio program which is considered to be an English language program for this study.

To collect data, the chosen programs were recorded while they were on air. Each program was recorded for an hour and the date of recording was Monday 29th December 2014 from 5 pm to 6 pm. After the recording was done, they were filed in MP3 and transcribed into English.

Method of Analysis

In order to see the main differences and similarities, there was a comparison of the three programs. Here is the process as followings:

1. Collect sample data by sound recording three radio programs from three radio stations:
   - SEED sample data from SEED radio (there is no specific name for this program)
   - MET sample data from MET radio (the program is called MET Music and Lyrics)
- PLJ sample data from PLJ radio (the program is called John Fox)

These three sample data were recorded for one-hour long on Friday 29\textsuperscript{th} December 2015. From 5 to 6 pm, local time for each radio station.

2. All records were stored as audio files in CD for easy access.

3. Transcribed all sample data in English. Each utterance was put in numeric order for further analysis and discussion.

4. Every actual English word in SEED and MET sample data that DJs said was put in bold font in order to see the pattern of the language used.

5. Linguistic tables were conducted to see the differences and similarities. The criteria to differentiate these similarities and differences were:
   - Code switching
   - Fused lect
   - Language appraisal
   - The problem of speech genres

Besides, diagrams about ecology of language were also conducted to explain how language, culture, and society influence one another.

6. Analyzed and discussed the three sample data in reference to the following studies:
   - Code switching and fused lect by Foley
   - Language appraisal by Martin
   - Ecology of language by Conlon
   - The problem of speech genres by Bakhtin
The following are three short excerpts from Thai and English programs to showcase the method of transcription. The complete records will be transcribed in the following way.

Sample 1 MET 107 FM (Thai radio)

DJ Champ : The fifth rank of MET Top 40 chart – Magic with their single Rude.

Sample 2 SEED 97.5 FM (Thai radio)

DJ Barge : Do you get the word “friend with benefit”?

Sample 3 New York PLJ 95.5 FM (International radio)

DJ Mike : Taylor Swift is all about her fans and she is all about people remaking her music.

3.2 Research Question 2

2. What is the significance of these similarities and differences in terms of cultural influence?

Participants

The participants for the second question are still the same as in research question 1, that is the researcher as an observant, the DJs and the traffic reporter are people being observed as followings:

- Gunyootpong Nopakun (DJ Barge) and Sarut Nawapraditkul (DJ Mil) for SEED 97.5
- Supawat Peeranon (DJ Champ) and Ding (participating listener) for MET 107
• Mike Allen (DJ Mike) and Jacquelyn Karl (Traffic Reporter) for New York PLJ 95.5

Data Collection

The data collection for this research question was derived from findings and analysis of research question 1. In findings and analysis for research question 1, the comparison tables and diagrams were about code switching and fused lect, language appraisal, the problem of speech genres, and ecology of language. Then, the different-similarity summary table was conducted to be the data for this research question.

Method of Analysis

Once the differences and similarities are found, the significance of these differences and similarities were studied in terms of cultural influence in a way of how media, culture and language influence one another. The findings and analysis were analyzed in reference to the theories mentioned in chapter 2. The main theories that were the references are the problem of speech genres and sociolinguistics.
Chapter Four: Analysis and Discussion

Research Question 1

1. What is the main difference and similarity in conversation between Thai and English radio program?

Analysis and Discussion of Research Question 1

4.1 Code Switching

For the first research question, there are five terms which will be discussed: code switching, fused lect, language appraisal, ecology of language and problems of speech genres. First of all, code switching. There are three types of code switching according to Foley’s work: insertion, alternation, and congruent lexicalization (Foley, 2013: 96-97). Insertion is when speakers insert words or phrases from different language to the base language while alternation is when the speakers switch from language to another. Congruent lexicalization is when the vocabulary from the two languages can grammatically substitute one another.

PLJ 95.5 FM radio conversation will not be included for this comparison since it is purely in English. The comparison is conducted using the sample conversations from SEED 97.5 FM and MET 107 FM only.
Table 1. SEED radio conversation code switching

