

Abstract

This corpus-based study compares the lexical bundles and vocabulary in Business English coursebooks used in Bangkok, Thailand with a BELF (Business English Lingua Franca) corpus developed from business stories in English newspapers published in Thailand. It also discovers patterns within the Thai BELF corpus that reveal cultural and other attributes of Thai BELF. The repeated use of lexical bundles for various reasons are considered the cultural aspects of Thai BELF and come in many forms such as style, the use of certain words opposed to others, and the high frequency of specific lexical bundles. The use of a newspaper-based BELF corpus has not yet been explored in the teaching of Business English in Thailand.

This study is to better understand the lexical bundles and vocabulary used in Thai business news stories as a means to assess the lexical bundles being taught in Business English courses in Bangkok. A corpus of 800,000 words from March 2011 to July 2011 has been created to explore the bundles and vocabulary used in *The Nation* and the *Bangkok Post*. Two small corpora have been created to determine how the lexical bundles in Business English coursebooks such as, *Intelligent Business* (2005), *Essential Business Vocabulary Builder* (2011) and *New Business Matters* (2004) coursebooks used in Thailand and *BG 2000 English III* and *BG 2001 English IV* coursebooks used in Assumption University reflect the lexical bundles used in the Thai business environment. The top 100 most frequent lexical bundles in the Thai BELF corpus are analyzed to determine common attributes that can be compared to these two corpora.

The results of the study tend to indicate a low correlation between the corpus data and the Business English coursebooks used for this study. Much of this low correlation can be attributed to a lack of authentic texts and regional specific lexicon. Research into the Thai

BELF corpus itself revealed attributes of culture. These attributes include male gender dominance and a collectivist view of society as well as a focus on the Asian region. The use of time indicators and the role of the government in business are also discussed. Further research into the lexical bundles used in Thai BELF can aid teachers in designing syllabus to better meet the needs of Business English students in Thailand.

