Thai and English Code-Mixing on Instagram by Thai Users

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Abstract

This study aims to identify the linguistic characteristics of Thai-English code-mixing on Instagram by Thai users using qualitative research data collected from the captions and comments of 40 Thai users on the Instagram social media platform. To examine the linguistic characteristics, a linguistic analysis was applied. The study has discovered five distinct linguistic characteristics of Thai and English code-mixing; (1) lexical insertion, (2) word translation, (3) word repetition, (4) specialized features, and (5) switching to the Net culture. In addition, Thai and English code-mixing is used to express emotions and feelings while revealing Thai social and bilingual identities. Overall, this study makes a contribution to the rapidly growing area of computer-mediated discourse analysis with implications for better understanding of language exchange in online community, bilingualism and innovative research methods in applied linguistics.

Keywords: Thai-English code-mixing, Computer-mediated communication, Instagram, Bilingualism

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1. Introduction

Over the past ten years, social media sites such as Facebook, Twitter and Instagram have been widely spread and used as primary tools for communicating around the world. According to Kemp (2019), there are 3.48 billion social media users of all social media platforms in 2019. The popularity of these social media sites transforms the way people in modern societies interact with others (Seargeant, Tagg & Ngampramuan, 2012). One of the most powerful social media sites is Instagram, a photo and video sharing application on smartphones and tablets. Instagram was first launched in 2010 and within nine years, the number of the users has reached 894.9 million in 2019 (Kemp, 2019). Moreover, Instagram has the highest growth rate of all social media platforms according to (Kemp, 2019), with a yearly increase of 4.4%.

In Thailand, the number of Instagram users was over 13 million in 2019 (Kemp, 2019); creating massive amounts of data by Thai users in the form of posts, photos and videos in addition to cited captions and exchanges through conversations and comments.

With its popularity, Instagram has become a space for linguistic analysis especially in the field of sociolinguistics. According to Das and Gamback (2013), English is used by non-English speakers and mixed with their native languages. A number of sociolinguistic studies have investigated the use of language choice and code-mixing specifically analyzing this dynamic on Instagram.

Code-mixing can be classified into two definitions: code-mixing and code-switching. Kannaovakun and Gunther (2003) define the general function of code-mixing as intra-sentence mixing, and code-switching as inter-sentence switching. In this study, the term 'code-mixing' refers to both intra-sentence mixing and inter-sentence switching. Code-mixing is a common practice of bilinguals (Androutsopoulos, 2011). Moreover, it indexes to bilingualism of users. Grosjean and Li (2013) define bilingualism as the ability to understand and recognize two or more languages. Myers-Scotton (2006) supports this idea that bilingualism is the skill of communicating in two or more languages efficiently. The interest in bilingualism on CMC has been increasing since the Internet and technology have become a part in human life.

In Thai context, the mixing of Thai and English is very significant since the use of Thai-English code-mixing appears throughout social media sites. One of the obvious characteristics is *pasa karaoke* or karaoke language which is Romanized Thai. In a study of Thai and English code-mixing, the linguistic

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features and characteristics of Thai and English code-mixing were investigated through Internet chats (Yiamkhamnuan, 2011). These features and functions allowed users to create and share the cultural identities. In addition, a study of the purposes in using Thai and English code-mixing by Konkerd (2015) showed the effects of using Thai and English code-mixing on Facebook chats by Thai users discovering that using Thai and English code-mixing helps Thai speakers improve their English communication skills.

Communication used on social media sites is also known as computer-mediated communication (CMC). CMC is defined as communication between people that occurs in computers by typing words on a keyboard and reading texts on a computer screen (Herring, 2004). Shanthi, Wah, and Lajium (2015) point out the term of studying the language use in CMC as computer-mediated discourse (CMD). CMD is the study of language used in communication through computers. In addition, the analytical method by Yiamkhamnuan (2011) can be applied to examine CMD, especially in Thai and English code-mixing analysis.

