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SAKON NAKHORN

BENJAMAS KHAMSAKUL: THE ATTITUDE OF SO (THAVUNG) ETHNIC GROUP TOWARD THEIR OWN LANGUAGE AND ITS USE : CASE STUDY OF NONG WAENG VILLAGE, PATHUMWAPI SUBDISTRICT, SONG DAO DISTRICT, SAKON NAKHORN PROVINCE. THESIS ADVISOR: CAROLYN P. MILLER, Lh.D., SUWILAI PREMSRIRAT, Ph.D., SOMSONGE BURUSPHAT, Ph.D. 149 p. ISBN 974-661 506-8

The objective of this research project was to investigate the attitudes of the So (Thavung) ethnic group in Nong Waeng village, Patumwapi, Song Dao, Sakon Nakhorn province towards the So language and the extent to which they continue to use this language in daily life. The sample consists of 121 subjects from whom sociolinguistic data was collected by questionnaire using the Likert scale for eliciting the information. The subjects were divided on the basis of 4 independent variables: sex, age, education, and ethnic group.

The result of the study shows that the attitude of the So toward their own language and linguistic group is neutral, displaying neither positive or negative characteristics. There is, however, a significant difference in the amount of So language used by older people with that used by younger So generations with higher education. The younger group uses less So in interaction. Those who are ethnically mixed also use the So language less, presumably because they have less opportunity to speak So than those who are pure So. No evidence was found in the study of a relationship between language attitude and language use in the So community.