<table>
<thead>
<tr>
<th>Word</th>
<th>Utterance</th>
<th>Type of Code Switching</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>DJ</td>
<td>4. I am DJ Mil (applause sound effect).</td>
<td>Insertation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. I am DJ Barge, Kanyootapong Noppakun.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>party</td>
<td>32. (laugh) Ah... at the end of the year there might be some parties already.</td>
<td>Insertation</td>
<td>The DJ actually said “Party” but literally means parties.</td>
</tr>
<tr>
<td>single</td>
<td>44. A new single from Tattoo Colour is waiting for you.</td>
<td>Insertation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>66. Let’s have a listen to the new single and also the first song for now.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend with Benefit</td>
<td>45. It is ah Pluer Pai or <em>Friend with Benefit.</em></td>
<td>Insertation</td>
<td>Also fused lect</td>
</tr>
<tr>
<td></td>
<td>48. Actually, the word “friend with benefit” does not mean.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52. Do you get the word “friend with benefit”?</td>
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<td></td>
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<tr>
<td>-----------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LTF/RMF</strong></td>
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<td></td>
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</tr>
<tr>
<td>60. Not like <strong>LTF/RMF</strong>.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Insertation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Financial term</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Seed Session</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>70. One year pass for <strong>SeedSession</strong>.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fused lect</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>exclusive</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>71. There were many artists who came to give us happiness exclusively (DJ actually said <strong>exclusive</strong> but literally means exclusively).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Insertation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DJ actually said exclusive but literally means exclusively.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Exclusive Seed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>81. And also Seed listeners that you guys were really interested and oh gave us calls to take part in this activity to win ticket for <strong>Exclusive Seed</strong>.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fused lect</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word</td>
<td>Utterance</td>
<td>Type of Code Switching</td>
<td>Remark</td>
</tr>
<tr>
<td>----------</td>
<td>---------------------------------------------------------------------------</td>
<td>------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>DJ</td>
<td>1. Back to the second hour with me DJ Champ Supawat.</td>
<td>Insertion</td>
<td></td>
</tr>
<tr>
<td>masterpiece</td>
<td>2. Today I will translate the song, <em>Masterpiece</em> by Jessie J from her third album <em>Sweet Talker</em>.</td>
<td></td>
<td>· Song’s title</td>
</tr>
<tr>
<td></td>
<td>10. And this is the <em>single Masterpiece</em>.</td>
<td></td>
<td>· Fused lect</td>
</tr>
<tr>
<td></td>
<td>36. Similar to <em>Masterpiece</em> by Jessie J that I just translated but <em>Masterpiece</em> from Jessie J says that “I might not be at my best but my life right now is quite okay and I never regret when I look back”.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>37.</strong> She said she will not stop and she will make herself <em>Masterpiece.</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **Jessie J** | **2.** Today I will translate the song, *Masterpiece* by Jessie J from her third album-*Sweet Talker.* | *Singer’s name*  
*Fused lect* |
|   | **36.** Similar to *Masterpiece* by Jessie J that I just translated but *Masterpiece* from Jessie J says that “I might not be at my best but my life right now is quite okay and I never regret when I look back”. |   |
|   | **43.** “*Worth the wait*”, that is interesting idiom in this song, *Masterpiece.* |   |
| **album** | **2.** Today I will translate the song, *Masterpiece* by Jessie J from her third album-*Sweet Talker.* | Insertation |
| **Sweet Talker** | 2. Today I will translate the song, *Masterpiece* by Jessie J from her third album, *Sweet Talker*. |  • Album title  
  • Fused lect |
|---|---|---|
| **single** | 10. And this is the single *Masterpiece*.  
20. A single from Calvin Harris featuring Ellie Goulding.  
23. The fifth rank of MET Top 40 chart – Magic with their single *Rude*. | Insertation |
| **Calvin Harris** | 20. A single from Calvin Harris featuring Ellie Goulding. |  • Song writer’s name  
  • Fused lect |
| **featuring** | 20. A single from Calvin Harris featuring Ellie Goulding. | Insertation |
| **Ellie Goulding** | 20. A single from Calvin Harris featuring Ellie Goulding. |  • Singer’s name  
  • Fused lect |
| **Outside** | 21. This is *Outside*. |  • Song title  
  • Fused lect |
<table>
<thead>
<tr>
<th>MET 107 for Life and Music</th>
<th>22. <strong>MET 107 for Life and Music.</strong></th>
<th>Alternation</th>
<th>Station slogan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Met Top 40 Chart</td>
<td>23. The fifth rank of <strong>MET Top 40 chart</strong> – Magic with their single <strong>Rude</strong>.</td>
<td>Insertation</td>
<td></td>
</tr>
<tr>
<td>Magic</td>
<td>23. The fifth rank of <strong>MET Top 40 chart</strong> – Magic with their single <strong>Rude</strong>.</td>
<td></td>
<td>• Band name</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Fused lect</td>
</tr>
<tr>
<td>Rude</td>
<td>23. The fifth rank of <strong>MET Top 40 chart</strong> – Magic with their single <strong>Rude</strong>.</td>
<td></td>
<td>• Song title</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Fused lect</td>
</tr>
<tr>
<td>MET 107</td>
<td>24. <strong>MET 107</strong> give a huge gift for this coming New Year.</td>
<td>Insertation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>29. Do not forget <strong>hashtag@ah MET 107</strong>.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>#metiseverywhere.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>46. <strong>MET Hit Hunter</strong> is one of activities that <strong>Metsters</strong> can join with <strong>MET 107</strong>.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| MET is everywhere | 26. This is under the activity “MET is Everywhere”.  
29. Do not forget hashtag@ ah MET 107, #metiseverywhere. | • Next-year concept of the station  
• Fused lect |
| concept | 27. It is our concept for next year for MET 107. | Insertation |
| IG | 28. No matter where you are or what you are doing, you see 107, just take a photo and post on IG, create a catchy caption. | • Instagram  
• Fused lect |
| create | 28. No matter where you are or what you are doing, you see 107, just take a photo and post on IG, create a catchy caption. | Insertation  
Literally means creative |
| hashtag | 29. Do not forget hashtag@ ah MET 107, #metiseverywhere. | Insertation |
|   | 29. Do not forget `hashtag`@  
ah MET 107,  
#metiseverywhere. | Fused lect  
|---|---|---|
| Taylor Swift | 33. *Taylor Swift* and this is  
*Blank Space*. | `Singer’s name`  
`Fused lect`  
| Blank Space | 33. *Taylor Swift* and this is  
*Blank Space*. | `Song title`  
`Fused lect`  
| Ne Yo | 34. This is one of my  
favorite songs, *Ne Yo –  
Champaign Life*. | `Singer’s name`  
`Fused lect`  
| Champaign Life | 34. This is one of my  
favorite songs, *Ne Yo –  
Champaign Life*. | `Song title`  
`Fused lect`  
| Got a way to go | 38. One word, one sentence,  
one idiom in a song which  
says, “Got a way to go”.  
39. “Got a way to go”,  
means it is a long way. | Fused lect  
| But it is worth the wait | 40. “*But it is worth the wait*”, it deserves the wait. | Fused lect  
| Worth the wait | 41. “*Worth the wait*”,  
worth means valuable. | Fused lect |
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43. “Worth the wait”, that is interesting idiom in this song, <em>Masterpiece</em>.</td>
<td></td>
</tr>
<tr>
<td>w-o-r-t-h</td>
<td>42. <strong>W-o-r-t-h</strong> means valuable.</td>
</tr>
</tbody>
</table>
| Met Hit Hunter | 46. **MET Hit Hunter** is one of activities that **Metsters** can join with **MET 107**.  
50. And thanks to our sponsor **Bridgestone** for **MET Hit Hunter**. |
| Metster(s) | 46. **MET Hit Hunter** is one of activities that **Metsters** can join with **MET 107**.  
47. 15 seconds for you – the real **Metster** and your own definition of top **hit** song. |
<p>| Hit | 47. 15 seconds for you – the real <strong>Metster</strong> and your own definition of top <strong>hitsong</strong>. |
| Sponsor | 50. And thanks to our sponsor <strong>Bridgestone</strong> for <strong>MET Hit Hunter</strong>. |</p>
<table>
<thead>
<tr>
<th>Bridgestone</th>
<th>50. And thanks to our sponsor Bridgestone for MET Hit Hunter.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecopia</td>
<td>52. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31 December. Let's see who request for what song.</td>
</tr>
<tr>
<td>Duravis</td>
<td>52. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31 December. Let's see who request for what song.</td>
</tr>
<tr>
<td>Let Her Go</td>
<td>56. I would like to ask forah Let Her Go from Passenger.</td>
</tr>
<tr>
<td>Passenger</td>
<td>56. I would like to ask forah Let Her Go from Passenger.</td>
</tr>
</tbody>
</table>

- Tire brand
- Fused lect
- Tire model from Bridgestone
- Fused lect
- Tire model from Bridgestone
- Fused lect
- Song title
- Fused lect
- Band name
- Fused lect

According to the data shown in table 1.1 and 1.2 above, the sample radio program from MET makes more use of code switching than SEED and most of the code switching done is considered to be an insertion. Besides, there are fused lects found in both conversations. The reason why the sample program from the radio
station MET features more cases of code switching (insertion) is that the station’s programs are by standard English discourse— it offers only international music. The code switching shown in the conversation of the sample for MET radio station helps to show how international the DJ is. This is similar to some of the purposes of code switching which Foley states in his work— to align speakers in specific situation and to announce specific identities (Foley, 2013: 84). In this case (conversation in the sample of MET radio station), the DJ has choices to choose between Thai and English vocabulary, yet English is chosen. It means that he would like to align himself with the situation— international music discourse, and also to announce his identity that he is a part of the international music community.

Furthermore, the content of the sample program (MET Music and Lyrics) also influences the DJ to switch the code constantly. He is supposed to translate the song and educate listeners by giving further information about the idioms and vocabulary used in the song. This showcases that content or thematic has an impact on the extent of code switching as well. The impact of the program’s content on the linguistic style will also be discussed later in this chapter.

There is less code switching (insertion) found in the conversation of the sample program for SEED radio station. This surely is so because SEED is positioned in a different sphere of discourse— Thai music discourse. The two DJs talk about Thai music and artists and the content is not dealing with English music but purely Thai.
Fused lect for both radio stations are proper names for song titles, singers' names, and specific sessions in the programs. These names are all set so the speakers have no choice to use between the foreign language and their mother tongue language.

4.2 Language Appraisal

Not only code switching can help to see how different and similar the conversations on the sample radio programs are. Another way to observe how the speakers (DJs) position themselves in the conversation can be language appraisal. Language appraisal is the way to observe how language is used by recognizing the position of speakers. There are three positions which are attitudinal positioning, dialogistic positioning, and intertextual positioning. Attitudinal positioning is when speakers convey their attitude in conversation while dialogistic positioning is when speakers assume that there are listeners or partner in the conversation. Intertextual positioning is when speakers refer to sources of information they got.