Even though many studies of Thai-English code-mixing on the Internet and social media sites have been conducted, the study of Thai-English code-mixing on Instagram has not yet investigated. With an enormous number of Instagram users in Thailand (more than 13 million people in 2019), an investigation into the language use in this platform is needed to shed light on the CMD use, in this popular platform. Moreover, the previous studies of Thai and English code-mixing focus on a synchronous mode in Internet chat rooms and Facebook chats, which requires users to log on at the same time and functions as one-to-one communication. This study, on other hand, focuses on the code-mixing characteristic features on Instagram captions and comments which can be defined as an asynchronous mode in that users do not need to be active on Instagram at the same time.

2. Objectives

The objective of this study is to examine the characteristics of linguistic features of Thai and English code-mixing of an asynchronous mode of communication on Instagram.

3. Materials and Methods

This research is framed by a qualitative approach to investigate the characteristics of Thai and English code-mixing on Instagram. This study applies the linguistic analysis based on the features of Thai and English code-mixing on the Internet by Yiamkhamnuan (2011) which include (1) lexical insertion, (2) word translation, (3) word quotations, (4) word repetition, (5) specialized features, and (6) switching to the Net culture. The theoretical framework adopted in this study is CMD as a framework analyzing communication on CMC.

The data of this study was captions and comments on Instagram; which consisted of Thai-English code-mixing. The data was collected for 3 months from October 2018 to January 2019. The captions and comments were collected from 40 Thai users comprised of 20 university students and 20 adults.

The captions and comments, both in Thai and English, from 40 participants collected over the period of three months accounted for 36,662 utterances. These 36,662 utterances were categorized and analyzed based on the Yiamkhamnuan's (2011) six characteristics of Thai-English code-mixing characteristics used on the Internet.

4. Results and Discussion

Thai and English code-mixing characteristics found on Instagram

Based on the characteristics of Thai-English code-mixing by Yiamkamnuan (2011), there are five characteristics found in Thai and English code-mixing on Instagram by Thai users -- lexical insertion, word translation, word repetition, specialized features, and switching to the Net culture. Table 1 shows the number of the characteristics found on Instagram in each category.

Table 1 The number of Thai and English code-mixing's characteristics on Instagram

Characteristics	Number of Utterances
Lexical insertion	2904
Word translation	20
Word repetition	62
Specialized features	1664
Switching to the Net culture	3556

4.1 Lexical Insertion

According to Muysken (2000), lexical insertion is the embedded structures which one language embeds into another language. Yiamkamnuan (2011) divides lexical insertion into two aspects; content word insertion and function word insertion. In Yiamkamnuan's (2011) study, lexical insertion is the embedding of Romanized Thai lexical words or *pasa karaoke* in English sentence structure. However, both Romanized Thai and Thai alphabet fonts are found in this analysis.

4.1.1 Thai Content Word Insertion

The insertion of Thai content words is classified into two types; honorific and relationship titles, and general content words.

Hamamra and Qararia (2018) explain that honorific and relationship titles are inserted to present respect and relationship as they are addressed before names of people. In Thai honorific and relationship titles, 'P'' (*Pee*) refers to a male or female older person, 'j' (*Je*) means a female older person and 'N'' or 'nong' describes a younger person. Also, 'nu' and 'jao' are used for people who are younger than a speaker. As exemplified in Table 2, these honorific and relationship titles show seniority and hierarchy in Thai society.

Table 2 Honorific and relationship title insertion

No.	Utterances	Thai Translation
1.	CM01: HBD kub **P'**Paint ;))	Happy birth day (sister) Paint
2.	CM02: Hpbd kaaa **j** paintt□	Happy birth day (sister) paint
3.	CM03: @toreimor thk u **n'**tim	Thank you (younger brother) Tim
4.	CM04: @icepreechaya thx jaa **nu** Ice	Thank you (little) Ice
5.	CM05: miss you **jao** beammy!	Miss you (little) Beammy

In addition, the data also presents other honorific and relationship titles like 'khun' and 'e'. 'Khun' indexes the politeness and suggests that a speaker does not have a close relationship to a person he or she is speaking to. On the other hand, 'e' (ee) is a rude word addressing a woman. However, 'e' can also indicate a very closed relationship as shown in the utterances 6-7.

