

Phattama Muansamai 2014: Thai Personal Reference Terms in Referring and Talking to Pets. Master of Arts (Applied Linguistics), Major Field: Applied Linguistics, Department of Linguistics. Thesis Advisor: Assistant Professor Mom Luang Jaralvilai Charunrochana, Ph.D. 329 pages.

This study aims to investigate patterns and frequencies of Thai personal reference terms in referring and talking to pets which vary according to 5 factors; the gender of the speakers, age of the speakers, whether the speakers are animal lovers, whether the pets belong to them, and type of the pets. The data were collected from 600 Thai speakers in Bangkok and its suburbs; Nonthaburi, Pathum Thani, and Samut Prakan. The samples were asked to refer and talk to pets in fictional situations.

The result supports hypothesis. There are numerous patterns of Thai personal reference terms in referring and talking to pets and five factors statistically correspond to the use of Thai personal reference terms.

This result indicates Thailand social and cultural conditions in the present, especially the value of treating pets like own children. This value relates to the present condition that there is a decreasing number of children in a family.

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Student's signature

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Thesis Advisor's signature