Table 3. Language appraisal of SEED radio conversation

<table>
<thead>
<tr>
<th>Positioning</th>
<th>Utterance</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudinal Positioning</td>
<td>50. It is not a bad thing.</td>
<td>Not, bad</td>
</tr>
<tr>
<td></td>
<td>54. I do not get it? (laugh)</td>
<td>I do not</td>
</tr>
<tr>
<td></td>
<td>(whistle sound effect)</td>
<td></td>
</tr>
<tr>
<td>Dialogistic Positioning</td>
<td>3. Hello all of you.</td>
<td>All of you</td>
</tr>
<tr>
<td></td>
<td>81. And also Seed listeners that you guys were really</td>
<td>You guys</td>
</tr>
<tr>
<td>Intertextual Positioning</td>
<td>33. Lately, many people complain that less people come to work.</td>
<td>Many people</td>
</tr>
<tr>
<td>--------------------------</td>
<td>---------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td></td>
<td>65. However, some people probably think it is fine.</td>
<td>Some people</td>
</tr>
</tbody>
</table>

Table 4. Language appraisal of MET radio conversation

<table>
<thead>
<tr>
<th>Type of Positioning</th>
<th>Utterance</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitudinal</td>
<td><strong>11. Hold, hold on and we will listen to it and take a look at interesting vocabulary.</strong></td>
<td>Interesting</td>
</tr>
<tr>
<td>Positioning</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>16. So, this is the other song which is positive and self-motivated.</strong></td>
<td>Positive, self-motivated</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>**34. This is one of my favorite songs, <strong>Ne Yo ** – Champaign Life.</strong></td>
<td>My favorite</td>
</tr>
<tr>
<td>Type of positioning</td>
<td>Utterance</td>
<td>Remark</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------</td>
<td>--------</td>
</tr>
<tr>
<td>Attitudinal Positioning</td>
<td>4. We knew it is sort of a sombre Christmas Eve for the Giudice family as</td>
<td>Sort of sombre</td>
</tr>
</tbody>
</table>

Table 5. Language appraisal of PLJ radio conversation
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11. And I am sure she gets so many tweets and videos sent to her but there was one in particular that she decided to tweet out herself and just say “obsessed”.</td>
<td>sure</td>
</tr>
<tr>
<td>15. Excuse me ah it is just amazing.</td>
<td>amazing</td>
</tr>
<tr>
<td>38. What a cool sound for your drive home.</td>
<td>What a cool</td>
</tr>
<tr>
<td>48. Oh, well, that is much better there.</td>
<td>Much better</td>
</tr>
<tr>
<td>77. 2014 was a great year for this guy.</td>
<td>great</td>
</tr>
<tr>
<td>79. Crowds for the ball in Time Square.</td>
<td>crowds</td>
</tr>
</tbody>
</table>

Theresa is supposed to check in to her sentence in prison on January 5th but we get reports in right now that she will head in just a bit early.
<table>
<thead>
<tr>
<th>Dialogistic positioning</th>
<th>12. Now I dare you, not to love this.</th>
<th>I dare you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intertextual positioning</td>
<td>11. And I am sure she gets so many tweets and videos sent to her but there was one in particular that she decided to tweet out herself and just say “obsessed”.</td>
<td>She decided to</td>
</tr>
<tr>
<td></td>
<td>23. They are on the cross Bronx and this report is brought to you by Walgreens.</td>
<td>By Walgreens</td>
</tr>
<tr>
<td></td>
<td>34. At JFK airport they want you to know terminal A parking lot, well do not go there. Alternative site is effective tomorrow (inaudible) and this report is brought to you by Nordstrom rack.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>41. They call this \textit{Prayer in C.}</td>
<td>They call</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
<td>44. And he said, it is kind of funny sitting there watching everybody almost, it is like a eulogy almost.</td>
<td>He said</td>
</tr>
<tr>
<td></td>
<td>45. It is not unlike a very healthy way of watching your life flash before your eyes.</td>
<td>Tom Hank's voice record</td>
</tr>
<tr>
<td></td>
<td>46. Right afterwards we get to go to (inaudible) as opposed to going to the funeral parlours.</td>
<td>Tom Hank's voice record</td>
</tr>
<tr>
<td></td>
<td>47. So it worked out okay.</td>
<td>Tom Hank's voice record</td>
</tr>
<tr>
<td></td>
<td>56. This report is brought to you by Walgreens.</td>
<td>By Walgreens</td>
</tr>
</tbody>
</table>

In terms of language appraisal, all three conversations from the three sample radio programs can be compared since it is about the position of DJs. In fact, when we take a look at all three conversations as a whole, they all are using dialogistic positioning. When those DJs are on air, there is no real partner or visible audience in front of them but they pursue the conversation as if their audiences are there with
them. However, when we take a closer look to each conversation and into each sentence, there are differences among those three sample conversations.

SEED DJs have a mixed positioning (see table 3.), meaning that there is no outstanding positioning in the conversation. The reason is that they mostly talk about hard facts e.g. New Year festive activities, song title and artists, etc. (see Appendix 1, page 96). Whereas MET DJ conveys more of attitudinal positioning (see table 4.). This is because the DJ himself chooses which song he wants to translate as well as the vocabulary and idioms that he wants to put special emphasize on. The responsibility of choosing the song is depending on him. Thus, the song that he considers to be inspiring or positive or vocabulary and idioms that he considers to be especially interesting (see Appendix 2, page 100) will be chosen. It is solely depending on his judgment.

It is different for PLJ DJ and his traffic reporter. In table 5, it is obvious that intertextual positioning is the most significant aspect of language appraisal. There are two possible meanings for the intertextual positioning in the conversation. First, it is to advertise their sponsor. When the traffic reporter starts or ends the report, she always announces who is sponsoring the following news (see index 3, page 106). The second intention is to claim that the report is organized by somebody else before it is broadcasted to public.

Each conversation from the discussed sample programs is discrete because the content they represent and the discourses- Thai and English are divergent. Later in
this chapter the relationship among each study and theory will be mentioned so it will be clearer to see how different and similar these conversations are.

4.3 Ecology of Language

As mentioned earlier in chapter 2- Literature Review, the ecology of language can help to visualize better how language and culture correlate to one another. Before we start the analysis, it is important to see the ecosystems in the same way. Language itself is one ecosystem and now it is in another eco system- radio ecosystem. Then each radio ecosystem is in different bigger ecosystem as figure 1, 2 and 3 below.

![Figure 1. SEED ecology system](image-url)
Figure 2. MET ecology system

Figure 3. PLJ ecology system

Figure 1, 2, and 3 show what dominant culture each radio conversation is situated in. It can be described that SEED and MET DJs mainly speak Thai because they are placed within the Thai ecosystem. This is to say that the two radio stations are
based in Thailand and therefore majority of population is Thai with Thai language as their official native language. This affects in result how content of programs on SEED and MET is shaped. The conversations on the program of SEED radio station are primarily about Thai music and artists while the conversations on the program of MET radio station are educating people about English language (because it is in English discourse).

It is the same for PLJ radio conversation. PLJ is situated within and influenced by the American ecosystem- American culture and it is based in the United States. The language for both the DJ’s and the traffic reporter’s speaking part is English. The figures above help to prove that dominant culture has an influence on the language of radio conversation, yet the conversation is influenced by other factors e.g. the program on MET radio station with its conversation in English discourse. Thus, the conversations are not purely impacted by the main culture but they are aligned to fit with the discourses as well.

The content of the conversation on the sampled programs is still a point for further discussion. They are all the same in a way that they are influenced by their dominant cultures but the results are different. Before further analysis is conducted, the summary of the three sampled radio program conversations is needed. SEED DJs talk about the coming New Year and their new schedule. In most part of the conversation, they talk about Thai music and Thai artists then they end their conversation with a small session in their show which is called Seed Session (see Appendix 1, page 96). The MET DJ starts his program by referring to lyrics that he
will translate later during his program then he switches to talk about international music and artists. Songs and artists are mentioned constantly during the whole program. Then he tries to offer educational information for his audience by translating the lyrics, as well as showing them vocabulary and special idioms from the song. He talks about New Year with an update about the radio station's concept for the coming next year. The program is ended with a small session called Met Hit Hunter where the audience can take part in. Sponsors for his program are mentioned as well (see Appendix 2, page 100).

The PLJ DJ talks about New Year as well and that is in fact how he starts his show. Then he follows by an update about latest music like other DJs from SEED and MET. He also updates the audience about the next program following after his program ends and then his traffic reporter reports how New York traffic is like at that particular time. The reporter also mentions the sponsors of the traffic report session. The DJ refers to his favorite show as well as broadcasts the voice from the show then he ends the show by referring to the New Year event at Time square (see Appendix 3, page 104).

From the radio program’s conversation summaries above, it already is obvious how the DJs talk about different topics. To a certain degree this is because they are placed in different ecosystems. Dominant cultures not only influence the way languages are used but also what content that DJs talk about to the audiences. Even though the major contents are specific, some similarities can also be seen. New Year is what is mentioned in all radio conversation. They are in different
ecosystems according to the figures shown but the bigger ecosystem that covers all three radio programs and the conversations are the world ecosystem. New Year is a significant event all across the world and this is why they all mention it. Music and artists are the other topics that they refer to. This is to say that they talk about different music and artists yet they are in music discourse. Music discourse impacts how they talk about songs and artists in the same way.