(6) CM06: thankyou ka **khun** claire ❤️.

(7) CM06: thankyou ka **e** ploy ❤️❤️.

Furthermore, Thai general words are found embedded in Thai dominated discourses. In the analysis, there is no fixed pattern of the general Thai content word insertion.

(8) CM07: nxt time **ma kun** (next time, come together)

(9) CM08: Omg why so **suay** (Oh my god, why so beautiful)

From the examples, the verb 'ma kun' (come together) and the adjective 'suay' (beautiful) are inserted into the English dominated discourse. The participants insert the Romanized Thai in English sentences in order to economize time in typing. Roman fonts are rendered into Thai utterances. There is no need to press the shift button and the words are typed in lowercase letters.

For the insertion of Thai alphabet, the analysis suggests that the purpose of using Thai alphabet in English dominated discourses is to implicit meanings and feelings of the Thai users since the Thai alphabet

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clarifies the exact meanings of Thai discourse. To illustrate, there are the insertion of Thai alphabet 'แบบอีแอบ' (like a gay) and 'มโน' (imagine) as exemplified in utterances 10 and 11.

(10) CM09: So much fun แบบอีแอบ (So much fun like a gay)

(11) CM10: why so มโน (why so imagine)

'แบบอีแอบ' means 'like a gay' which uses Thai language to convey the idea clearly rather than using English language. 'มโน' means 'imagine' that uses the Thai alphabet to indicate the real feeling of the speaker. Also, to express Thai idioms, the Thai alphabet is used like 'คู่สร้างคู่สม' (a perfect couple) as can be seen in utterance 12.

(12) CM11: คู่สร้างคู่สม *with bae* 🍒 *@CM63*

CM11 mixes a Thai idiom 'คู่สร้างคู่สม' with an English phrase "with bae🍒@CM63" referring to a perfect couple which is CM11 and CM63.

4.1.2 Thai Function Word Insertion

The major part of Thai function word insertion is the final particles including the status particle, question particle and mood particle. Iwasaki and Ingkaphirom (2009) define the final particles as pragmatic particles as indicating politeness, indexing relationships of speakers, emphasizing meanings and making questions. The first final particle is the status particle; which marks gender, indicating relationship and expressing social status. There are two types of the status particles: polite and non-polite particles. Polite particles are those expressing politeness in the conversation. While the use of status particles can reveal the relationship, polite particles index a mere acquaintance or a lower status such as 'ka' and 'krab' that are used for formal purposes. Furthermore, the polite particles indicate the gender of speakers. The final particles for male are 'kub', 'na krub' and 'krub', and 'na ka' and 'ka' for female. The use of these final particles is illustrated in utterances 13-16.

(13) CM12: miss u **ka**

(14) CM13: topshop ค่าา (kha)

(15) CM14: thank you **kub** you too **kub**.

(16) CM15: Happy birthday นะครับ 🎂 *(na krub)*

Utterances 13-16 shows that both Romanized Thai (*pasa karaoke)* and Thai alphabet of the final particles are inserted in the English dominated discourses on Instagram. Also, it can be assumed that the speakers have a mere acquaintance or they might be younger than people whom they are communicating with.

In addition, the analysis reveals the final particles, used for informal purpose and classified as the status particle, are found in Thai-English code-mixing on Instagram such as 'ja', 'ah', 'haff', 'hub' and 'ha' as in utterances 17-21.

(17) CM16: how much **jaaa** 🤑

(18) CM17: Cute **ah**

(19) CM18: happy birthday na **hafff**

(20) CM19: Happy birthday **hubbb**

(21) CM20: thank you **ha**

The final particle 'ja' is used among friends and is mostly used by the older people when they communicate with younger people. 'Ah' conveys the friendship and an equal social status. 'Haff', 'hub' and 'ha' are the adaptation of 'krub' (the male final particle); which are used by males more than females. However, female speakers often use these final particles in informal situations with their friends.

