

Abstract

This paper studies slang features, usage and meanings in Thai entertainment magazines throughout 2006. The data were collected from five sources: TV. Pool, STAR NEWS, GOSSIP STAR, in magazine and Oops!, a total of 120 volumes.

Slang features were used in one or more of seven ways: using original words or phrases in the Thai language to show new meanings, using words or messages from current events, environment and mass media, setting words to show meanings by sound, using onomatopoeic words to show meanings, borrowing words from foreign languages and Thai dialects, playing with Thai language by metathesis or “Kham-phuan”, and new words formation which can be classified into four ways: original words modification, rhyme and alliteration, coinage and word compounding.

Slang usage in these magazines served eleven different purposes: to show intimacy and informality, to show humour, to create originality, to show images, to tease, to satirize, to avoid taboo words and vulgar language, to blame, to emphasize meaning, to depress violence, and to avoid original, overused words.

As for the meanings of slang, it is found that there were three aspects: the meanings that show feelings and attitudes through amelioration and pejoration, new meanings, either through the restriction or extension of meaning, and meanings in contexts that can be classified into three types: specific meaning, connotative meaning and recollective meaning.

This study found that slang words in Thai entertainment magazines show distinctive aspects, with unusual language usage which differs from correct standard Thai language usage. The slang usage attracts the readers' attention, increasing the readers enjoyment of entertainment magazines.