The three sampled conversations are different in terms of content and languages used. However, they are all similar in the way that they are affected by their dominant cultures—Thai and American culture.

4.3 The Problem of Speech Genres

In reference to Bakhtin’s work, there is no radio conversation that is alike to one another. They are varying in terms of thematic and linguistic style. Later in this section, content difference and linguistic style difference will be analyzed. The table below illustrates how different the contents (thematic) are.

Table 6. The differences in content of SEED, MET, and PLJ radio conversation.

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Topic</th>
<th>Utterance</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEED</td>
<td>New Year</td>
<td>6. I am feeling overwhelmed to know that next year I will still be here with DJ Mil (laugh) (disappointed sound effect).</td>
</tr>
</tbody>
</table>
18. Yeah, we will meet next year but on Thursday and Friday, right?

26. This week is the last week of the year.

28. Yes, new start.

30. Oh, start a new year (funny sound effect).

31. (laugh) Our audience say it is like their Karma to meet us this year and beginning of next year.

32. (laugh) Ah... at the end of the year there might be some parties already.

37. Most of people who ah are working right now during New Year probably took leave before New Year.

70. One year pass for SeedSession.

79. Yes, thanks to Getsunova and through this year, thanks to all artists (applause sound effect).

81. And also Seed listeners that you guys were really interested and oh
| Thai Music and artists | gave us calls to take part in this activity to win ticket for **Exclusive Seed**.  
82. Stay tune for next year. |
|-----------------------|--------------------------------------------------------------------------------|
| **44.** A new **single** from Tattoo Colour is waiting for you.  
**45.** It is ah **Pluer Pai or Friend with Benefit**.  
**46.** This one is from the album Popdad.  
**66.** Let's have a listen to the new **single** and also the first song for now.  
**67.** **Sing-no-white** from Golf and Dan.  
**68.** Yeah, this is the original soundtrack for The One Ticket or Tua Por Reak Por. |
| Small session in their program | 70. One year pass for **SeedSession**.  
81. And also Seed listeners that you guys were really interested and oh gave us calls to take part in this |
<table>
<thead>
<tr>
<th>English idiom</th>
<th>activity to win ticket for <strong>Exclusive Seed.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>48. Actually, the word <strong>friend with benefit</strong> does not mean.</td>
<td></td>
</tr>
<tr>
<td>49. How do we say?</td>
<td></td>
</tr>
<tr>
<td>50. It is not a bad thing.</td>
<td></td>
</tr>
<tr>
<td>52. Do you get the word <strong>friend with benefit</strong>?</td>
<td></td>
</tr>
<tr>
<td>56. Ah, like friends, close friends.</td>
<td></td>
</tr>
<tr>
<td>57. Ah perhaps like deeper than that but not committed.</td>
<td></td>
</tr>
<tr>
<td>58. Well, close friends ah with high profit (laugh).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MET</th>
<th>Lyrics translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Today I will translate the song, <strong>Masterpiece</strong> by <strong>Jessie J</strong> from her third album- <strong>Sweet Talker</strong>.</td>
<td></td>
</tr>
<tr>
<td>4. “What I am doing these days is creating myself to be a masterpiece.</td>
<td></td>
</tr>
<tr>
<td>5. If you think this is the best of me (laugh) mm... my best is yet to come.</td>
<td></td>
</tr>
</tbody>
</table>
6. Even though people may disagree, and think it is impossible to be successful, wait and see.

7. I am creating it now as long as you support me.

8. Some people keep saying I cannot do it.

9. I will take this force to make me move to my aim, so I am a masterpiece."

10. And this is the singleMasterpiece.

<table>
<thead>
<tr>
<th>Idiom and vocabulary from the song</th>
<th>11. Hold, hold on and we will listen to it and take a look at interesting vocabulary.</th>
</tr>
</thead>
<tbody>
<tr>
<td>38. One word, one sentence, one idiom in a song which says, “Got a way to go”.</td>
<td></td>
</tr>
<tr>
<td>39. “Got a way to go”, means it is a long way.</td>
<td></td>
</tr>
<tr>
<td>40. “But it is worth the wait”, it deserves the wait.</td>
<td></td>
</tr>
<tr>
<td>New year</td>
<td>13. Through the year that we might make mistakes, it is okay.</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>51. Deliver you happiness for New Year.</td>
</tr>
<tr>
<td></td>
<td>52. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31 December. Let’s see who request for what song.</td>
</tr>
<tr>
<td>International music and artists</td>
<td>10. And this is the single Masterpiece.</td>
</tr>
<tr>
<td></td>
<td>12. Definitely, this kind of song is an inspiring one.</td>
</tr>
</tbody>
</table>

41. “Worth the wait”, worth means valuable.
42. W-o-r-t-h means valuable.
43. “Worth the wait”, that is interesting idiom in this song, *Masterpiece*.
44. Vocabulary and meaning with Jessie J with *Masterpiece*, new release.
20. A single from Calvin Harris featuring Ellie Goulding.

21. This is Outside.

23. The fifth rank of MET Top 40 chart – Magic with their single Rude.

32. Let's move on with music.

33. Taylor Swift and this is Blank Space.

34. This is one of my favorite songs, Ne Yo – Champaign Life.

35. It is the story about successful life and he feels that all efforts worth the success.

50. And thanks to our sponsor Bridgestone for MET Hit Hunter.

51. Deliver you happiness for New Year.

52. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31
| New Year concept of the station | December. Let’s see who request for what song.  

24. **MET 107** give a huge gift for this coming New Year.  
25. It is round-trip plane tickets Bangkok-Hong Kong around 400,000 THB in total.  
26. This is under the activity “**MET is Everywhere**”.  
27. It is our **concept** for next year for MET 107.  
28. No matter where you are or what you are doing, you see 107, just take a photo and post on IG, create a catchy caption.  
29. Do not forget **hashtag**@ ah MET 107, **#metiseverywhere**.  
30. The best picture and caption will get 2 plane tickets Bangkok – Hong Kong from Thai Airways.  
31. We give away every week from 15 December to 9 January. |
| Small session in the program (MET Hit Hunter) | 46. **MET Hit Hunter** is one of activities that **Metsters** can join with **MET 107**.

47. 15 seconds for you – the real **Metster** and your own definition of top hit song. |
|---|---|
| PLJ | **New Year**

4. We knew it is sort of a sombre Christmas Eve for the Giudice family as Theresa is supposed to check in to her sentence in prison on January 5th but we get reports in right now that she will head in just a bit early.

79. Crowds for the ball in Time Square. |
| Music and artists | 8. Here is Maroon 5 and Animals on New York 95.5 PLJ.

10. My name is Mike Allen for John Fox and we talked about how Taylor Swift just loves when her fans remake her music |
11. And I am sure she gets so many tweets and videos sent to her but there was one in particular that she decided to tweet out herself and just say “obsessed”.

13. It is a mash up between ah *Blank Space* and *Style*.

14. It is by a group c.. ah Louisa Wendorff and Davin Dawson.

38. What a cool sound for your drive home.

40. Lilly Wood mixed by Robin Schulz.

41. They call this *Prayer in C*.

77. 2014 was a great year for this guy.

78. Hozier and *Take Me to Church* on New York 95.5 PLJ.

<table>
<thead>
<tr>
<th>Traffic report</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Jacquelyn Karl back with us, how is the drive?</td>
</tr>
<tr>
<td>22. Oh, we got delays still.</td>
</tr>
</tbody>
</table>
23. They are on the cross Bronx and this report is brought to you by Walgreens.

24. However you decide to get back to healthy, Walgreens helps support your routine with the vitamins and supplements you need to stay on track at the corner of happy and healthy.

25. Westbound cross Bronx the off ramp to the Deegan we still have that disabled tractor trailer blocking the left lane.

26. Inbound Gowanus near Hamilton Avenue at the 26, there is a stall on the left lane.

27. Over to New Jersey, Walberg Route 17 southbound approaching Sheridan Avenue we got an accident investigation working now, it is blocking the right lane.