Furthermore, the non-polite particles (*wa* and *ya*) for the closed relationship that is mostly used between friends are mixed with the English dominated discourses as in utterances 22-23.

(22) CM21: So oppa style **wa** bro

(23) CM22: happybirthdayyy **yaaaaaa**

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'Wa' and 'ya' are non-polite final particles in Thai language. They are normally used to express displeased feelings. They, however, are also used between close friends, thus they indicate a very closed relationship.

Additionally, question particles are found in the analysis. The question particles create the question tone, yes-no questions in English, such as 'mai', 'lor' and 'pao'. These are exemplified in utterances 24-26.

(24) CM23: Love me **mai?** *(Do you love me?)*

(25) CM24: Ma london **pao** *(Do you come to London?)*

(26) CM25: Shoe ni mai cold **lor ka** *(Isn't it cold wearing these shoes?)*

From the examples, 'mai' and 'pao' are added at the end of phrases to form the questions. Sometimes, using only the question particles might sound impolite. Therefore, to make the utterances more appropriate, the polite participles such as 'ka' and 'krub' are added after the question particles as shown in utterance 26.

Moreover, a mood particle is a particle used to convey the mood, emotion and attitude of the speakers which appears as suggesting, commanding and softening sentences (Peyasantiwong, 1981). In the analysis, the mood particle 'na' is largely mixed with the English-dominated discourses since 'na' is used to make the statement softer. The use of 'na' is exemplified in utterances 27-28.

(27) CM26: thank you **naaa**

(28) CM27: @CM28 which part **na**?

As exemplified above, CM26 (utterance 27) uses the final particle 'na' to soften the statement and make it sound milder. Also, 'na' can be used in a question as CM27 (utterance 28) asks CM28 that 'which part **na**?'.

The mood final particles that are found in the data of Thai-English code-mixing on Instagram are 'loey', 'ley' and 'lei' with various spellings in *pasa kaoke*. They all refer to 'เลย' (loey) as seen in utterances 29-30.

(29) CM29: Hungry 😊 **loey** *(I'm hungry)*

(30) CM30: taste ok **lei** kaa *(Taste is fairly good (ok).)*

'Leoy' as final particles can emphasize meanings in different contexts. CM29 (utterance 29) puts 'loey' after 'hungry' to emphasize that she is already hungry. Moreover, 'lei' in the second example is to emphasize 'ok' which means 'fairly good'.

4.1.3 English content word insertion

The lexical insertion is not only Thai lexical insertion into English dominated sentences but also English words inserted into Thai dominated sentences. The study discovers that English proper nouns are mixed into Thai dominated discourses as exemplified in utterance 31-32.

(31) CM31: **Disney** ทั่วโลกอะค่ะ @CM06

(All Disneyland around the world)

(32) CM32: ตอนนี้หลอน **starwars** มากเว่อร์

(Now, there is the illusion of Star Wars in my head.)

From the examples, 'Disney' and 'Star Wars' are English proper nouns inserted in Thai discourses as there is no Thai translation of these two words.

In order to limit the time in communication on CMC, English abbreviations appear in Thai-English code-mixing on Instagram as in utterances 33-34.

(33) CM33: เดี๋ยวเราไม่อยู่ไป **HK** ไว้นัดกันนะคะ

(I won't be here. I'll go to Hong Kong)

(34) CM34: โอ้ยยยยยยยยน่ารักมากๆๆๆๆๆๆๆๆๆ**HBD**เด็กน้อยยย 😘 😘

(Wooooow so cute Happy Birth Day to little baby.)

As illustrated, 'HK' as the abbreviation of 'Hong Kong' and 'HBD' as the abbreviation of 'Happy Birth Day' are inserted in Thai languages. The insertion of English abbreviation helps to reduce typing effort.

