

**Thesis****Sociolinguistic Study of Address Terms  
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The purpose of this thesis is to study the form and usage of address terms in Chiang Mai Dialect under the influence of social variables. This study includes the comparison of the different usages of the terms between two speech communities; Tambon Huay Sai, Sankampang District ; and Tambon Chang Klan, Moug District, Chiang Mai Province.

The result of this research comes out that there are 35 forms of address terms in Chiang Mai dialect, single and multiple depending on various social variables. A speaker must decide to use proper forms according to each variables. The first social variables that influence the use of the forms are personal variables which include sex, age period, age and social status of both the speaker and the addressee. The second variables are verbal interactions which include intimacy and politeness. The Third variables are the speech situation including place and fomality or informality. The fourth variables are the other variables which include loan words, occupation and attitude of speaker toward to addressee.

After comparing the usage of the two groups, it has been found that some forms are similar while other forms are different. The different forms are caused by the different variables which include personal variables, verbal interaction, and other variables.