28. And then in Edison northbound route 27 at Plainfield Avenue a
down pole has all northbound lanes blocked and the right lane on the southbound site.

29. Checking transit.

30. Downtown 4 and 5 trains running with delays.

31. That is because of signal problems at Brooklyn Bridge City Hall.

32. New Jersey transit system line.

33. Keep in mind trains are operating on modified weekday schedule, so check your schedule before you leave the house.

34. At JFK airport they want you to know terminal A parking lot, well do not go there. Alternative site is effective tomorrow (inaudible) and this report is brought to you by Nordstrom rack.

37. I am Jacquelyn Karl, right now traffic on 95.5 PLJ.
53. It happens tomorrow more on that but Jacquelyn Karl with us right now breaking down the drive.

54. Hey Mike, it is southbound on the New England on the throughway.

55. You are going to see some delay.

56. This report is brought to you by Walgreens.


60. It is a crash.

61. Then westbound cross Bronx the off ramp to the Deegan that disabled tractor trailer has finally been cleared from the left lane.

62. Over to New Jersey and Walberg Route 17 southbound
approaching Sheridan Avenue we have an accident investigation working in the right lane.

63. Then in Edison northbound route 27 at Plainfield Avenue a down pole has all northbound lanes blocked and the right lane on the southbound site.

64. Some transit problems.

65. Downtown 4 and 5 trains running with delays.

66. That is because of signal problems at Brooklyn Bridge City Hall.

67. New Jersey transit system line.

68. Trains are operating on modified weekday schedule.

69. Now, in the morning they will have additional New York bound trains scheduled between 10 am and noon.

70. And select morning peak trains will not operate.
<table>
<thead>
<tr>
<th>71. That is because of light ridership.</th>
</tr>
</thead>
<tbody>
<tr>
<td>72. JFK airport terminal A parking lot, completely full.</td>
</tr>
<tr>
<td>73. Alternate site is effective tomorrow and this report is brought to you by Nordstrom rack.</td>
</tr>
<tr>
<td>Next show from the station</td>
</tr>
<tr>
<td>6. Ralphie tonight back at it.</td>
</tr>
<tr>
<td>7. Tonight after 7 o’clock, Mark Wahlberg joins the show.</td>
</tr>
<tr>
<td>The DJ favorite show</td>
</tr>
<tr>
<td>43. One of my favourite shows leading up to the New Year’s, the Kennedy Center Honours and one of my favourite actors Tom Hanks, he is being honoured this year.</td>
</tr>
<tr>
<td>44. And he said, it is kind of funny sitting there watching everybody almost, it is like a eulogy almost.</td>
</tr>
<tr>
<td>45. It is not unlike a very healthy way of watching your life flash before your eyes.</td>
</tr>
</tbody>
</table>
46. Right afterwards we get to go to (inaudible) as opposed to going to the funeral parlours.
47. So it worked out okay.
48. Oh, well, that is much better there.
49. And some good friends came out to talk to him.
50. Like David Letterman.
51. When ah, David Letterman came out I wondered: How did they get that crotchty guy out to D.C. for the weekend?
52. So excited for this new show.
53. It happens tomorrow more on that but Jacquelyn Karl with us right now breaking down the drive.

4.3.1 Content (thematic)

The content for each of the sampled conversations is varying and different as the table above shows. The DJs talk about many different topics. However, there are some similarities found among these conversations. All DJs talk about the
upcoming New Year as well as small other sessions which are still under their stations. The reason why they talk about New Year is the matter of time or in accordance to Bakhtin- sphere of communication. All these radio conversation records are dated on Friday 29 December 2014, 5-6 pm (local time of each station). New Year is a significant occasion world wide.

4.3.2 Linguistic Style

Linguistic style- lexical and grammatical resources of language, is the other element that Bakhtin takes into consideration when talking about speech genres. Even though the three sampled radio conversations are unique in their own ways (according to Bakhtin), there is still convergence among them in terms of lexical and grammatical resources of language. Figure 4 and 5 show how they are convergent.

Figure 4. Lexical resource of language convergence of the three radio conversations
The sampled conversations on MET's program shares lexical resources with both SEED and PLJ in the way that the main language for the program on MET and SEED is Thai. The MET DJ however shares lexical resource of language with the PLJ DJ and the traffic reporter because he (MET DJ) tries to educate listeners about English language (see appendix 1, 2, and 3, page 97, 101, and 105).

Once they share lexical resources of language, grammatical resources of language are shared as well. The conversations themselves show that the DJs use grammatical resource of languages in the languages they speak at that moment (see appendix 1, 2, and 3, page 97, 101, and 105).
Another difference is observable when taking a look at the phraseological resources of language. This factor clearly differentiates one radio conversation from another. This is because the speakers’ phrases are unique and individual. It is true that the DJs share the same languages yet phraseology is depending on each speaker individually.

Research Question 2

2. What is the significance of these differences and similarities in term of cultural influence?

Analysis and Discussion of Research Question 2

Table 7. Difference-Similarity Summary

<table>
<thead>
<tr>
<th>In term of</th>
<th>Difference</th>
<th>Similarity</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code switching</td>
<td>Sample data from MET has more code switching</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>than sample data from SEED.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fused lect</td>
<td>No significant amount of fused lects in sample data from SEED and MET but both</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language appraisal</td>
<td>All three sample data from the three stations have different outstanding positioning (in-depth analysis).</td>
<td>All three sample data have the same positioning = dialogistic positioning (considering each sample data as a whole utterance).</td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Ecology of language</td>
<td>- Different radio ecosystem - Different cultural ecosystem</td>
<td>SEED and MET are in the same cultural ecosystem – Thai ecosystem.</td>
<td></td>
</tr>
<tr>
<td>Problems of speech genres</td>
<td>- All four components of speech genres make the sample data</td>
<td>The four components are content, linguistic style, compositional</td>
<td></td>
</tr>
<tr>
<td>from SEED, MET, and PLJ to have their own particular genre.</td>
<td>structure and sphere of communication. Every component have specific characteristic that each of them affects conversation differently.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the different-similarity summary table it can be seen that dominant cultures (Thai or American culture) play a significant role in making these three sample data different or similar to one another. To illustrate, main language of sample data from SEED and MET is Thai, whereas English language is used in sample data from PLJ. Language is a part of culture so it is clear that the dominant culture affects the language selection of the DJs.

Content of the programs is also a reflection of the dominant culture. Sample data from MET shows that English language is used for educational purpose rather then actual communication between DJ and his audience. This station is in international music discourse, yet the bigger picture is Thai discourse. In other word, MET radio is in Thai ecology and this has more impact on the content. Similar to the content
at the beginning of PLJ sample data, the DJ mentions about Christmas Eve. Christmas is a big event which is widely celebrated in Western countries and so does New York. None of the DJ from SEED and MET mentions about Christmas time and this is the other example of how dominant culture affects the content of the programs.

Not only the dominant culture can influence the direction of the program, the sub culture (western culture is considered to be a sub culture to the content of SEED and MET sample data) also has an impact on language and content. As it is seen in sample data from MET, the meaning of the song Champagne Life from Ne Yo is mentioned (see Appendix 2, page 100). In the lyrics, champagne in the song signifies a successful life. Thus, sub culture can slightly assimilate Thai listeners to think of champagne as a symbol of success.

According to table 7, it seems that dominant cultures influence much on language use and the way of communication. And this factor makes each sample data different from one another. For example, MET DJ talks about the meaning of the song because the songs (see Appendix 2, page 100) which are broadcasted are in English but the main listeners are Thai who speak Thai as their mother-tongue language. It is different from how PLJ DJ talks about music. He rather comments on those songs and artists. “What a cool sound for your drive home.” Or “2014 was a great year for this guy. Hozier and Take Me to The Church on New York 95.5 PLJ.” (see Appendix 3, page 104)

However, the similarities between Thai and American sample data exist because of power of media. The intercultural content on sample data (SEED and MET) show
how American culture impacts on Thai culture. For instance, first, one American song is found in SEED sample data. This radio station is claimed to be Thai pop music station. Second, idioms and vocabulary are discussed in sample data from MET radio as well as American music through the program.