Another characteristic of English content word insertion is the use of exclamation or interjection of English in Thai discourse. The exclamation or interjection words are the type of words that express the feelings of the speakers. Examples of exclamation or interjection word insertion are showed in utterances 35-36.

(35) CM35: **omg** du dee mahk ahhh 😍 *(Omg, you look very good.)*

(36) CM36: **Oopss** mee pua leaw nhi jeeb mai dai

(Oops, you already have a boyfriend. I can't flirt with you anymore.)

From the utterances, 'omg' and 'oops', the English exclamations, are mixed in Romanized Thai discourses. The spellings of Thai exclamations are difficult in Romanized Thai and the spellings of English exclamations are shorter and easier. Also, the inserted English exclamations are common words; which convey meaning more clearly. Therefore, Thai users choose to use English exclamations.

4.1.4 English Function Word Insertion

Personal pronouns are functional words referring to a person or group of people. In Thai-English code-mixing on Instagram, English personal pronouns are inserted into Thai discourses as exemplified in utterance 37-40.

(37) CM05: ohooooo **you** auan mak loeyyyy u 🙄 *(Oh you are so fat.)*

(38) CM37: ต้องเจอกัน soon **you** ว่างเมื่อไหร่บ้าง

*(Need to meet up soon. when are **you** free?)*

(39) CM25: @CM03 hahahaha **u** pai uk narn kor ngi **i** plian pai laew

*(Hahahaha because **u** go to uk for long time **I** have already planed.)*

(40) CM38: kt **i** barng maiiiii? *(Do you miss **i** (me)?)*

(41) CM39: hahahhahahaha **she** glua pai loey ja *(It makes **she** afraid.)*

In utterances 37-39, 'you' and 'u' (the abbreviation for 'you') are English second person pronouns. In the analysis, 'you' and 'u' are English function words inserted in Thai discourses, Romanized Thai and Thai alphabet discourses. In the similar way, the first person pronoun 'I' is embedded into Romanized Thai discourse. 'I' is the first person singular pronoun presenting the speaker. Moreover, CM39 inserts 'she', an English third pronoun, in Romanized Thai discourse to mention her female friend.

4.2 Word Translation

According to Yiamkhamnuan (2011), word translation in code-mixing is the shift or change from one language to another language to clarify the meaning of a previous utterances. To apply the word translation, participants have to share the same language backgrounds such as Thai and English bilinguals. Word translation is illustrated in utterances 42-43.

(42) CM40: This is exactly how I want my living room window to look like!
อยากได้ห้องนั่งเล่นวิวแบบนี้ทำไงดี

(43) CM41: สุขสันต์วันตรุษจีนHappy Fashionable Chinese New Year

Gong Xi Fa Chai 新年快乐@voguethailand

In utterance 42, CM40 uses English language and switches to Thai language in order to translate the English sentence. 'อยากได้ห้องนั่งเล่นวิวแบบนี้ทำไงดี' (I want my living room window to look like this. What can I do?), is the translated sentence of the preceding English sentence. Also in utterance 43, CM41 has many foreign friends on his Instagram; he/she uses word translation from Thai to English. CM41 says that 'สุขสันต์วันตรุษจีน' which means 'Happy Chinese New Year'. After using a Thai wish, he translates the wish into English.

4.3 Word Repetition

Kumtanit and Srisakorn (2016) state that word repetition is a syntactic structure, which repeats Thai words or phrases. In Thai language, the aim of word repetition is to emphasize the meaning (Yiamkhamnuan, 2011). The features of word repetition found in this analysis include the repetition of Thai

words, English words, the inclusive of any word or abbreviation repeated more than once or the numeric numeral 2, meaning repeat. Utterance 44 exemplified Thai word repetition.

(44) CM42: Irresistible **jingjing** ka *(really irresistible)*

CM42 inserts the Romanized word 'jing jing' to modify the English word 'irresistible'. In this context, 'irresistible jing jing' means 'really irresistible'. In addition, some Thai users use the abbreviation 'jj' for 'jing jing' in Thai-English code-mixing as in utterance 45.

