This research is to investigate about naming the Thai titles for Japanese comics with the purpose to study the language used for naming, receiving foreign words for naming, meaning reference, figure of speech and considering about procedures, factors of word structures, phrase structures and sentence structures of Thai name in Japanese Comics by studying from Thai lists of Japanese Comics printed and distributed from 1994 to 2007 and data from interviewing editors of Siam Inter Comics publishing and Nation Edutainment Company Limited.

From the study of Thai naming of Japanese Comics. It is found that there are three different methods of naming: the English or Japanese loan words, translating and creating new word. The findings found are the English or Japanese loan words and most common. There are three kinds of meaning referred to: communicating meaning by referring to the leading character of the story ,stating meaning to texts of the story and communicating meaning to the ambiance, place, and the important things of the story which can be concluded that referring to the leading character of the story it most common. For the figure of speech, there is the use of simile is biggest, in number.

For procedures and factors in naming of Siam Inter Comics Publishing and Nation Edutainment Company Limited, there is the accordance in buying, translating, and distributing stages and the difference in the way to select the name before sending to Japan's publishing for consideration while Nation Edutainment Company Limited allocates responsibility in naming. For naming factors, there is concern about copyright in meaning communicative and language style. However, there are some difference of font display on the cover of comic books which Nation Edutainment Company Limited takes it more important. There are seven factors about naming but utilizing language style is the most found.

For studying about name structure and word, compound words are most common, use noun from one word to four words, and also employ verb in naming. For phrase, the use of noun phrase structure is most found in naming. For sentence, it is the single sentence which has the ordering of word ordinarily and has the specific word order. There is the sentence which begin with a verb or an object verb and some sentence which the omit subject.

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