This can refer back to the studies on sociolinguistics by Gumperz, Hudson, and Ochs. These researchers show in their studies that social, culture, and media are correlated and they shape the way language is used as well as the way society is going to be.

It can be said that power of the media brings American into Thai culture. And this makes Thai and American radio conversation similar to one another or at least overlap. To depict, in MET sample data, the DJ talks about American music because all music on this sample data is American. The DJ talks about the song Champagne Life that it is about successful life. Champagne stands for success symbol. Thai audiences learn that Champagne means success.
Chapter Five: Conclusion

5.1 Significance

The main differences of the three sample data are non-music content, speaker positioning, and linguistic style. The non-music content is varied from sample to sample. There is New York traffic report and American show in PLJ sample data whereas the concept of the radio station is revealed in MET sample data. New Year event is mentioned more in SEED sample data.

Linguistic style in this study means lexical resources of language, grammatical resources of language, and phraseological recourses of language. This factor makes Thai and international radio programs different because it mostly depends on the speakers. These three sample data with different DJs results in different linguistic style.

Speaker positioning is also different in Thai and international sample data. Sample data from PLJ shows that intertextual positioning is used more than other types of positioning. In contrast, attitudinal positioning is outstanding in Thai sample data especially MET sample data. Different positioning is the result of the content of each sample data. PLJ sample data contains New York traffic report and it is necessary to provide the source so it is seems to be reliable to the audiences. Choosing and translating lyrics in MET sample data does not need to be intertextualized because it is more entertaining to the audience. It is the same for SEED sample data that there is no outstanding positioning because the content seems to be more entertaining.
Similarities remain although there are some differences. Pop music content and sphere of communication are the two factors that make the three sample data similar to one another. Even though the actual music that SEED radio station offers is totally different from MET and PLJ, how they talk about music and artists is the same. That is song titles and artists' names are mentioned. Then either content of the song or some update about artists are referred. To illustrate, SEED DJs introduce the new single called Pluer Pai or Friend with Benefit. And they discuss about the English song title before they move on. MET DJ talks about the song that is just ended in a way that how much he likes it. PLJ DJ also expresses his impression about the music that he is going to play together with the update about artists. All the DJs from these three radio stations may talk about music and artists differently. Yet they still stay in music discourse.

Sphere of communication is what all sample data have in common. They are under pop music discourse and also radio broadcast situation. It is obvious for MET and PLJ sample data that international music is their sphere of communication. SEED has different one but it is still pop music.

However, the significance of these similarities and differences are dominant cultures and power of media. Dominant culture for each radio station is different. SEED and MET are influenced by Thai culture as they can be seen that the main language is Thai. MET sample data shows that Thai culture still plays an important part. MET DJ talks about music as well as translates and picks up idioms and vocabulary to educate his listeners. PLJ sample data also indicates how American
culture affects the talk on radio. For example the content about Christmas and New York traffic.

Dominant cultures make the sample data different. Power of media makes them similar. When there are similarities or the overlaps found, it can be claimed that the power of media drives Thai culture to be more like American. This is because American music is broadcasted and of course, it is discussed. When American music is taken into conversation, the attitude or value in the song is also exchanged in the conversation of the DJs. For instance, the idea of successful life as masterpiece from the song Masterpiece is transferred to Thai listeners. Similarly, the song Champagne Life signifies successful life. This can reshape how Thais perceive the meaning and symbol of success.

5.2 Application

Cultures and languages are changeable as well as interchangeable. It happens all the time as long as people are moving and communicating. In this study, it is possible that Thai culture is eventually changed through the influence of American radio. To depict, American music is broadcasted for both on MET and SEED. Even though there is only one American pop song broadcasted as can be seen in SEED sample data (see Appendix 1, page 96), it is questionable what will happen to Thai pop music radio stations and if it already starts to lose the identity of Thai pop music.

For MET radio, it is obvious that only international music is offered to audiences. It can be said to be an alternative for music channel, yet American culture and
American discourse are something that is unavoidable. In time, Thai culture can be influenced by American more. This can be a new challenge to Thai media producers.

At a time that Thai society tends to receive more and more of American influence, how the producers can handle this change in order to maintain Thai identity within their programs is still the question. There is no way to absolutely distinguish one culture out of another. It is challenging to adjust the content and the way to talk about it.

As the power of media is the significance of the similarities between Thai and American radio programs, it can be claimed that media introduce many new aspects of American culture to Thai society. First, new language, English may not be considered as a brand new language to Thai society but new language here means idioms and slangs that are used by singers and DJs. Many of lyrics reflect culture and attitude of the composers. For examples, the song *Whatcha Say* from MET sample data (see Appendix 2, page 100) reflects how the language is used by black singer- Jason Derulo. “Whatcha” is actually “What you”. *Champagne Life* from Ne Yo which is discussed many times earlier about successful lifestyle. These two examples can help to depict how media introduce such language and attitude to audiences.

New music genres are introduced as well. Overall music of the three sample data can be considered as pop music, however, each song is different from one another. To illustrate, *Blank Space* by Taylor Swift is considered as pop music while *Outside*
by Ellie Goulding is considered as house music (electronic dance music) (see Appendix 2, page 100) Original Thai music is different from the two songs mentioned and of course, pop and house music are not developed in Thailand.

Fashion is the other aspect that comes along with music. Even though music videos are not a part of this study, almost every song has its own music video. Media bring fashion through music videos. From hairstyles to vehicles many fashion objects are elements in music videos that can influence audiences in real life as well as Thai media producers.

From language to attitude in lyrics to fashion music videos, these are the elements that can shape new perspective in Thai society. For instance, some Thai people probably speak English in public so others who do not speak English will not understand what they are talking about. Besides, some teenagers imitate the fashion shown in music videos like hair style or new watches or wear perfume that is shown in music videos. They might do this to show how modern they are and it is important to be aware of these changes.

Even though the findings in this study show that dominant culture like Thai culture still has a major impact on how language is used to communicate, other aspects other than language are actively shifting.

These changes may not be considered to be harmful, yet they can eventually eliminate original Thai culture. To maintain or adjust Thai culture with this impact, it can be useful if media producers remind audiences about Thai identity. For instance, there is nothing wrong to educate audiences about the meaning of
champagne as a symbol for success (see Appendix 2, page 100). At the same time, DJ can remind his audiences about Thai success symbol as well.

5.3 Limitations of the Study

This study contains small sample size since it is about discourse analysis. The in-depth analysis is on focused rather than quantity of sample data. Besides, the analysis is mainly about the conversation of the DJs, traffic reporter, and participating listener. Other sections in the records like news section, advertisements during the break, etc. are a minor interest.

5.4 Future Research

There are many ways to see how cultures and languages are changing and changed. Future study can observe in other aspects of radio as well as types of media. Language use in commercial spots in radio or social media and radio in general are the areas where research about language and culture can be conducted.

Moreover, other regions can research about their own cultures compared to American culture or western culture if there is a similar impact observable or not. Television or fashion magazines are also interesting for studying about language and culture. There are some television channels that provide English language in English discourse. Yet they are broadcasted in Thailand. The impact of these channels on audiences and Thai society can be interesting to take a look at.