(45) CM43: mai plard **jj** ka sis eiei. *(absolutely, I won't miss it sister.)*

As 'jing jing' is general used in Thai language, it influences Thai native speakers to abbreviate the phrase 'jing jing' into 'jj' in order to save keystrokes. Similarly, the English word repetition is also used for emphasizing the messages as presented in utterance 46.

(46) CM44: **haphap** kub sis suayy! *(**hap hap** to you sister. Beautiful!)*

In the example above, CM44 repeats the word 'hap'; which stands for 'happy' as 'haphap' to highlight the happy birthday wish.

Interestingly, this analysis reveals word repetition technique that is unique for online communication. Adding '2' creates word repetition after a word. '2' is used in the same way with the Thai repetition punctuation (ๆ) in Thai language but '2' is located after *pasa karaoke* or Romanized Thai as in utterances 47-48.

(47) CM45: kobkhun **mak22** loey naaakaa ruks **mak2** 💖💜

(Thank you very very very much. Love you very very much.)

(48) CM46: **Cute2** na graeee 😆 *(you are cute cute)*

In the examples above, 'mak22' is the repetition of 'mak mak mak' and 'cute2' is for 'cute cute'. These reveal that '2' can be used to show repetition of a word in either Thai or English. Moreover, the repetition emphasizes two meanings, 'Mak22' points out the appreciated feeling of CM45 and 'cute2' highlights the opinion of CM46 toward the person he/she is talking to.

4.4 Specialized Features

CMC is the communication produced by typing; which uses more time than face-to-face communication. However, speakers expect the typed conversations to flow like speaking (Yiamkhamnuan, 2011). This affects language use and causes the use of special language features in CMC. In this analysis, these special language features are found on Instagram by Thai users in orthographic representation, creative combination and non-verbal representation.

4.4.1 Orthographic Representations

Orthographic representations consist of Thai orthography for English words and English orthography for Thai words. Basnight-Brown and Altarriba (2007) state that the form of orthography is a specific function occurred between bilinguals. In the bilingual environment on Instagram, these representative forms of communication are frequently used. Thai orthography for English words is the phonic spelling of an English word pronunciation by using Thai alphabet as exemplified in utterances 49-50.

(49) CM47: สดใสซาบซ่านฮอตหยั่งกะไฟเอ่อ *(Lively and **hot** like **fire**)*

(50) CM43: รีบแก่ง555 ซียาา *(always hurry hahaha **see ya**)*

The orthography for English words 'ฮอต' (hot) and 'ไฟเอ่อ' (fire) are used to describe the characteristics of the person whom CM47 refers to in conversation on Instagram. This feature is used to characterize enjoyment and a sense of humor in the message. Additionally, 'ซียา' is made by CM43 in Thai spelling for 'see ya'. These Thai orthographic words show the creativity of the Thai-English bilingual participants.

Furthermore, English orthography for Thai words is the use of English consonants and vowels, to spell Romanized Thai words or *pasa karaoke* as in utterance 51-52.

(51) CM06: **deaw pai tiew gun eekk** *(let's travel together again)*

(52) CM48: **err kt mai dai jer gun loeyy** *(er miss you. Long time no see you)*

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The use of *pasa karaoke* indicates bilingual identity. As CM06 and CM48 use *pasa karaoke* in the communication, it shows the bilingual identity of Thai and English, and subsequently orthographic representation in the language.

4.4.2 Creative Combination of English and Thai

Creative combination of English and Thai is another specialized feature of code-mixing. According to Yiamkhamnuan (2011), it is the use of English morphemes combined with Thai words. In the analysis, the first characteristic of the creative combination is found with the addition of 's' and 'z' or inflectional affixes as in utterances 53-57.