Fashion magazines are media that are worth the consideration of further study. There are many translated and not-translated fashion magazines provided in the
market. The study of content of these media can be helpful to see how society is changed and changing.
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Appendix One

Radio Transcript

SEED 97.5 FM

Monday 29 December 2014, 5-6 pm (local time)

Seed News by MCOT
Seed New Year spot
Seed jingle

1. DJ Barge: Hello
2. DJ Mil: Hello
3. DJ Barge: Hello all of you.
4. DJ Mil: I am DJ Mil (applause sound).
5. DJ Barge: I am DJ Barge, Kanyootapong Noppakun.
6. I am feeling overwhelmed to know that next year I will still be here with DJ Mil (disappointed sound effect).
7. DJ Mil: Impressed?
8. I want to tell you that I am afraid you will be lonely.
9. DJ Barge: Ahh...
10. DJ Mil: So I beg and pray.
11. DJ Barge: Really?
12. DJ Mil: Yes, I pray that I want to be with you again.
13. DJ Barge: Oh, who allow you?
14. DJ Mil: (laugh) (funny sound effect)
15. DJ Barge: Yeah, we will meet next year but on Thursday and Friday.
16. DJ Mil: Right, and time is changed as well.
17. DJ Barge: Right.
18. DJ Mil: To the morning program, 10 am to 2 pm.
19. DJ Barge: Right, I think... next Thursday, next Friday is the start, right?
20. DJ Mil: This week.
21. DJ Barge: Ah this week.
22. Yeah right.
23. This week is the last week of the year.
24. DJ Mil: This week, Thursday is the first.
25. DJ Barge: Yes, new start.
26. DJ Mil : That is correct.
27. DJ Barge : Oh, start a new year (funny sound effect).
28. DJ Mil : (laugh) Our audience say it is like their Karma to meet us this year and beginning of next year.
29. DJ Barge : (laugh) Ah... at the end of the year there are parties.
30. Lately, many people complain that less people come to work.
31. DJ Mil : Yes.
32. DJ Barge : Right?
33. Most of people already took a break.
34. Most of people working right now during New Year probably took leave before New Year.
35. DJ Mil : Yes.
36. DJ Barge : Or they really cannot take leave for holidays.
37. DJ Mil : Right.
38. DJ Barge : That is why we are still here for you.
39. DJ Mil : We do not take leave.
40. DJ Barge : Yes, there are songs for you.
41. A new single from Tattoo Colour is waiting for you.
42. It is an PluerPai or Friend with Benefit.
43. This one is from the album Popdad.
44. DJ Mil : Yes.
45. DJ Barge : Actually, the word “friend with benefit” does not mean.. How do we say?
46. It is not a bad thing.
47. DJ Mil : Ah ha.
48. DJ Barge : Do you get the word “friend with benefit”?
49. DJ Mil : Oh, me?
50. I do not get it? (laugh) (whistle sound effect)
51. It is neither lover nor friend relationship.
52. DJ Barge : Ah, like friends, close friends.
53. Ah perhaps like deeper than that but not committed.
54. DJ Mil : Well, close friends with high profit (laugh).
55. DJ Barge : (laugh) It is not a fund (funny sound effect).
56. Not like LTF/RMF.
57. Ah but it is something like, if you are a guy, you might feel awkward. Some guys might be serious while girls do not.
58. DJ Mil : Yes, something like that.
59. DJ Barge : However, some people probably think it is fine.
60. Let's have a listen to the new single and also the first song for now.

61. DJ Mil : Sing-no-white from Golf and Dan.
62. DJ Barge : Yeah, this is the original soundtrack for The One Ticket or TuaPorReak Por.
63. DJ Mil : Yes.

Sing-no-white – Dan Woraweck featuring Golf (Ost. The One Ticket)
Seed jingle
Nang-sao-Thai-kub-fai-kang-kwa (Miss Thailand and the right birthmark) – Dunk Pankorn
Seed jingle
E-Prik (Epic) – KengTachaya
Seed jingle
PluerPai (Friend with Benefit) – Tattoo Colour
Seed jingle
AIS spot commercial
Okamoto Condom spot commercial
Vivo xshot spot commercial
Toyota spot commercial
Suan Siam spot commercial
Seed Fan Festival spot commercial
Seed jingle
My Butterfly – Palmy
Seed jingle
A Thousand Years – Christina Perri
Seed jingle
Cha-bok-ter-wa-ruk (Tell Her that I Love) – The Parkinson
Seed jingle
Mai-sa-nit – Non ThanonChumruen
Seed jingle
Ma-der (Mother) – The Rich Man Toy
Seed jingle
Thai Post spot commercial
Kato Fruit and Fun spot commercial
PTT spot commercial
Seed Fan Festival spot commercial
Seed jingle
Seed session by Okamoto Condom jingle
64. DJ Barge: One year pass for SeedSession.
65. There were many artists who came to give us happiness exclusively (DJ actually said exclusive but literally means exclusively).
66. DJ Mil: That is right.
67. The very first artist was Pod Moderndog and Tattoo Colour.
68. DJ Barge: Right.
69. Moderndog and Tattoo Colour.
70. Besides, there were Whatcharawalee, SingtoeNumchok, and Nut Sakdatorn.
71. Oh, Rock Rider and so on.
72. DJ Mil: Yeah, and the last time, Getsunova.
73. DJ Barge: Yes, thanks to Getsunova and through this year, thanks to all artists (applause sound effect).
74. And also Seed listeners that you guys were really interested and gave us calls to take part in this activity to win ticket for Exclusive Seed.
75. DJ Mil: Stay tune for next year.
76. Who wants to have fun like this, stay tune with Seed 97.5 FM.
77. DJ Barge: Yes.

Seed session by Okamoto Condom spot commercial
Yoo-trong-nee-nan-gwa-nee – Getsunova
Seed jingle
Kong-gao – Bluedock
Seed jingle
National Anthem
Appendix Two

Radio Transcript

MET 107 FM

Monday 29 December 2014, 5-6 pm (local time)

Social Metwork spot commercial
MET jingle
News music
MET Report by Foodland Supermarket spot commercial
Thai News Agency and OANA jingle
News report
MET Report by Foodland Supermarket spot commercial
MET 107 jingle
MET Music and Lyric by Toyota Camry jingle
MET Let’s Four Play jingle

Steal My Girl – One Direction
MET 107 jingle
Demon – Imagine Dragon
MET 107 jingle
Jealous – Nick Jonas
MET 107 jingle
Whatcha Say – Jason Derulo
MET Let’s Four Play jingle

1. DJ Champ: Back to the second hour with me DJ Champ Supawat.
2. Today I will translate the song.
3. Masterpiece by Jessie J from her third album- Sweet Talker.
4. I can say this song is hmm..
5. “What I am doing these days is creating myself to be a masterpiece.
6. If you think this is the best of me, my best is yet to come.
7. Even though people may disagree, and think it is impossible to be successful, wait and see.
8. I am creating it now as long as you support me.
9. Some people keep saying I cannot do it.
10. I will take this force to make me move to my aim, so I am a masterpiece.”
11. And this is Masterpiece.
12. Hold on and we will listen to it and take a look at interesting vocabulary. Definitely, this kind of song is an inspiring one.
13. Through the year that we might make mistakes, it is okay.
14. We are human and we fail.
15. When we can get back up and stand on our feet, we will appreciate the success that we have gone through it.
16. So, this is the other song which is positive and self-motivated.
17. Like, hey it is okay.
18. Today you may not 100 percent good but keep practicing.
19. In the end, your life is going to be a masterpiece like Jessie J said.
20. A single from Calvin Harris featuring Ellie Goulding.
21. This is Outside.
22. MET 107 for Life and Music.

Outside – Calvin Harris featuring Ellie Goulding
MET 107 jingle
Rude- Magic

23. DJ Champ : The fifth rank of MET Top 40 chart – Magic with their single Rude.
24. MET 107 give a huge gift for this coming New Year.
25. It is round-trip plane tickets Bangkok-Hong Kong around 400,000 THB in total.
26. This is under the activity “MET is Everywhere”.
27. It is the concept for next year for MET 107.
28. No matter where you are or what you are doing, you see 107, just take a photo and post on Instagram, create a catchy caption.
29. Do not forget hashtag@ahh..MET 107, #metiseverywhere.
30. The best picture and caption will get 2 plane tickets Bangkok – Hong Kong from Thai Airways.
31. We give away every week from 15 December to 9 January.
32. Let’s move on with music.
33. Taylor Swift and this is Blank Space.
Blank Space – Taylor Swift
MET Music and Lyrics by Toyota jingle
Stay tune on MET jingle
Toyota Camry spot commercial
Foodland Supermarket spot commercial
Nescafe’ 3in1 spot commercial
Z-True Magazine spot commercial
MET Happening program spot commercial
MET 107 jingle
MET Music and Lyrics by Toyota Camry spot commercial

Champaign Life – Ne Yo

34. DJ Champ: This is one of my favorite songs, Ne Yo – Champaign Life.
35. It is the story about successful life and he feels that all efforts worth the success.
36. Similar to Masterpiece by Jessie J that I just translated but Masterpiece from Jessie J says that “I might not be at my best but my life right now is quite okay and I never regret when I look back”.
37. She said she will not stop and she will make herself Masterpiece.
38. One word, one sentence, one idiom in a song which says, “Got a way to go”.
39. “Got a way to go”, means it is a long way.
40. “But it is worth the wait”, it deserves the wait.
41. “Worth the wait”, worth means valuable.
42. W-o-r-t-h means valuable.
43. “Worth the wait”, that is interesting idiom in this song, Masterpiece.
44. Vocabulary and meaning with Jessie J with Masterpiece, new release.
45. MET 107 for Life and Music.

MET New Release jingle
Masterpiece – Jessie J
MET jingle
Uptown Punk – Mark Ronson
MET Hit Hunter by Bridgestone spot commercial

46. DJ Champ: **MET Hit Hunter** is one of activities that **Metsters** can join with **MET 107**.
47. 15 seconds for you – the real **Metster** and your own definition of top **hit** song.
48. You can request for the song.
49. Whatever you like, a sweet, bitter, lovely, you got it all.
50. And thanks to our **sponsor Bridgestone** for **MET Hit Hunter**.
51. Deliver you happiness for New Year.
52. When you buy four Ecopia or Duravis in every size, get a 600 THB voucher for free until 31 December. Let’s see who request for what song.
53. Metster: Right now, I am Ding.
54. I am taking a walk at Siam.
55. Well, recently I am ah not in love.
56. I would like to ask for “Let Her Go” from **Passenger**.

Let Her Go – Passenger

MET Hit Hunter by Bridgestone jingle
Scream and Shout – Will.I.Am featuring Britney Spears
MET Music and Lyrics by Toyota Camry spot commercial
MET 107 jingle
FHM spot commercial
Dunlop spot commercial
Singha Discover spot commercial
MET Bangkok Brightside program spot commercial
MET Music and Lyrics program spot commercial
MET jingle
News break jingle
National Anthem
Appendix Three

Radio Transcript

New York PLJ 95.5 FM

Tuesday 30 December 2014, 5-6 pm (local time)

A story of my life – One Direction
Trouble – Ariana Grande featuring Iggy Azalea

1. DJ Mike : Taylor Swift is all about her fans and she is all about people remaking her music.
2. We are going to play some audio of the song that she endorsed about 5.23 at PLJ 95.5.
3. Blank space – Taylor Swift
4. PLJ jingle
5. Mr. Brightside – The Killers
6. DJ Mike : It is New York 95.5 PLJ.
7. We knew it is sort of somber Christmas Eve for the true DJ family as Theresa is supposed to check in to her sentence in prison on January fifth but we get reports in right now that she will head in just a bit early.
8. More details coming up PLJ.

Waves – Mr. Probz
PLJ jingle
Just the way you are – Bruno Mars

9. DJ Mike : Ralphie tonight back at it.
10. Tonight after 7 o’clock, Mark Wahlberg joins the show.
11. Here is Maroon 5 and Animals on New York 95.5 PLJ.

Animals – Maroon 5
PLJ jingle
Stay – Rihanna featuring Nikko

12. DJ Mike : Hey, this is New York 95.5 PLJ.
13. My name is Mike Allen for John Foxx.
14. And we talked about how Taylor Swift just loves her fans remake her music.
15. And I am sure she gets so many tweets and videos sent to her.
16. But there is one particular that she decided to tweet out herself and just say ‘obsessed’.
17. Now I dare you, not to love this.
18. It is a mash up between ah Blank Space and Style.
19. It is by a group e..ah called ah Louisa Wendorff and Davin Dawson.
20. Excuse me ah it is just amazing.
21. I am getting choked up just thinking about it.
22. Have a listen.

Mashup Blank Space and Style – Louisa Wendorff and Davin Dawson

23. DJ Mike : Man oh man.
24. See more of that on our Facebook page right now.
25. Search it at PLJ.com.
27. How is the drive?
28. Jacquelyn : Oh, we got delays still.
29. They are on the cross Bronx and this report is brought to you by Walgreens.
30. However you decide to get back to healthy, Walgreens helps support your routine with the vitamins and supplements you need to stay on track at the corner of happy and healthy. Westbound cross Bronx the off ramp to the (inaudible).
31. We still have that disabled tractor trailer blocking the left lane.
32. (inaudible) Same going on near New Hamilton Avenue at the 26, there is a stall on the left lane (inaudible). Over to New Jersey, Walberg Route 17 southbound approaching (inaudible) we got an accident investigation working right now, it is blocking the right lane.
33. And then in (inaudible) northbound route 27 at (inaudible) a down pole has all northbound lanes blocked and the right lane on the southbound site.
34. Checking transit.
35. Downtown 4 and 5 trains running with delays.
36. That is because of signal problems at Brooklyn Bridge City Hall.
37. New Jersey transit system White.
38. Keep in mind trains are operating on modified weekday schedule, so check your schedule before you leave the house.
39. At JFK airport they want you to know terminal A parking lot, well don not go there. (inaudible) and this report is brought to you by (inaudible). Get an additional 25% off all red tag clearance now at (inaudible) clear the rack event, going on now.
40. Hurry in to a store near you today.
41. I am Jacquelyn Karl, right now traffic on 95.5 PLJ.

PLJ New Year Eve party spot commercial
Walmart spot commercial
Macy’s spot commercial
Home Depot spot commercial
True Car spot commercial
Arcadia spot commercial
PLJ jingle

Roar – Katy Perry
42. DJ Mike : What a cool sound for your drive home.
43. It is New York 95.5 PLJ.
44. I am Mike Allen.
45. Lilly Wood mixed by Robin Schulz.
46. They call this Prayer in C.

Prayer in C – Lilly Wood and The Prick mixed by Robin Schulz
PLJ jingle
Dynamite – Taio Cruz

47. DJ Mike : It is New York 95.5 PLJ.
48. My name is Mike Allen for John Foxx.
49. One of my favorite shows leading up to the New Year’s The Kennedy Center honors.
50. And one of my favorite actors, Tom Hanks, he is being honored this year and he said, it is kind of funny sitting there watching everybody almost.
51. It is like a eulogy almost.
52. Tom : It is not unlike a very healthy way of watching your life flash before your eyes.
53. Right afterwards we get to go to (inaudible) as opposed to going to the funeral parlours.
54. So it worked out okay.
55. DJ Mike : Well, that is much better there.
56. When some good friends came out to talk to him like David Letterman.
57. Tom : When ah, David Letterman came out, I wondered how do they get that crotchety guy down to D.C. for the weekend?
58. DJ Mike : So excited for this new show.
59. What happens tomorrow more on that but Jacquelyn Karl with us right now.
60. Breaking down the drive.
61. Jacquelyn : Hey Mike, it is southbound on the New England on the throughway.
62. You are going to see some delay.
63. This report is brought to you by Walgreens.
64. Walgreens makes it easy, quick and easy, to get the cold relief you need.
65. Like Walgreens brand cold and flu relief products at the corner of happy and healthy.
67. It is a crash.
68. Then westbound cross Bronx (inaudible)

Taco Bell spot commercial
Home Depot spot commercial
Auto Land spot commercial
Kars4kids spot commercial
Eaglewood Hospital spot commercial
Macy’s Christmas Sale spot commercial
PLJ jingle

Habits (Stay High) – Tove Lo

69. DJ Mike : 2014 was a great year for this guy.
70. Hozier and Take Me to The Church on New York 95.5 PLJ.

Take me to the church – Hozier
PLJ jingle
Summertime sadness – Lana Del Rey
PLJ jingle
Me and my broken heart – Rixton

71. DJ Mike : Crowds for the ball in Time Square.
72. Plus, Taylor Swift will be there too. 95.5 PLJ.
Shake it off – Taylor Swift
Appendix Four: Sample Data Audio