> (53) CM49: **joobsss** *(kiss)*
> (54) CM43: **kerns** thank you na fern *(**shy** thank you Fern)*
> (55) CM49: **rukss** *(love)*
> (56) CM50: chill **kodddzz** and need a long break too
>   *(**Super** chill and need a long break too)*
> (57) CM51: suay **jungzzz** *(**So** beautiful)*

From the utterances, 's' and 'z' are located at the end of Romanized Thai words as the final consonant to create enjoyment and indicate playfulness.

Interestingly, Thai words which end with 'ด' or /d/ are changed to 'ช' (*ch*) or 'ch' (/ʒ/). In Thai language, the consonants 'ช' (/ʒ/) is pronounced instead of the final consonant sound /ด/ or /d/. Therefore, the morpheme is similarly reversed as it influences the use of 'ช' (/ʒ/) replacing /ด/ (/d/) as in utterance 58-59.

> (58) CM52: เริ่ช *(perfect)*
> (59) CM53: เผ็ชชชช *(hot)*

เริ่ช (*rersh*) and เผ็ชชชช (*petsh*) have 'ช' or 'sh' as the final consonants; however, their original final consonants are 'ด' (/d/). In เริ่ช (*rersh*) for เริ่ด (*rerd*) and เผ็ชชชช (*petsh*) for เผ็ด (*ped*), 'ช' or 'sh' is added as the final consonant because the speakers want to produce the fricative sound to mimic English pronunciation.

Moreover, the English noun suffix 'ness' is discovered mixing with วุ่นวาย (chaotic); which is the Thai adjective as shown in utterance 60.

> (60) CM30: Thx for being the วุ่นวาย**ness** in my life. It's a blessed having u guys 💖

As can be seen in the utterance 60, 'วุ่นวายness' is inserted after 'the' which is the English article alerting and signifying the specific meaning of the noun that follows. In terms of parts of speech, วุ่นวาย (chaotic) functions as the Thai adjective. To make it become a noun, the English noun suffix is needed. Therefore, CM30 writes 'วุ่นวายness' to show grammatical knowledge of English and to indicate the funny playfulness of code-mixing.

4.4.3 Non-verbal Representation

Non-verbal representation is the use of written language to represent non-verbal features such as 'hahaha' and 'lol' for laughing. One of the special features of Thai non-verbal language in CMC is '55555' which represents the use of both numeric pronunciation and phonic consonant meanings of laughter as 'hahaha'. In Thai language, '5' is pronounced as 'ha', therefore, '55555' meaning laughter is embedded in English discourses on Instagram as in utterances 61-62.

> (61) CM54: oh really **555** how r u miss u nong Boss.
> (62) CM55: **55555555** agree!! @CM56 was looking for u all night!!!! @CM40

Even though the speakers use English language to communicate, they use '555', the Thai numeric character for laughter, to express humorous feelings.

Another non-verbal representation found in the code-mixing is 'jubu' and 'jubjoobs' which are expressions of a kiss in Thai language as shown in utterances 63-64.

(63) CM43: @kukkick **jubuuu**
(64) CM57: @thisisjhan **jubjoobs**

The speakers choose *pasa karaoke* of 'jubu' and 'junjoobs', a sound of kissing in Thai, to show the kissing action and to compensate the lack of social presence in CMC.

4.5 Switching to the Net Culture

On the Internet, the written language is used as the dominant tool to communicate and interact with others. Thus, it influences the production of the unique written features used to communicate on the Internet which is called 'Netspeak' (Yiamkhamnuan, 2011). Two features of Netspeak are duration, and shortening.

4.5.1 Duration

Duration refers to the timing of speech sounds produced in code-mixing on the Internet by reduplicating the letter (Yiamkhamnuan, 2011). The reason for letter reduplication is to create longer sounds or sound duration of pronunciation. Moreover, the duration, which is widely found in Thai-English code-mixing on Instagram, is discovered in both Thai and English words used for expressing the emotions of the speakers in the analysis as illustrated in utterance 65.

(65) CM58: **Sooo cuteee** yark daii pic jung **leayy kaaa** khunmae 😌😊💛💗
(So cute can I have the picture, mother)

In utterance 65, the final letters are repeated in order to create the longer duration of sound production as 'sooo cuteee'. This repetition emphasizes that the picture is 'so cute'. Moreover, the repetition appears in the Thai final particles 'leayy kaaa'. The duration in the final particles mimics the time in spoken language and it makes the discourses sound softer. This word repetition feature occurs in Thai and English code-mixing utterances.

4.5.2 Shortening

In CMC, words are shortened by dropping vowels in order to use less time in typing (Yiamkhamnuan, 2011). Surprisingly, only 'mng' and 'kt' are discovered as shortened Romanized Thai words where a vowel is omitted.

'Mng' or sometimes 'mg' is the shortened form of 'mueng'. This word means 'you' in English. However, 'mueng' is a rude pronoun that is used to refer to close friends. Another shortened word found in the analysis as is 'kt' or 'kidteung' (miss you). The use of these words is exemplified in utterances 66-69.

(66) CM59: Happy bday na **mng** *(Happy Birthday to **you**.)*
(67) CM60: Kao da **mng** ah 5555555 *(He rebukes **you** hahahaha)*
(68) CM61: **Kt** leawwww i mhoo ❤️ *(I have already missed you. Piggy.)*
(69) CM62: Germany sometimes? **Kt** *(Miss you).*

In utterances 66-67, 'mng' indexes the omission of the vowel while also showing a very close relationship. This form of shortening the word for a purpose of saving time is a result of the difficulty in typing 'mueng'; CM59 and CM60 use 'mng'. Also, 'kidteung' and 'miss you' requires more time to typing, hence, 'kt' is used in utterance 68-69. As 'mng' and 'kt' are *pasa karaoke*, the use of them shows another mixed-use form of Thai and English.

5. Conclusion

The study applies the CMD framework to analyze linguistic features of Thai and English code-mixing by investigating the characteristic use of Thai-English code-mixing found on Instagram. This study discovered five features of Thai and English code-mixing on Instagram.

From the analysis, the insertion of *pasa karaoke* and Thai alphabet appears in the English dominated discourses. The reason for embedding *pasa karaoke* into English dominated discourse is primarily to save keystrokes since switching to Thai alphabet creates more time in typing. Moreover, *pasa karaoke* is used because the speakers want to express some Thai words, which do not exist in the English

language such as Thai honorific and relationship titles, and final particles. Sometimes, Thai users also insert Thai alphabet into English dominated discourses to imply exact meanings and feelings.

The honorific and relationship titles in *pasa karaoke* are inserted in the English sentences in order to convey the social status and relationship of Thai culture, such as 'P'' (an older person) and 'n' (a younger person). Specifically, the seniority and hierarchy in Thai culture influences the insertion of the Thai final particle, which is largely found in the analysis. Furthermore, Thai users add final particles into English dominated discourses to reveal the social relationship such as 'krab' and 'kha' indexing a mere acquaintance and 'wa' and 'ya' indicating a close relationship.

In addition, code-mixing reveals creativity and playfulness of the users reflected in Thai and English creative combination. The replacement of Thai final sound 'ด' (/d/) to English final sound 'ซ' or 'ch' (/ʒ/) denotes this creativity and playfulness. For example, the final sounds of 'เลิศ' or 'rerd' (perfect) and 'เผ็ด' or 'ped' (hot) are changed to 'ch' (/ʒ/) from 'ด' or 'd' (/d/) which become 'เริ่ช' or 'rerch'.

Furthermore, the study finds that the code-mixing mimics English spoken discourse. To imitate English spoken discourse in Thai words, the English consonants 's' and 'z' are added at the end of Thai words including 'joobs' (kiss), 'kerns' (shy) and 'suay jungzzz' (so beautiful).

Even through the modes of communication on Instagram are asynchronous, users trend to minimize time in typing similarly to the synchronous mode. Therefore, it can be implied that the users in CMC environment create speech-like discourse in both synchronous and asynchronous modes.

6. Acknowledgements

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